

FALL-IN AGENCY

CAMPAIGN PROPOSAL

Prepared for:



Knoxville
Habitat
for Humanity®

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Meet The Team



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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

This research project was developed to examine the public awareness, perception, and engagement levels surrounding Knoxville Habitat for Humanity. As part of an engagement initiative, the goal was to better understand how local residents perceive the organization, how familiar they are with its services and mission, and how they prefer to receive information regarding volunteer or donation opportunities. The findings from this research are intended to guide the development of more effective communication and outreach strategies aimed at improving the organization's visibility and impact within the Knoxville community.

The primary research method used was a survey, conducted in person at five different grocery store locations across Knoxville. The target population consisted of adult Knoxville residents who are not currently enrolled as students at the University of Tennessee. This demographic was selected based on the assumption that adults outside of the college population are more likely to make independent decisions regarding volunteering, donating, and supporting nonprofit organizations. According to the U.S. Census Bureau's 2020 data, Knoxville had an estimated population of 190,740, with approximately 18.4% under the age of 18. Therefore, the total estimated adult population—our research population—was around 155,640 (N=155,640).

A total of 395 individuals completed the survey, giving us a robust sample size above our initial target of 300 respondents. The sampling technique employed was voluntary response sampling. Participants were approached in parking lots outside selected grocery stores and asked to complete a digital survey. The chosen locations were diverse in terms of geography and customer base to help increase the representation of different demographics and psychographics.

Although voluntary response sampling can introduce some bias, no incentives were offered in order to reduce this effect as much as possible and to encourage honest, unbiased feedback.

The first major objective of this study was to determine the level of awareness the public has of Knoxville Habitat for Humanity. The data revealed that approximately 82% of respondents reported being somewhat to very familiar with the organization. This indicates a relatively high level of community awareness, suggesting that Habitat for Humanity already has a strong foundational presence in the minds of many Knoxville residents. The second research goal was to assess the public's perception of the organization and its overall reputation. According to the survey responses, around 65% of participants had a positive or very positive impression of Knoxville Habitat for Humanity, while 25% indicated a neutral perception. Only a small minority had a negative impression. This suggests that the organization generally enjoys a favorable reputation, though there may still be opportunities to convert neutral impressions into more positive ones through targeted storytelling and outreach. Another key area of inquiry involved assessing engagement interest and past interactions with the organization. However, despite this interest, many respondents had not previously attended events or received direct communication from the organization. This shows that while there is curiosity and a willingness to engage, there may be a gap in the way Habitat is currently reaching its audience.

Understanding communication preferences was another vital objective. When asked how they would prefer to learn more about Knoxville Habitat for Humanity, the most frequently mentioned sources were social media, word of mouth, and the organization's official website. These insights are crucial for developing effective outreach strategies. Social media platforms, in particular, present an opportunity to connect with a broader audience and to share impactful success stories, volunteer opportunities, and updates.

The survey also gathered demographic and background information on participants, revealing a wide range of respondents aged 18 to 72. Most participants had lived in Knoxville for more than ten years. The majority of respondents were White and male, and household income levels were varied, with notable clusters in the “Under \$30,000” and “\$60,001–\$70,000” ranges. Participants’ understanding of Habitat’s operations varied, with many people correctly identifying the organization as one that helps families in need. However, there were also misconceptions—some respondents believed homes were given out through a lottery or were unaware that homeowners contribute sweat equity and pay an affordable mortgage. Similarly, when asked how Habitat is funded, answers included sponsorships, government taxes, and volunteer work. These varied responses demonstrate a lack of clear understanding about the organization’s funding model and eligibility requirements. Most participants believed that the income level required to qualify for a Habitat home ranged from \$30,000 to \$50,000.

When asked about the benefits of volunteering with Habitat, respondents listed several perceived advantages. These included gaining hands-on construction experience, connecting with others in the community, flexible volunteer hours, and the satisfaction of seeing tangible results from their efforts. This indicates that the organization can effectively position volunteering not just as a charitable act, but as a rewarding and enriching experience. The data collected offers a valuable snapshot of how Knoxville residents currently view Knoxville Habitat for Humanity. While awareness is relatively high and perception is mostly positive, the research uncovered gaps in understanding regarding operations, funding, and eligibility. There is a strong foundation of interest that can be built upon, especially by using preferred communication channels like social media and the organization’s website.

This strategic communications plan outlines a comprehensive campaign for Habitat for Humanity of Knoxville (KHFH) aimed at increasing brand awareness, community involvement, and public understanding of the organization's mission to provide affordable housing. The campaign focuses on engaging socially conscious individuals aged 25–45, University of Tennessee students, local business owners, and faith-based organizations by connecting them with Habitat's mission through authentic storytelling, accessible information, and meaningful community experiences. By targeting these key audiences through a variety of communication channels and initiatives, the plan seeks to foster deeper connections, correct common misconceptions, and drive action across multiple fronts—volunteering, donating, attending events, and spreading awareness.

The campaign is driven by four overarching goals: increase awareness of Habitat's work and impact, improve public perception of the organization and its operations, correct widespread misunderstandings about the application and homeownership process, and strengthen overall community engagement. Each of these goals is supported by specific objectives and measurable outcomes, including a 30% increase in website traffic, a 20% rise in volunteer sign-ups, and broader recognition of KHFH as a trusted source for affordable housing solutions. To achieve these objectives, the plan utilizes a variety of strategic approaches such as a storytelling campaign featuring local families, “Myth vs. Fact” and “Did You Know?” social media series, collaborative Build Days with businesses and student organizations, and community events like home tours and charity walks that make KHFH's mission tangible and interactive.

The campaign's tactics are designed to create emotional and educational touchpoints with the public. Storytelling is central to this effort, with monthly videos and blog features profiling real Knoxville families who have benefitted from Habitat's services. This human-centered content not only raises awareness but also addresses misconceptions by showing that Habitat homes are earned through partnership and dedication.

Social media efforts will highlight behind-the-scenes stories and educational facts, while public relations outreach will secure media coverage to amplify messaging. Events such as neighborhood cleanups, and interactive charity fundraisers will give community members hands-on opportunities to engage with the mission and see its impact firsthand. Partnerships with local influencers, small businesses, and faith communities will expand the campaign's reach and credibility while providing platforms for collaborative storytelling and sponsorship.

The plan also includes a structured approach to evaluation and stewardship. Metrics such as social media engagement, email newsletter subscriptions, attendance at events, and increases in donations will be monitored to assess progress. Additionally, surveys and interviews will help gather qualitative feedback to inform future efforts. KHFH will also implement donor and volunteer recognition practices, including personalized thank-you messages, social media shout-outs, and follow-up engagement, to encourage long-term involvement and loyalty. The campaign will be executed over a ten-week timeline, beginning with content development, outreach to partners, and social media planning. As the campaign unfolds, the team will launch weekly storytelling posts, interactive educational content, and volunteer drives, while building momentum toward major events such as a community celebration and a fundraising gala. A detailed calendar ensures consistency and coordination across platforms. The campaign budget includes allocations for content creation, media outreach, event logistics, and promotional materials, all designed to maximize impact without overspending. This campaign positions Habitat for Humanity Knoxville as a visible, accessible, and essential community partner. By strategically combining emotional storytelling, educational content, and interactive events, the campaign will build public trust, expand KHFH's supporter base, and foster a deeper sense of community involvement. The efforts laid out in this plan are designed not only to address current communication challenges, but also to establish a sustainable foundation for long-term engagement and growth.

SITUATIONAL ANALYSIS

PROBLEM STATEMENT

Knoxville's Habitat for Humanity faces a persistent and damaging misconception about its mission. Many people mistakenly believe the organization gives away homes, when in reality, it sells homes to hardworking families through affordable mortgage programs. This misunderstanding not only undermines the efforts of the families who invest time and resources into becoming homeowners but also misrepresents the organization's broader impact. In addition to building homes, Knoxville's Habitat for Humanity provides critical home repairs, hosts financial literacy classes to empower families, and operates the ReStore, which funds housing initiatives through the sale of donated goods. This lack of awareness can limit community engagement, reduce volunteer support, and affect funding opportunities. It is crucial to correct these misconceptions and highlight the full scope of Knoxville's Habitat for Humanity's work to strengthen its impact and ensure more families have access to safe, affordable housing.

ORGANIZATIONAL STRUCTURE

Beginning as a humble mission to provide decent, affordable homes has evolved into a powerful force for change for the community, impacting over 1,500 families in Knoxville. From renovating single homes to developing entire neighborhoods, our journey reflects our dedication to not only building houses but also fostering strong, thriving communities. Guided by their mission to put God's love into action, Habitat for Humanity unites people to build homes, create communities, and offer hope.

Habitat for Humanity was founded in 1985, following the development of the "partnership housing" concept. This innovative idea, originating at Koinonia Farm in Americus, Georgia, was conceived by Clarence Jordan, a farmer and biblical scholar, alongside Millard and Linda Fuller. The concept emphasized the collaboration between those in need and volunteers, working together to build affordable homes. This approach has since fueled the organization's growth and its international presence, turning Habitat for Humanity into a global movement dedicated to housing and community development.

The Habitat for Humanity headquarters are operated by an administrative staff, professional and support employees, and volunteers. Habitat International is led by CEO Jonathan T.M. Reckford, who has held the position since 2005 (Aligned Influence, 2022).

The Knoxville branch operates with a dedicated team focused on serving the community. The administration is led by Anna Engelstad, the Chief Executive Officer, along with Mark Dunne as Chief Operations Executive, Lance Weeden as Chief Financial Officer, and Blake Lawson as Chief Development Officer. The marketing team includes Megan Tessaro and Morgan Bass, who specializes in content creation. The Knoxville Habitat for Humanity branch is a close-knit organization consisting of administrative, marketing, construction, and family development teams, all working together to support Knoxville and its surrounding areas (Habitat for Humanity, 2025).

FUNDING

Habitat for Humanity receives the majority of its funding through donations and contributions, with a smaller portion coming from program services. The average Habitat for Humanity home in the US is sold for \$66,000, which inevitably puts that amount of money back into the company which enables them to continue doing what their doing using a buy/sell cycle.

In 2024, the organization reported a 2.5% profitability rate, with total revenue amounting to \$342,369,200. Contributions accounted for the largest share at \$282,632,979, while government grants provided an additional \$28,253,082. Program services generated \$13,299,083, and investments contributed \$13,680,112. Additionally, fundraising efforts brought in \$67,375,396, further supporting the organization's mission.

SWOT ANALYSIS:

Strengths

Habitat for Humanity of Knoxville has several strengths that contribute to its success as an organization. One of its main strengths is its strong global presence and reputation. According to its website, Habitat for Humanity is widely recognized on a global scale and has various locations all over the world (Habitat for Humanity, 2025). Another one of the organization's strengths is its extensive network of volunteers. Around 500,000 people volunteer for Habitat for Humanity annually (Habitat for Humanity, 2025). Additionally, funding is a big strength for the organization since over half of its revenue comes from donations and grants (Knoxville Habitat for Humanity, 2023).

Weaknesses

Although its funding can be considered a strength, it is also a weakness. Because of the large portion of the revenue that is made up of donations and grants, there may be a dependency on them. This can be looked at as a weakness since the funding is less guaranteed internally. Likewise, there is a dependency on volunteers, which can be a weakness for the same reasoning.

Opportunities

In a 2023 report by the Federal Housing Finance Agency, Knoxville has repeatedly ranked in the top ten for fastest growing housing prices (Federal Housing Finance Agency, n.d.). This can be analyzed as an opportunity for Habitat for Humanity since as housing prices increase, the need typically increases as well. Habitat for Humanity has an opportunity to leverage its services as they're needed more. Social media also presents itself as an opportunity for the organization since it can increase public awareness through different platforms than in the past. Likewise, the population of Knoxville is growing, which presents not only more need, but also more potential volunteers.

Threats

There are many external factors that threaten Habitat for Humanity of Knoxville like the economy, the environment and legal challenges. The economy changes all the time, and recessions and inflation can impact the amount of grants, donations and volunteer participation. The changing economy can also affect the cost of supplies and goods needed for the work. Similarly, the environment is somewhat unpredictable and directly impacts the work of the organization. Events like tornadoes, floods and storms can increase the demand for housing, but also destroy or damage the housing projects of the organization. Competition is also a threat for the organization because there are other nonprofits and local companies that may compete for the same funding and donations that Habitat for Humanity needs.

PSYCHOGRAPHICS:

The beneficiaries of Knoxville Habitat for Humanity—primarily first-time homebuyers and low-income families—share key psychographic traits that influence their decision to participate in Habitat’s programs. Many are goal-oriented and aspirational, striving for long-term financial stability and homeownership as a means of providing a better future for themselves and their families. They see owning a home as a critical step toward breaking the cycle of generational poverty and gaining independence. They tend to be hardworking and resilient, often juggling multiple jobs or responsibilities while working toward homeownership. Many are motivated by a desire to create a safe, stable environment for their children, ensuring they have a secure place to grow and succeed. Financial responsibility is a growing priority for these individuals, as many have faced challenges with credit, budgeting, or financial literacy. They are eager to learn and improve their financial standing, making Habitat’s financial literacy classes particularly valuable to them. Community and family are central to their values. Many seek a sense of belonging and are invested in improving their neighborhoods. They often embrace the concept of "sweat equity," appreciating the opportunity to contribute to building their own homes and those of others. Additionally, many beneficiaries are budget-conscious and resourceful, often shopping at the Habitat ReStore or seeking other cost-effective ways to furnish and maintain their homes. They value practical solutions and long-term stability over short-term fixes.

DEMOGRAPHICS:

Knoxville Habitat for Humanity serves a diverse demographic, primarily focusing on low- to moderate-income families who meet the financial and credit requirements for homeownership. These families come from various backgrounds but share a common goal of achieving stability through affordable housing. Many homebuyers are working-class individuals or single parents striving to provide a better future for their children. Volunteers span a wide range of ages, from high school students earning service hours to retirees seeking meaningful engagement in their community. Donors and corporate sponsors are often middle- to upper-income individuals, businesses, and organizations committed to philanthropy. ReStore customers represent a broad demographic, including budget-conscious shoppers, DIY enthusiasts, and environmentally conscious consumers looking for affordable home improvement solutions.

COMMUNICATION AUDIT:

As stated in the problem statement, “Knoxville Habitat for Humanity wants to bring awareness and fix misconceptions of their company”, as of right now here is the audit for the relation of information to the public. This information was found through the website, social media platforms, and the resources page on the Tennessee government website.

Stakeholders such as employees, volunteers, partners, publics, etc. will be beneficially affected by the changes in the communication audit, and will help the company get closer to their intended goal.

Internal Communication for Knoxville Habitat For Humanity has frequent staff meetings and newsletters keeping the teams informed, but could improve with better engagement tracking features. That can be made available by hyperlinks that track the amount of clicks, sign in sheets at the staff meetings, and SMS reminders. Email and volunteer platforms such as VolunteerHub are used, but require improved training. Volunteer hub is a more outdated website, and they should move into Facebook groups, Geneva, Reddit pages, and other more popular and well known sites. If the company wants to continue to use VolunteerHub, they should offer training on how to use the site.

Knoxville Habitat For Humanity uses external communication through websites that are informative and need Search Engine optimization (SEO) improvements. This can be made using AI in order to improve brand awareness. Social media engagement fluctuates, and press relations could be improved by better communication through both social and traditional media. The news features found through YouTube lacked compelling and attention grabbing content for the intended audience. Social media platforms tend to shadowban accounts based on follower count in relation to the like ratio. Email marketing and community events are effective strategies; however, they would benefit from greater personalization and a stronger digital presence. This can be through links, pictures, videos, or any other engaging content. The goal is not to let the email go to the trash or spam, but be attention grabbing and engaging.

The strengths of the company's communication efforts gives them recognition and up to date news for internal and external audiences. Knoxville Habitat For Humanity has strong community trust and brand recognition giving their audience a familiarity and reliable reputation towards the company. This also helps give the company credible and authentic relationships. Engaging with volunteers and the donor base acknowledges their contributions and provides them with recognition Knoxville Habitat for Humanity communication efforts can work on marketing, engaging with a younger audience, and inconsistent tracking metrics. With improving these efforts the company will be given more opportunities for their business through awareness and will better understand how successful their message is.

RESEARCH REPORT

INTRODUCTION

This research report will present the primary research findings for an awareness and conversion project focused on Knoxville Habitat for Humanity. The research was designed to assess public awareness, perceptions, and attitudes toward the organization, with the aim of developing a proposed strategic communication and outreach campaign. Results of a survey involving participants from Knox County are presented in the report below, as well as a summary of the research process, an interpretation of the findings, and implications for strategic recommendations.

PRIMARY RESEARCH

Research Goals

The goal of this research was to evaluate the level of awareness and perceptions of Knoxville Habitat for Humanity among Knoxville residents, with an emphasis on understanding how the public views the organization's mission, services, and volunteer opportunities. The research aimed to provide insights that would help Habitat for Humanity improve its communication strategy, increase community involvement, and strengthen its public image in the Knoxville area.

Research Questions

1. What is the existing level of awareness as well as misconceptions about Knoxville Habitat for Humanity?
2. What are the existing attitudes about Knoxville Habitat for Humanity among current residents?
3. What sources of information do Knoxville residents find credible?

MEASURABLE OBJECTIVES

1. Determine awareness levels

Goal: Measure the percentage of respondents who are familiar with Knoxville Habitat for Humanity.

Findings: Based on the "Familiarity with Habitat" responses, approximately 82% of participants reported being somewhat familiar to very familiar with the organization.

Conclusion: Objective met, the data indicates strong community awareness.

2. Assess perception

Goal: Gauge the overall sentiment toward the organization.

Finding: According to the "Overall Impression" responses, about 65% of respondents had a positive or very positive impression, while 25% were neutral.

Conclusion: Objective met, the general perception of the organization is favorable.

3. Evaluate engagement interest

Goal: Identify interest and past engagement in volunteering or donating.

Finding: Approximately 34% of respondents reported shopping at the Habitat thrift store, and nearly 40% indicated interest in attending a Habitat event.

Conclusion: Objective partially met — there is moderate engagement, with opportunities to increase participation.

4. Identify communication preferences

Goal: Determine how the public prefers to receive information.

Finding: The most frequently cited sources in "Where Would Learn More" were social media, word of mouth, and the Habitat for Humanity website.

Conclusion: Objective met — these insights point to key platforms for effective outreach.

METHODOLOGY

Population

Our target population consists of adult Knoxville residents who are not UTK students. This target population is limited to adults because we are investigating the beliefs and attitudes of residents who might consider volunteering for or donating to Knoxville Habitat for Humanity. As of the 2020 Census, Knoxville, Tennessee had a population of 190,740.

Approximately 18.4% of residents were under 18 years old, so the population aged 18 and over was approximately 155,640. Therefore, our population size, N , is 155,640.

Sample & Sampling Technique

This study relied on a sample of 394 adult Knoxville residents who responded to the survey ($n=394$). Survey participants were recruited using convenience sampling, which allowed for a faster process of getting the sample size we needed in the allotted time frame, and voluntarily completed the questionnaire. To get a sufficiently diverse sample, we recruited participants from the vicinity of several local grocery stores in Knoxville, including Trader Joes, Whole Foods, Walmart, Publix and Kroger, all of which have different but overlapping customer bases. As a result, we believe that this effort helped us to increase the representativeness of the sample in terms of their psychographic and demographic attributes. Although bias can be introduced in convenience samples, the approach of recruiting from multiple areas of Knoxville and getting a substantially large sample are useful for minimizing survey bias.

Instrument

Data was collected using a digital survey administered through Qualtrics. The survey used questions focused on respondents' awareness, attitudes, and misconceptions about Knoxville Habitat for Humanity, as well as the information sources they rely on. The survey consisted of 25 multiple choice questions. The questionnaire began by disclosing the purpose of the survey and obtaining informed consent. Additionally, to protect the privacy of participants, all responses were collected anonymously. The survey itself is included in Appendix A. The demographic data was also collected within that same questionnaire.

Data Collection and Analysis

Once the survey was completed, the data was automatically recorded in a spreadsheet. Prior to data analysis, responses from individuals that did not fit the intended target audience were removed. This included people who were under the age of 18, UTK students, and people who live outside Knoxville. Likewise, answers that were incomplete were also removed for the final analysis. Data was analyzed using SPSS, a software for analyzing and summarizing social data and identifying key trends. The analysis helped to identify potential associations between the different variables as well as shed light on how key variables were distributed.

Findings

The survey featured individuals ranging in age from 18 to 72, with a mean sample age of 43.1 years old, most of whom had lived in Knoxville for over 10 years. Respondents' household incomes varied, with the majority being in the "\$60,001 - \$70,000" income bracket. The majority were male (50.3%, N = 198) and White (76.6%, N = 302).

RQ1 asked about the current level of awareness as well as misconceptions about Knoxville Habitat for Humanity. Participants were asked about how familiar they are with Knoxville Habitat for Humanity. They were also asked to select which of several activities Knoxville Habitat for Humanity is involved in, as a more objective way to assess knowledge (see Figure 1). Further, participants were asked what they believe homeowners are required to do in order to qualify for a Habitat home. Responses are shown below. Fig. 1 shows the sample regarding familiarity with the nonprofit, a small proportion of the sample had no familiarity with the organization (8.9%), while larger proportions had varying levels of reported familiarity with the organization (see. Fig. 1). Small proportions of the sample had personally interacted with Knoxville Habitat for Humanity (10.7%) or knew someone who had interacted with the organization (18%).

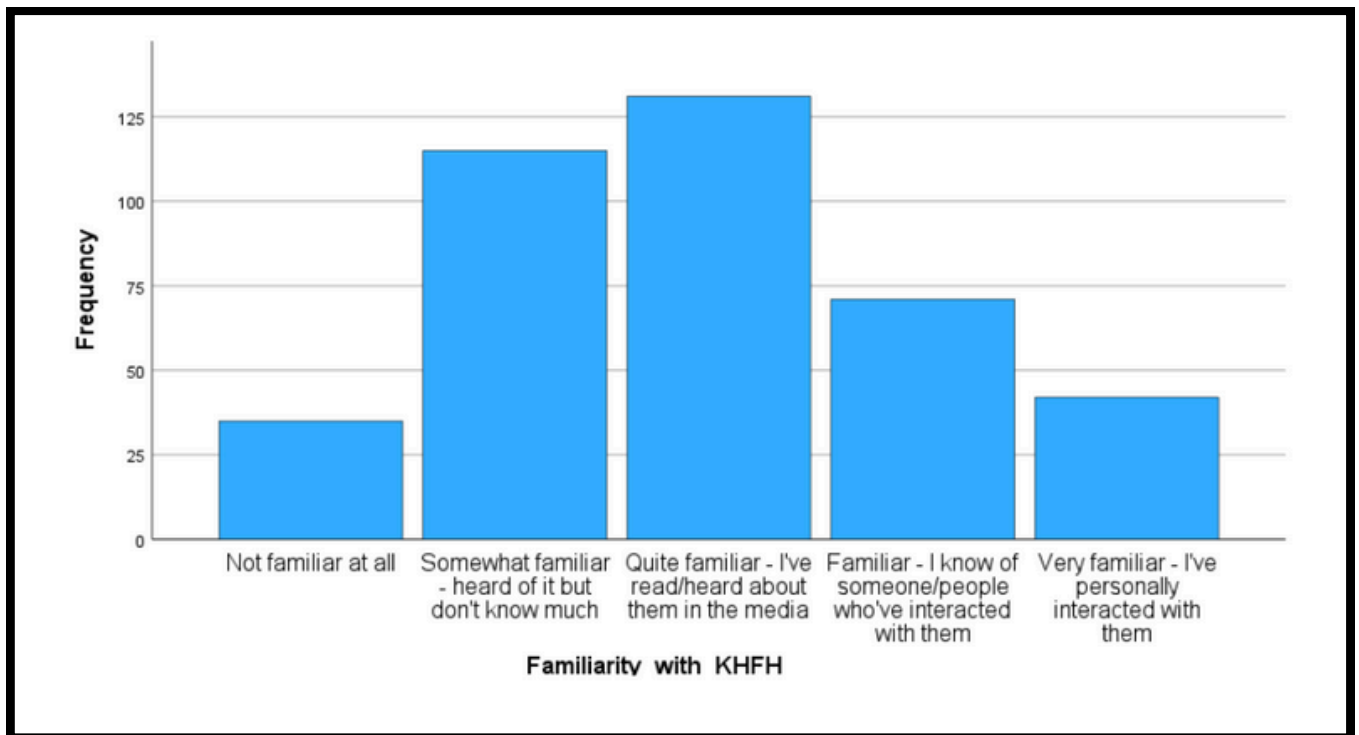


Fig. 1: Familiarity with Knoxville Habitat for Humanity across participants

When asked to select which of several activities Knoxville Habitat for Humanity is involved in, most participants (75%) demonstrated a good understanding of the activities that Knoxville Habitat for Humanity is involved in by saying Habitat for Humanity builds affordable housing for families in need (see Fig. 2)

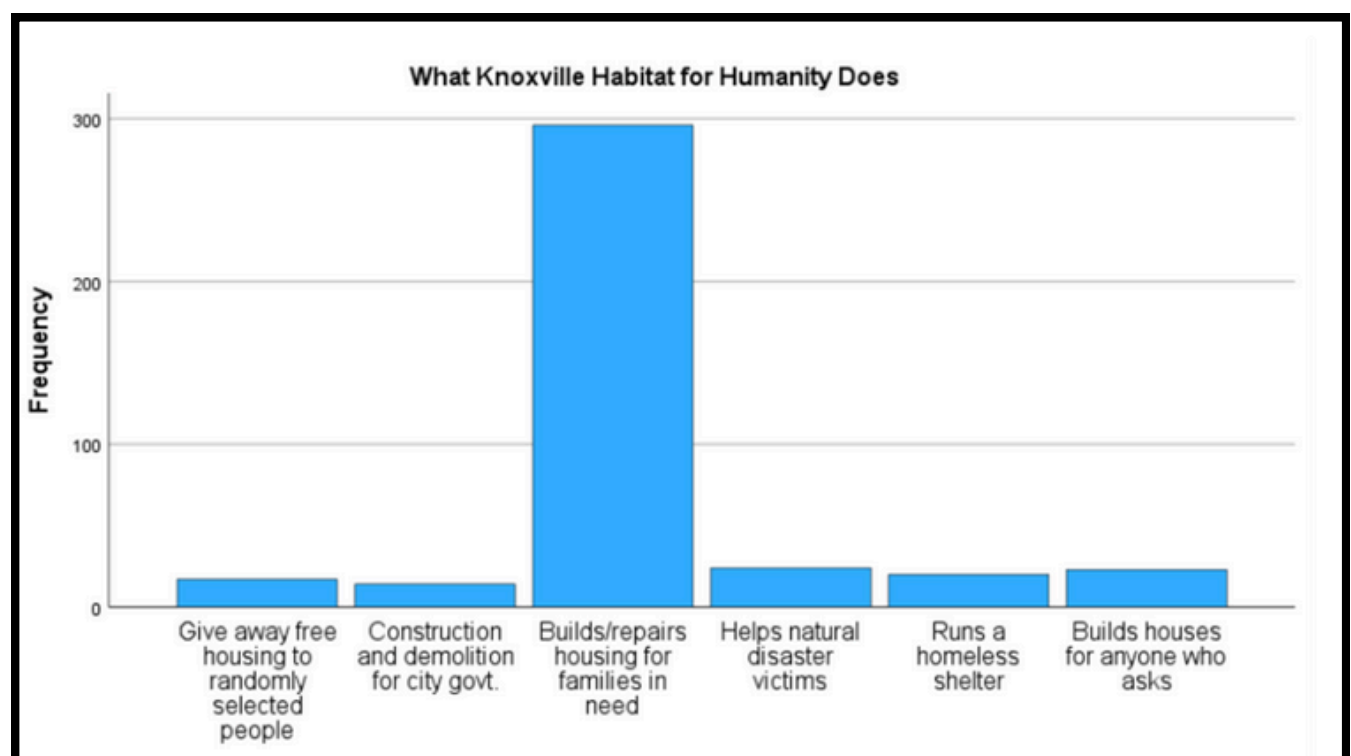
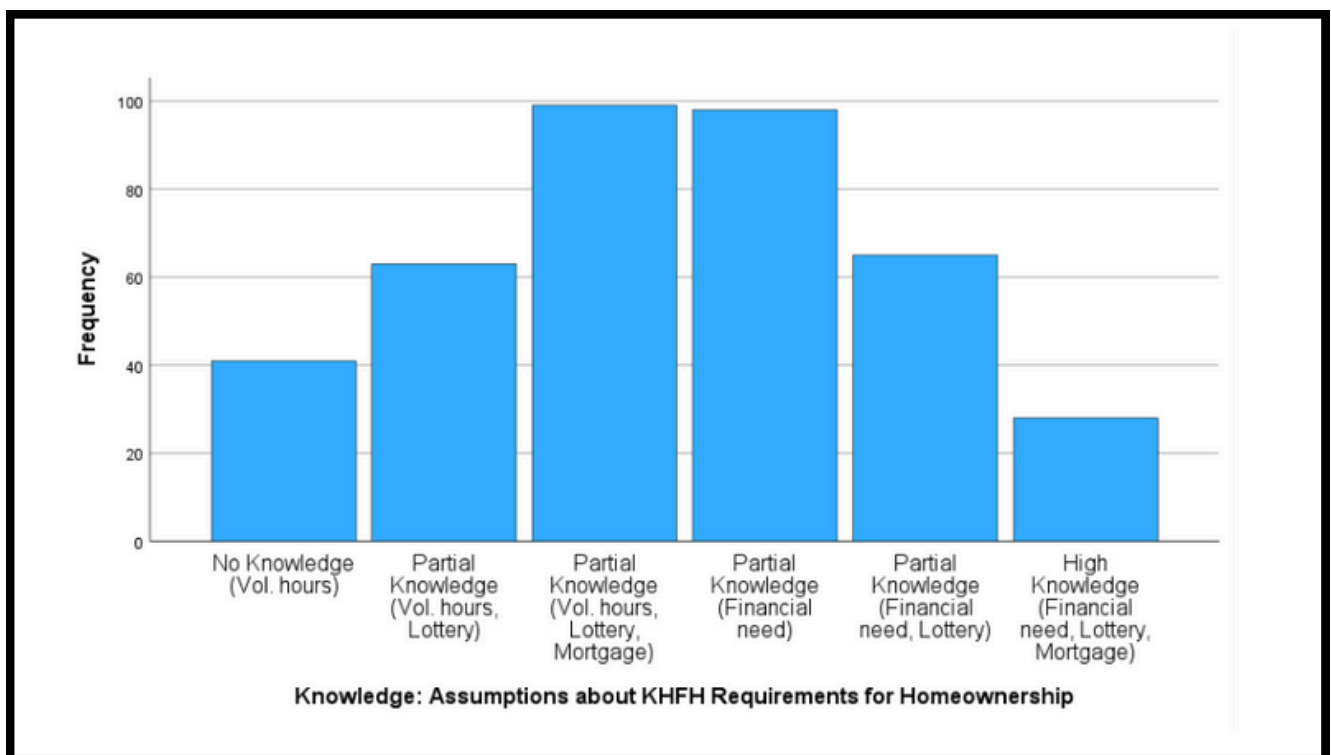
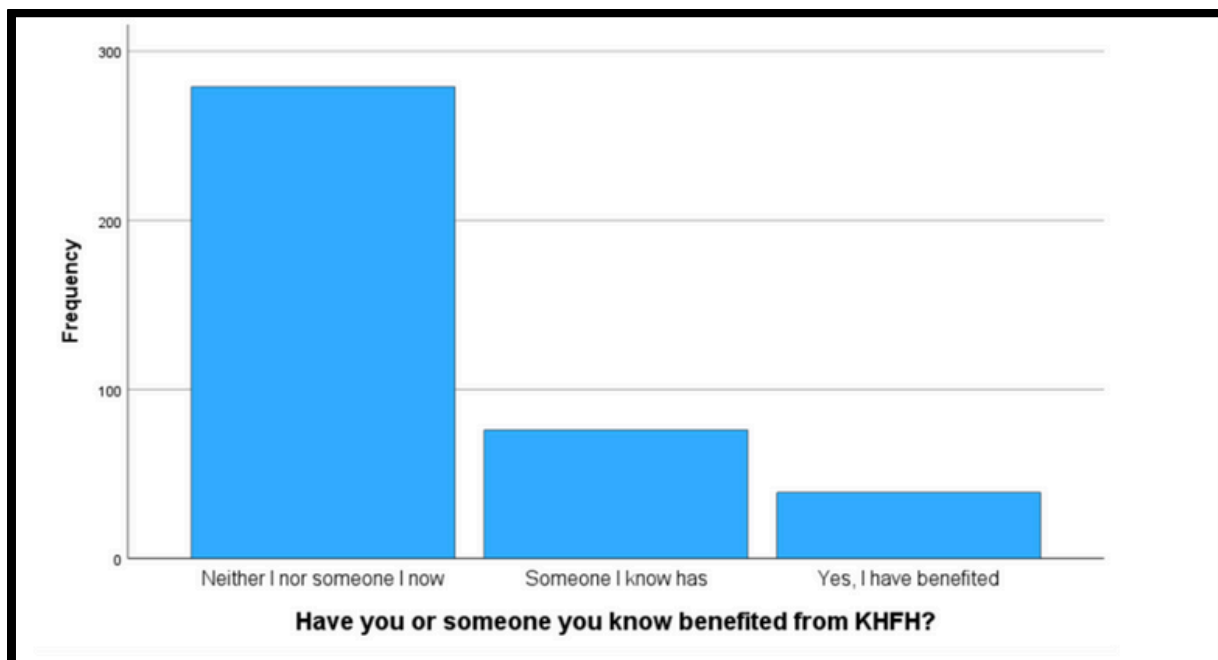


Fig. 2: Knowledge of what Knoxville Habitat for Humanity does for the community

When asked what they believe homeowners are required to do in order to qualify for a Habitat home, participants demonstrated varying levels of knowledge about the qualifying criteria. For instance, 10.4% of participants demonstrated no knowledge about the criteria needed to qualify for the housing program, while 82.5% of participants had partial knowledge, some accurate and some inaccurate. Only a small portion of participants had accurate knowledge about the criteria needed to qualify for Knoxville Habitat for Humanity's homeownership program (see Fig. 3).

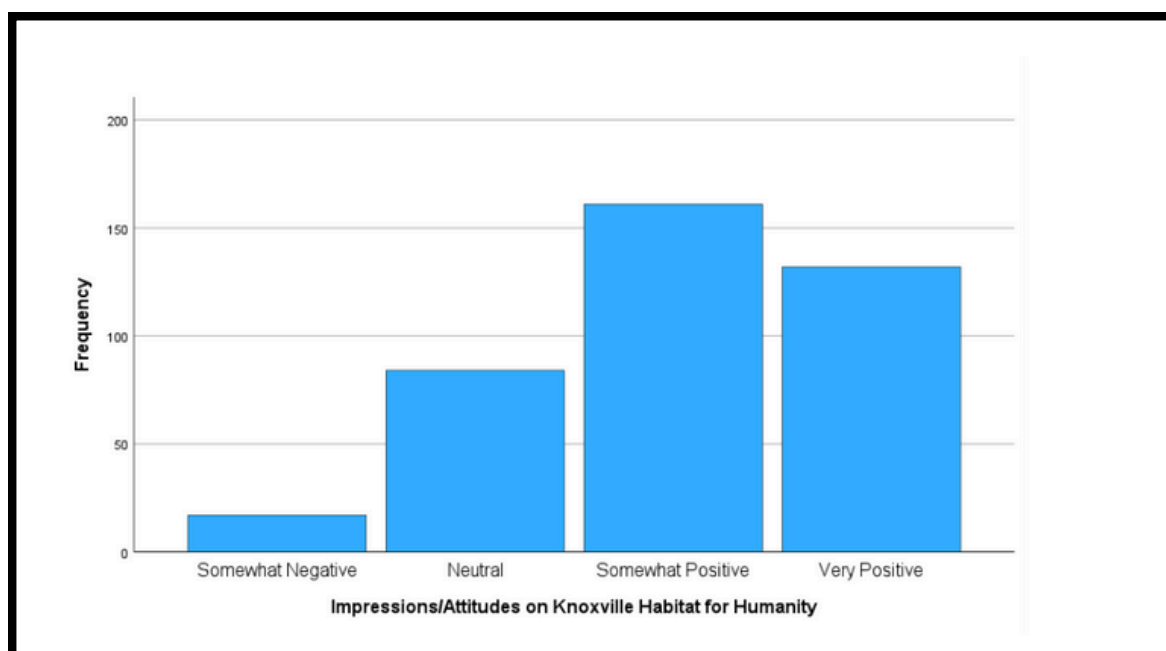


Lastly, we examined participants' direct or indirect experiences with Knoxville Habitat for Humanity. When asked whether they or someone they know has benefitted from the nonprofit's programs or activities, a minority of participants (i.e., 9.9%) said they had directly benefitted. A larger proportion of the sample (19.3%) said that someone they know had benefitted. However, the majority of participants had neither benefitted nor knew someone who had benefitted from the programs or services offered by Knoxville Habitat for Humanity (see Figure 4).

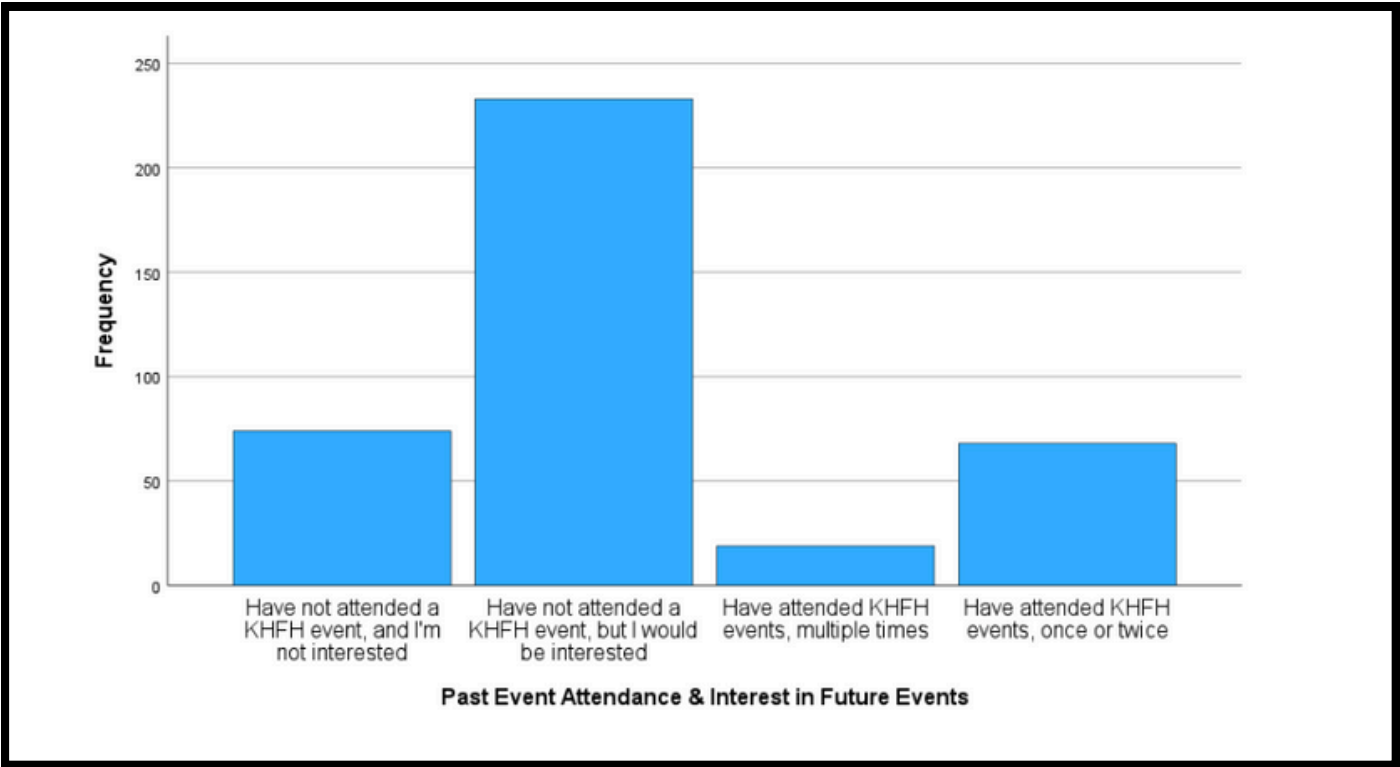


RQ2 asked about the attitudes about Knoxville Habitat for Humanity held by Knoxville residents. Survey items assessing residents' impressions about the organization, as well as intentions to donate, volunteer, or attend an event in the future were used to get an estimate of their feelings toward the organization.

Regarding attitudes toward Knoxville Habitat for Humanity, the overall majority of participants felt positive about habitat for humanity. This is split between 40.9% of participants feeling somewhat positively about the organization and 33.5% of participants feeling very positive about the organization. Neutral feelings were less common, making up 21.3% of respondents. Negative feelings were very rare with no responses saying very negative and only 4.3% responding somewhat negative.



Regarding event attendance, participants were asked whether they had ever attended a Knoxville Habitat event. The majority of participants (59.1%) said that while they had not attended a KHFH event, they would be interested in doing so. Similar proportions of the sample said they had never been involved in KHFH events and had no interest in attending future events (18.8%) or had attended KHFH events once or twice (17.3%). A small percentage said they had attended multiple events hosted by Knoxville Habitat for Humanity (4.8%).



Interpretation

This research project examined Knoxville residents’ levels of awareness and knowledge/misconceptions, as well as attitudes toward Knoxville Habitat for Humanity. The findings of this study reveal that while general awareness of Knoxville Habitat for Humanity is relatively high, there are significant gaps in public understanding of the organization’s specific activities and qualifying criteria for homeownership.

A majority of participants correctly identified that Knoxville Habitat for Humanity builds affordable housing, and most had at least heard of the organization. However, only a small percentage demonstrated accurate knowledge of the qualifications required for families to receive assistance, suggesting that misconceptions still exist despite widespread name recognition.

In fact, the biggest takeaway from the research is that Knoxville residents have partial or incomplete information about Knoxville Habitat for Humanity. Incomplete information, however, may be just as problematic as faulty information as it can prevent individuals from engaging with the organization in ways that may benefit them.

Furthermore, direct engagement with the organization remains low, with only a small proportion of participants having volunteered or personally benefited, highlighting an opportunity for more community involvement and visibility. The fact that less than a tenth of our sample and less than one-fifth had direct experience with KHFH and knew a beneficiary of their services respectively, indicates a huge opportunity for the organization to humanize and publicize its impact.

Although results show that attitudes toward Knoxville Habitat for Humanity are overwhelmingly positive, with more than 70% of respondents reporting favorable impressions of the organization, a substantial portion remain neutral. The positive sentiment is encouraging for future outreach, particularly given the finding that a majority of participants expressed interest in attending events, even if they had not done so previously. The proportion of individuals who expressed feeling neutral toward the nonprofit likely reflects individuals who don't have enough knowledge about the organization to hold informed attitudes. For such individuals, access to information about the organization's mission and activities is likely to create positive impressions about the organization.

The data suggests that the organization enjoys a strong foundation of goodwill but needs to build upon this by improving public education around its mission and increasing opportunities for involvement. Strategic communication efforts could focus on correcting misconceptions, showcasing real community impact, and expanding engagement channels to convert awareness into meaningful action such as volunteering, donating, or event participation.

CAMPAIGN PLAN

INTRODUCTION

Habitat for Humanity Knoxville aims to connect more deeply with those who are passionate about community development, affordable housing, and meaningful volunteerism. Our primary audience includes socially conscious individuals aged 25–45, active on social media, who are likely to engage with purpose-driven content and attend local events. Secondary audiences include local businesses, faith-based organizations, and university students who are eager to make a difference through hands-on service or advocacy.

CAMPAIGN GOALS

To reach these audiences, this campaign sets the following goals and objectives:

Goal 1: Increase Awareness of Knoxville Habitat for Humanity

Goal 2: Improve Public Perception and Attitudes about KHFH, while correcting common misconceptions

Goal 3: Strengthen Community Engagement

HOW TO REACH

Through targeted messaging, interactive content, and events such as galas, this campaign will turn passive followers into active supporters of Habitat for Humanity Knoxville's mission by late July 2025.

CONCLUSION

In conclusion, the Habitat for Humanity Knoxville effort will strengthen bonds between members of the community and encourage individuals, community organizations, and students to participate to help make this change. This campaign will use engaging activities, storytelling techniques and impactful information sharing. With doing those, we hope to increase the social media engagement, brand awareness, and the acquisition of more followers before summer 2025. With defined objectives and emphasis on community participation, Habitat for Humanity Knoxville hopes to translate social media support into assistance towards affordable housing and volunteering.

KEY MESSAGES

- **Habitat Builds More Than Houses — It Builds Community.**
 - The campaign highlights the broader impact of KHFH in creating strong, stable neighborhoods and fostering community involvement
- **Homeownership with Habitat Is Earned, Not Given.**
 - Through storytelling and myth-busting content, the campaign corrects the misconception that Habitat gives away homes for free.
- **Everyone Has a Role to Play.**
 - Whether through volunteering, donating, partnering, or sharing stories, the campaign invites people from all walks of life to get involved in meaningful ways.
- **Local Families, Real Stories, Lasting Change.**
 - The storytelling approach centers on Knoxville families to make the mission relatable and tangible.
- **KHFH Is a Trusted Partner in Affordable Housing Solutions.**
- **By reinforcing transparency, education, and community presence, the campaign aims to improve public perception and credibility.**

Goal 1: Increase Awareness of Knoxville Habitat for Humanity

Objective 1: Increase awareness of Knoxville Habitat for Humanity among Knoxville residents by 20% within 12 months

Strategy: Develop a local storytelling campaign that highlight Knoxville families helped by Habitat

- *Rationale:* People connect with people. Storytelling brings people closer to understanding the meaning behind habitat and adds an emotional factor. Local success stories also add to this.

Tactics:

1. Produce monthly short-form videos showcasing Knoxville Habitat For Humanity homeowners telling their story. Post on Facebook, Instagram, Twitter
2. Draft stories to be pitched to selected media outlets in Knoxville.
3. Create a blog series on the website with stories shared and links to all social media platforms for more stories

Objective 2: Boost website traffic from local users by 30% over the next 6 months

Strategy: Leverage partnerships with trusted organizations to amplify messaging

- *Rationale:* Connecting with influential people in the Knoxville area will allow for more exposure and accurate messages.

Tactics:

1. Host lunch and learns at local community centers and schools. Create and distribute flyers that include website link through newsletters and social media channels.

Objective 3: Achieve a 25% increase in social media engagement on educational posts within 6 months.

Strategy: Enhance Knoxville Habitat for Humanity digital presence through consistent target content marketing

- *Rationale:* Digital PR aligns with media consumption trends especially for younger audiences who have the common misconceptions of KHFH

Tactics:

1. Launch a “Did You Know?” content series providing facts about the organizations and opportunities that are available through them.
2. Create social media ads on Facebook and Instagram and promote the Knoxville area.

3. Create a section on the website for first time visitors that provides basic information, stories, and call to actions.

Goal 2: Improve Public Perception and Attitudes about KHFH, while correcting common misconceptions

Objective 1: To have 3 in 4 Knoxville residents who view KHFH as a professional, beneficial and necessary organization within the next year.

Strategy: Develop a communication approach that encourages positive opinions with a community-centered approach and impactful storytelling

- a. **Rationale:** Using a community-centered approach to the communication efforts will give the audience a stronger connection to KHFH and may encourage them to feel more positive about the organization. Likewise, using facts and figures can emphasize the message of the communication efforts.

Tactics:

1. Share 2 stories of families positively impacted by KHFH, with an emphasis on how professional and structured the process was and how helpful the community was. Share these stories in the form of videos on social media like Facebook and Instagram by using promotion features to reach local audiences.

Objective 2: Increase traffic to the KHFH website's educational resources page by 40% within 12 months.

Strategy: Implement an integrated digital campaign that drives users directly to the educational resources through targeted content and links.

- **Rationale:** By meeting audiences where they already consume content and including strong calls to action, we can boost visibility and engagement with KHFH's most informative and trustworthy resources. Providing direct links increases click-through rates and reduces barriers to access.

Tactics:

1. Include spotlighted resources and FAQs in monthly newsletters, with clear call to actions linking to the resources.
2. Launch a weekly "Myth vs. Fact" series on social media, with a link to the educational page for full details.

Objective 3: Increase the number of Knoxville residents who report KHFH as a top source of accurate information about affordable housing by 30% in the next year.

Strategy: Build trust and credibility by consistently distributing clear, accurate, and accessible educational content through both digital and community-based channels.

- *Rationale:* Repetition and visibility across trusted sources increases message retention and brand credibility. Leveraging community voices and consistent messaging supports the development of a credible organizational reputation, which is vital in an environment with widespread housing misinformation.

Tactics:

1. Create a series of short videos that provide easily understood statistics about the impact of KHFH. These can be posted on social media, the website and any type of newsletter.
2. Distribute printed educational materials, including a “Housing Help Guide” at local libraries, community centers, partner events and on social media.

Goal 3: Strengthen Community Engagement

Objective 1: Increase local volunteer sign-ups by 20% within 12 months

Strategy: Create immersive, hands-on experiences that make community members feel personally connected to the mission.

- *Rationale:* People like to interact with the community and see and change, so getting hands-on experience can boost volunteers and lead to deeper involvement in the organization.

Tactics:

1. Host “Build Days” where volunteers can help on Habitat sites with guide instructions and recognition
2. Create a “Habitat at Work” initiative with local businesses that sponsor build days to get employee volunteer hours. Distribute flyers through social media and relevant newsletters.

Objective 2: Increase the number of local Knoxville residents who indicate that they have engaged with KHFH by 15% in 12 months.

Strategy: Create a sense of belonging and desired engagement through consistent community presence and through two-way communication.

- *Rationale:* Two-way communication increases trust and encourages participation within the community and organization. People like to interact with the community and see and change, so getting hands-on experience can boost volunteers and lead to deeper involvement in the organization.

Tactics:

1. Implement a yearly KHFH walk and promote the event via social media and with flyers at local community centers and businesses that will be sponsoring or attending.
2. Feature volunteer spotlight across social platforms and newsletters to show appreciation and inspire others.
3. Send email updates about events and things going on in the organization to audience segments.

EVALUATION & STEWARDSHIP

EVALUATION:

Goal 1:

Objective 1: Increase awareness of Knoxville Habitat for Humanity among Knoxville residents by 20% within 12 months

- *Short-Term Evaluation:* Track social media reach and impressions on storytelling posts monthly via the used social media insight tools
- *Long-Term Evaluation:* Conduct pre- and post-campaign awareness surveys within Knoxville; compare name recognition and understanding of KHFH's mission.

Objective 2: Boost website traffic from local users by 30% over the next 6 months

- *Short-Term Evaluation:* Use Google Analytics to monitor increases in website sessions, especially referral traffic from partners.
- *Long-Term Evaluation:* Track percentage of traffic from Knoxville-area IPs over 6 months to confirm localized reach.

Objective 3: Achieve a 25% increase in social media engagement on educational posts within 6 months

- *Short-Term Evaluation:* Measure likes, shares, comments, and saves on educational posts monthly. Track ad performance via Meta Ads Manager.
- *Long-Term Evaluation:* Compare monthly average engagement metrics to the first month's rates before the campaign launch.

Goal 2:

Objective 1: To have 3 in 4 Knoxville residents view KHFH as a professional, beneficial and necessary organization within the next year.

- *Short-Term Evaluation:* Use post-event surveys and social listening tools to assess sentiment after campaign stories are published.
- *Long-Term Evaluation:* Conduct a year-end public perception survey to determine whether at least 75% of respondents view KHFH as professional, beneficial, and necessary.

Objective 2: Increase traffic to the KHFH website's educational resources page by 40% within 12 months.

- *Short-Term Evaluation:* Use Google Analytics to track traffic specifically to the educational resources page monthly.
- *Long-Term Evaluation:* Compare average monthly traffic from the past 12 months to campaign-period averages.

Objective 3: Increase the number of Knoxville residents who report KHFH as a top source of accurate information about affordable housing by 30% in the next year.

- *Short-Term Evaluation:* Collect informal feedback via social media polls and email surveys about trusted sources of housing information.
- *Long-Term Evaluation:* Use the pre- and post- campaign survey to measure the percentage of Knoxville residents that indicate KHFH as a top source of accurate information about affordable housing.

Goal 3:

Objective 1: Increase local volunteer sign-ups by 20% within 12 months

- *Short-Term Evaluation:* Track number of volunteer sign-ups monthly via online forms and sign-in sheets.
- *Long-Term Evaluation:* Compare year-over-year volunteer data to establish increase.

Objective 2: Increase the number of local Knoxville residents who indicate that they have engaged with KHFH by 15% in 12 months.

- *Short-Term Evaluation:* Track event RSVPs, participation logs, and digital feedback
- *Long-Term Evaluation:* Use the pre- and post- campaign survey to measure the percentage of Knoxville residents that indicate that they have engaged with KHFH

STEWARDSHIP:

- **Follow-up communication efforts:** send personal messages and thank you emails from volunteer work and events
- **Recognition:** publicly recognize partnerships in press releases, digital campaigns, physical materials and signage at events and build sites.

TIMELINE & BUDGET

IMPLEMENTATION TIMELINE AND BUDGET

To successfully implement the Habitat for Humanity campaign, it is crucial to develop a comprehensive timeline and budget that outlines the specific tasks, responsibilities, and necessary resources. The following plan provides a structured approach to ensure each phase of the campaign is executed efficiently, on time, and within the allocated budget.

CAMPAIGN TIMELINE

The campaign will be executed over a span of 10 weeks, beginning with the initial planning and strategy session and concluding with a final evaluation. The first week will be dedicated to setting the campaign's objectives and defining the target audience. A strategy session with the campaign team will ensure alignment on goals and approaches, creating a strong foundation for the project. In week two, the focus will shift to finalizing campaign tactics and materials. The marketing department will work on developing the content, including social media posts, email templates, and promotional graphics. This will allow the team to prepare all the necessary assets for the campaign launch. By week three, the social media campaign will be launched. The social media team will begin posting regular content on platforms such as Facebook and Instagram, aiming to engage potential donors and raise awareness about the campaign's mission. This will continue for the next few weeks, with regular updates and calls to action.

The email campaign will be initiated in week four. The email campaign team will send out personalized emails to potential donors and supporters, encouraging them to contribute to the cause. This outreach will be crucial in reaching a wider audience beyond social media. Week five will involve the distribution of a press release to local media outlets.

The public relations (PR) team will work to contact journalists and media contacts to secure coverage of the campaign, thereby increasing its visibility in the community. In weeks six and seven, the campaign will focus on community engagement events and partnerships. The outreach team will coordinate these events, ensuring that volunteers are recruited, venues are secured, and partnerships are established with local organizations. These community-driven activities will provide additional opportunities to connect with donors and build relationships with supporters. By week eight, a final push for donations will take place via social media platforms. Paid ads and influencer partnerships will be leveraged to generate excitement and increase contributions as the campaign nears its conclusion. The social media team will focus on maximizing engagement with targeted posts and ads. Weeks nine and ten will be dedicated to donor acknowledgment and campaign evaluation. In week nine, thank-you letters will be sent to all donors, and any major contributors will receive special recognition, including personalized gifts. Finally, the campaign team will conduct an evaluation in the final week to assess the campaign's effectiveness, gather feedback, and identify areas for improvement in future campaigns.

CAMPAIGN TIMELINE

Week 1 and 2



Planning & Preparation

Define campaign objectives and identify target audience. Hold strategy session to align the team on goals and approach. Finalize campaign tactics and prepare marketing materials (social media posts, email templates, graphics).

Week 3 and 4



Launch & Outreach

Launch social media campaign (Facebook, Instagram); begin regular posting and audience engagement. Start email campaign with personalized outreach to donors and supporters.

Week 5 and 6



Media & Community Focus

Distribute press release to local media; PR team secures coverage to boost visibility. Begin community engagement events; recruit volunteers, secure venues, and build local partnerships.

Week 7 and 8



Events & Donations

Continue community events and partnership-building for grassroots support. Final donation push using paid ads, influencer partnerships, and high-engagement social media content.

Week 9 and 10



Appreciation & Evaluation

Send thank-you messages to donors; major contributors receive special recognition or gifts. Evaluate campaign performance, collect feedback, and document lessons for future efforts.

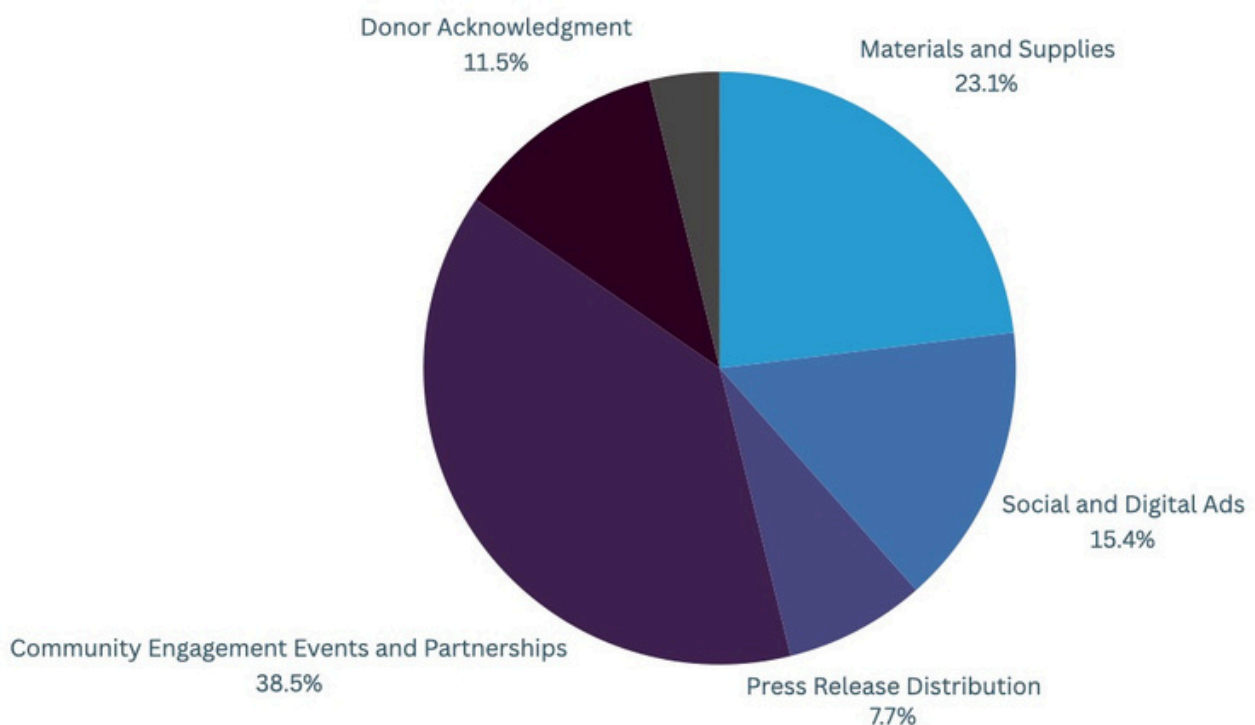
CAMPAIGN BUDGET

The campaign's success is contingent on managing the allocated budget effectively. The total budget for the campaign is estimated at \$12,000, and it will be divided into several key categories to ensure all necessary components are adequately funded. Materials and Supplies will account for \$3,000. This includes the cost of print materials such as brochures and flyers (\$1,200), graphic design work for social media posts and email templates (\$800), and miscellaneous supplies for events (\$1,000). These materials will be essential in communicating the campaign's message to potential donors. A significant portion of the budget will go toward Social Media and Digital Ads, which is projected at \$2,000. This will cover the cost of paid advertisements on platforms like Facebook and Instagram (\$1,200) and influencer partnerships to boost the campaign's reach (\$800). Press Release Distribution will require an estimated \$1,000. This will be used for the distribution platform, such as PR Newswire (\$700), and the cost of compiling and sending media lists (\$300). The press release will be crucial for getting media coverage and broadening the campaign's exposure.

Community Engagement Events and Partnerships will be another major expense, totaling \$5,000. This budget will cover the costs of renting event venues (\$2,500), providing staffing and volunteers for event coordination (\$1,000), and purchasing refreshments and other materials for events (\$1,500). These events will be key for engaging with the local community and encouraging direct involvement. The Donor Acknowledgment budget is set at \$1,500. This will cover the cost of thank-you letters (\$300) and small gifts for major donors (\$1,200).

Acknowledging donors is essential for maintaining relationships and encouraging future support. Finally, a Miscellaneous fund of \$500 is included in the budget to cover any unexpected expenses or contingencies that may arise during the campaign. To ensure that all expenses are well-managed and that the campaign remains within budget, contact information for key vendors has been gathered. These include ABC Printing Co. for print materials, DesignStudio for graphic design, the local Community Center for event venues, and PR Newswire for press release distribution. These vendors will provide the necessary goods and services to implement the campaign's tactics.

\$12,000 BUDGET



TACTICS

GOAL 1 , OBJECTIVE 1, TACTIC 1:

MEET THE HOMEOWNER:

Kendria's Story



GOAL 1 , OBJECTIVE 1, TACTIC 2:

EMAIL PITCH

Subject Line: "Local Families Find Hope Through Habitat for Humanity Knoxville"

Dear [Reporter's Name],

I hope you're doing well!

I'm reaching out on behalf of Habitat for Humanity of Greater Knoxville with a compelling story opportunity. Through our programs, local families are achieving the dream of homeownership, transforming not only their lives but strengthening our entire community.

We would love to connect you with the Johnson family, a Knoxville family who recently partnered with Habitat to build and purchase their own home. Their story highlights resilience, hope, and the power of community support.

We believe this story would resonate deeply with your audience, especially in today's climate where housing stability is top of mind.

If you're interested, we can coordinate interviews, provide visuals from the build, and arrange a visit to their new home.

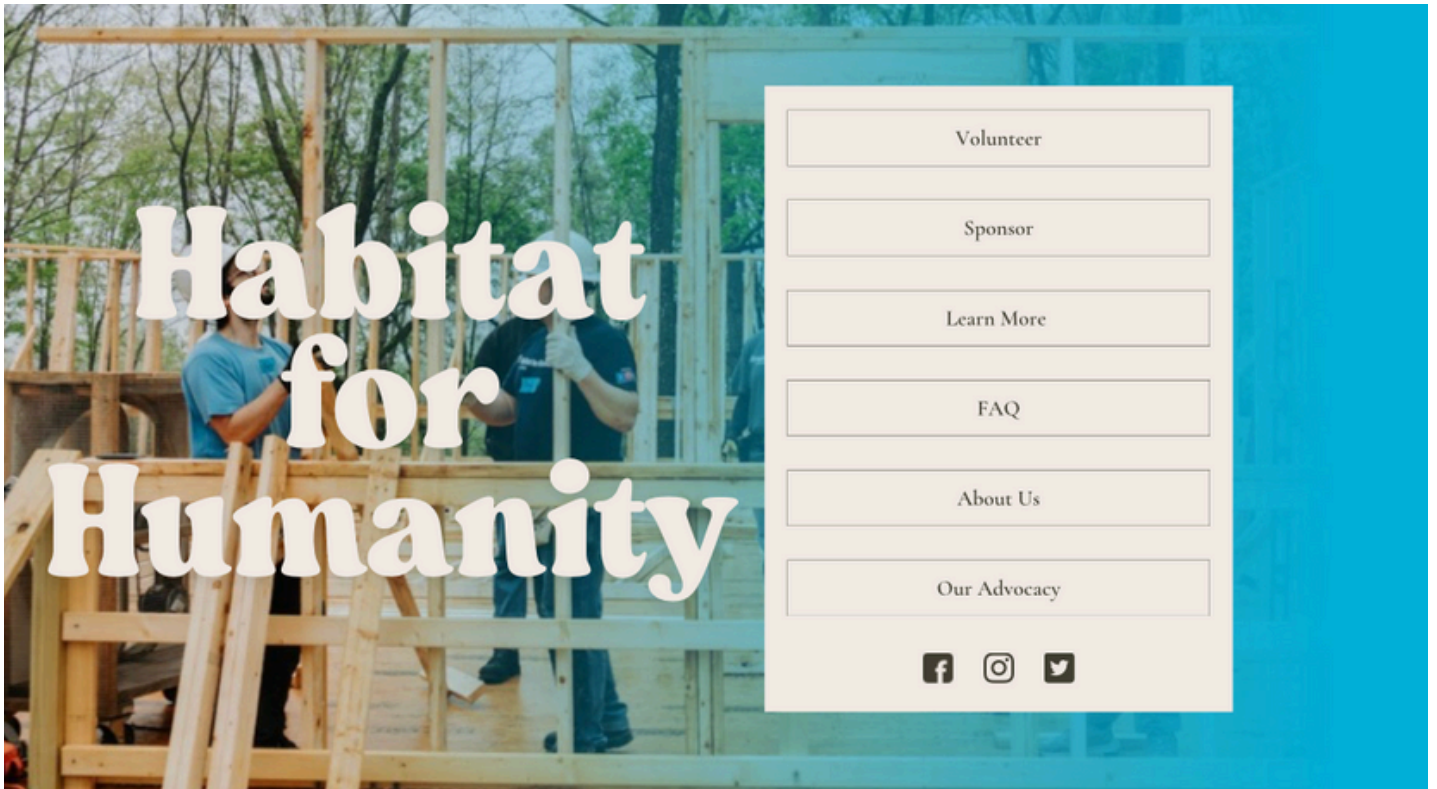
Thank you for considering this, we would be thrilled to work with you!

Best regards,


Sarah Piccinno

<https://www.knoxvillehabitat.org/>

GOAL 1 , OBJECTIVE 1, TACTIC 3:



GOAL 1 , OBJECTIVE 2, TACTIC 1:




**KNOXVILLE
Habitat
for Humanity®**

LUNCH & LEARN


Join us to learn about Habitat for Humanity's impact in the Knoxville area. Lunch and other amenities will be provided!

**May 20, 2025
12 PM - 3PM**

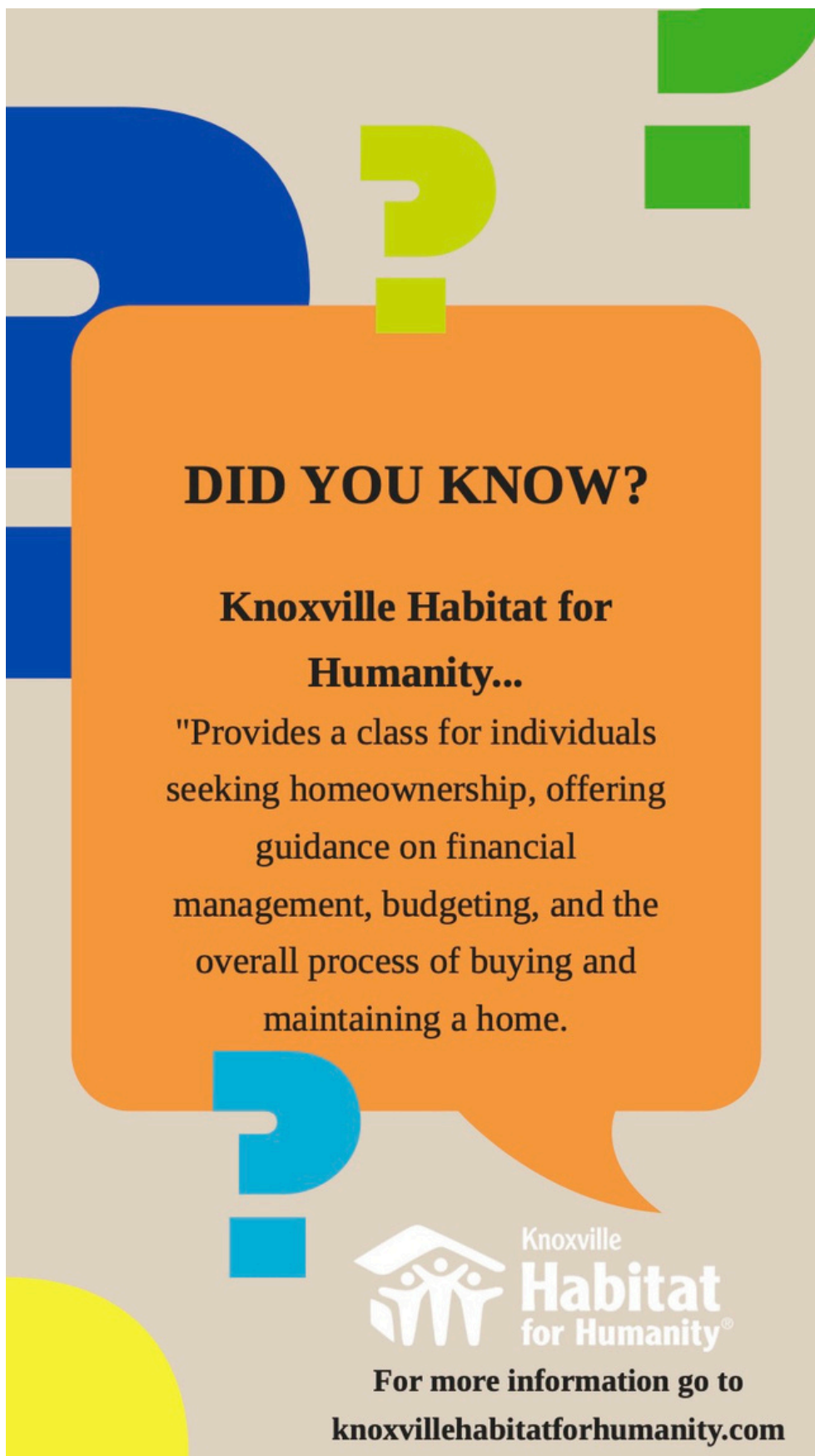
**UTK Student
Union Ballroom**



*Free entry! Book your spot at
www.habitatforhumanity.events.com*




GOAL 1 , OBJECTIVE 3, TACTIC 1:



DID YOU KNOW?

Knoxville Habitat for Humanity...

"Provides a class for individuals seeking homeownership, offering guidance on financial management, budgeting, and the overall process of buying and maintaining a home."

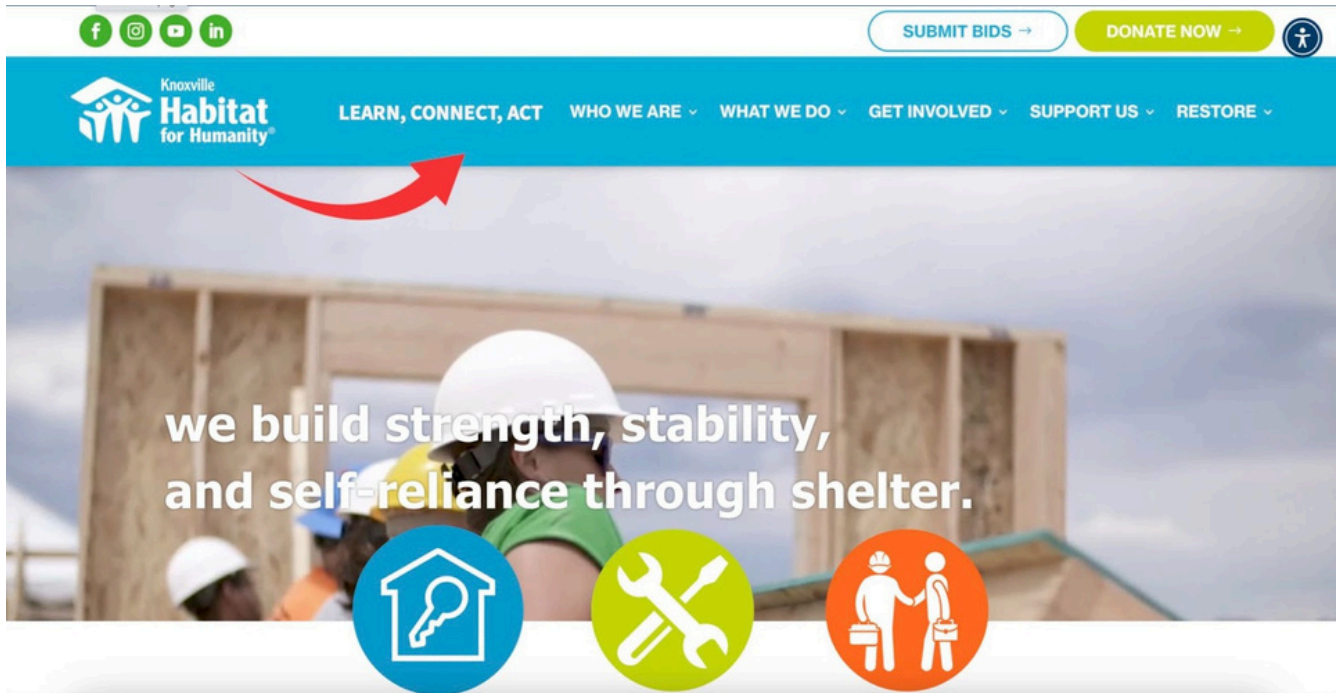
 Knoxville
Habitat
for Humanity®

For more information go to
knoxvillehabitatforhumanity.com

GOAL 1 , OBJECTIVE 3, TACTIC 2:



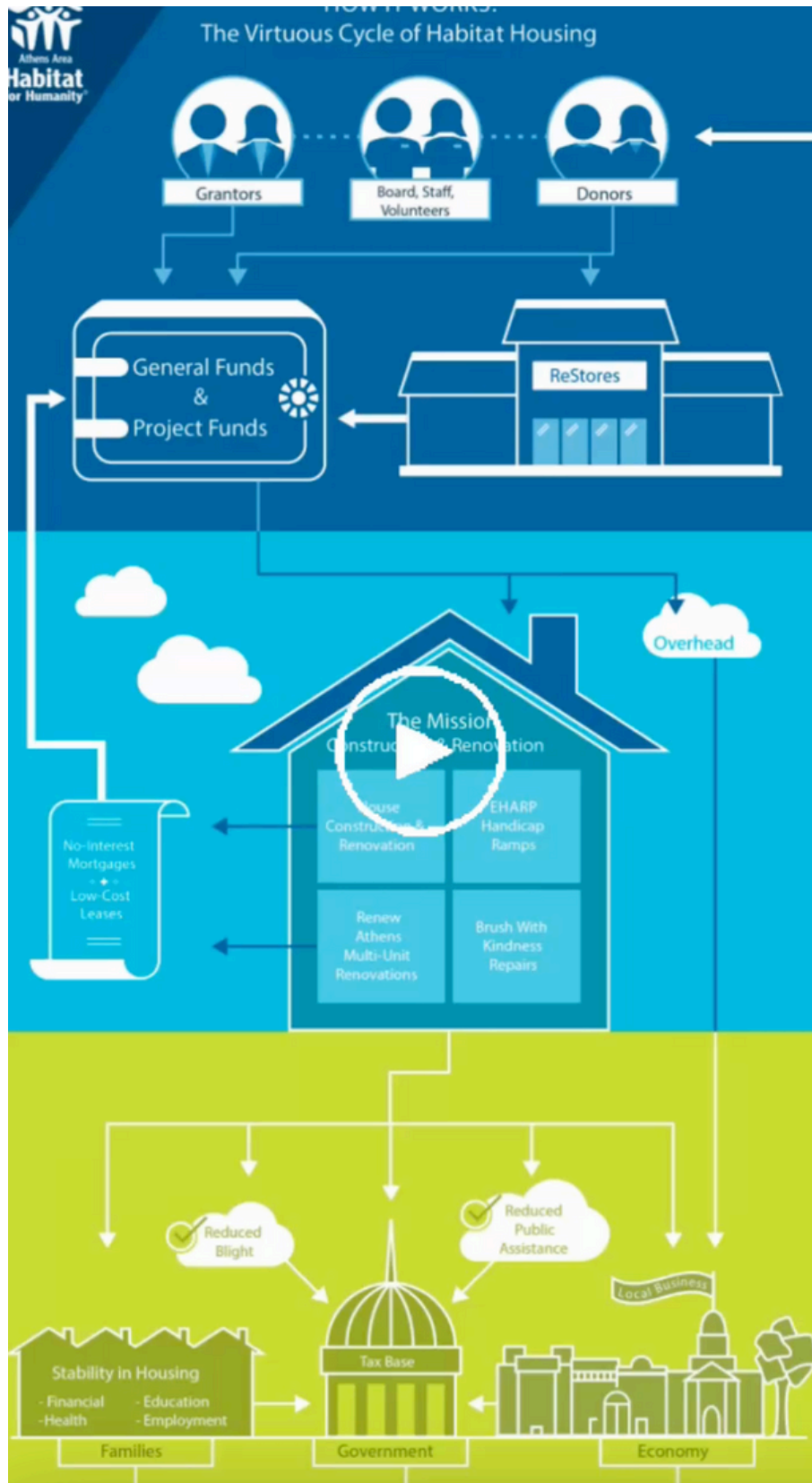
GOAL 1 , OBJECTIVE 3, TACTIC 3:



GOAL 2, OBJECTIVE 1, TACTIC 1:



GOAL 2, OBJECTIVE 3, TACTIC 1:



GOAL 2, OBJECTIVE 3, TACTIC 2:



HOUSING HELP GUIDE

A Step-by-Step Guide to Getting Support

WHAT WE OFFER:

- Affordable homeownership opportunities
- Home repair programs
- Free classes and workshops about finances and homeownership
- Volunteer-powered support

WHO WE HELP:

You may qualify for assistance if you:

- Are a resident of in Knox County
- Have a steady income, even if you can't afford a traditional mortgage
- Are willing to attend relevant classes

HOW TO APPLY:

1. Check Eligibility
2. Attend an Info Session
3. Complete the Application
4. That's it!

CONTACT US:

Call:
(865) 523-3539

Visit:
Knoxvillehabitat.org

Office:
1501 Washington Ave
Knoxville, TN
37917



GOAL 3, OBJECTIVE 1, TACTIC 1:



GOAL 3, OBJECTIVE 1, TACTIC 2:



HABITAT AT WORK



Get your employee volunteer hours with
Knoxville Habitat for Humanity!

*We ♥ our
Volunteers*

Find more info + sign up at www.habitatatwork.com

GOAL 3, OBJECTIVE 2, TACTIC 1:



GOAL 3, OBJECTIVE 2, TACTIC 4:

EMAIL NEWSLETTER TEMPLATE:

Subject Line: See What's New at Habitat Knoxville! Join Us This Month

Email Body:

Dear ____ ,

We're excited to share some wonderful updates from Habitat for Humanity of Greater Knoxville!

- **Upcoming Volunteer Build Days:** Join us on March 30th to help a local family build their forever home!
- **Save the Date: Block Party Celebration:** June 1st | Food, games, and fun! Come meet our Habitat families and partners.
- **Family Story of the Month:** Read how Thomas Family achieved their dream of homeownership with Habitat's support.

Together, we're building more than homes — we're building hope. Thank you for being part of the Habitat family!

With gratitude,

The Habitat Knoxville Team

APPENDIX

SURVEY QUESTIONS

- *Before taking this survey, how familiar were you with Habitat for Humanity?*
 - *A. Very familiar*
 - *B. Somewhat familiar*
 - *C. I've heard of it, but don't know much*
 - *D. Not familiar at all*
- *How would you describe your overall impression of Habitat for Humanity?*
 - *A. Very positive*
 - *B. Somewhat positive*
 - *C. Neutral*
 - *D. Somewhat negative*
 - *E. Very negative*
- *What do you think Habitat for Humanity does in Knoxville?*
 - *A. Gives away free houses to randomly selected residents*
 - *B. Performs construction and demolition for the city government*
 - *C. Builds and repairs housing for families in need*
 - *D. Helps natural disaster victims*
 - *E. Runs a homeless shelter*
 - *F. Builds houses for anyone who asks for it*
- *Do you believe Habitat for Humanity primarily builds homes for:*
 - *A. Low-income families who must contribute labor and make mortgage payments*
 - *B. Anyone who applies for a free home*
 - *C. People experiencing homelessness*
 - *D. Government housing programs*

- *What services do you think Habitat for Humanity provides? (Select all that apply)*
 - ☐ *Building homes for families in need*
 - ☐ *Providing free housing to low-income residents*
 - ☐ *Operating a thrift store to support its programs*
 - ☐ *Offering home repair services*
 - ☐ *Providing rental assistance*
- *Who do you think funds Habitat for Humanity's work? (Select all that apply)*
 - ☐ *The local government*
 - ☐ *Donations from individuals*
 - ☐ *Corporate sponsorships*
 - ☐ *Homeowners who receive Habitat homes*
 - ☐ *Federal grants*
- *What do you think homeowners are required to do in order to qualify for a Habitat home? (Select all that apply)*
 - ☐ *Prove financial need*
 - ☐ *Complete volunteer hours*
 - ☐ *Pay a mortgage*
 - ☐ *Win a lottery system*
- *What type of people do you think Habitat for Humanity serves?*
 - *A. Only individuals experiencing homelessness*
 - *B. Families who meet financial need requirements*
 - *C. Anyone who applies*
 - *D. Renters looking for low-cost apartments*
- *What do you think the financial income limit is to qualify to receive assistance from Habitat for Humanity?*
 - *A. Less than \$30,000*
 - *B. Less than \$40,000*
 - *C. Less than \$45,000*
 - *D. Less than \$60,000*

- *Where have you heard about Knoxville Habitat for Humanity? (Select all that apply)*
 - ☐ *TV or radio ads*
 - ☐ *Social media*
 - ☐ *Word of mouth*
 - ☐ *News articles*
 - ☐ *Knoxville Habitat for Humanity ReStore*
 - ☐ *Volunteer events*
- *Which sources do you consider most credible for learning about Knoxville Habitat for Humanity? (Select up to two)*
 - ☐ *Social media posts from friends or influencers*
 - ☐ *Official Habitat for Humanity website*
 - ☐ *Local news reports*
 - ☐ *Personal experiences from past volunteers*
 - ☐ *Advertisements*
- *If you had questions about Knoxville Habitat for Humanity, where would you go to find accurate information?*
 - *A. The Habitat for Humanity website*
 - *B. Social media discussions*
 - *C. News reports*
 - *D. Word of mouth*
 - *E. Other*
- *Have you donated to Knoxville Habitat for Humanity — and if not, do you plan to?*
 - *A. Yes, I have donated*
 - *B. No, but I have plans to*
 - *C. No, and I'm unsure if I will*
 - *D. No, and I don't plan to*

- *Have you volunteered for Knoxville Habitat for Humanity — and if not, do you plan to?*
 - *A. Yes, I have volunteered*
 - *B. No, but I have plans to*
 - *C. No, and I'm unsure if I will*
 - *D. No, and I don't plan to*
- *Have you or someone you know ever benefited from Knoxville Habitat for Humanity?*
 - *A. Yes, I have*
 - *B. Yes, someone I know has*
 - *C. No, I don't think so*
 - *D. Not sure*
- *Have you ever attended a Knoxville Habitat for Humanity event (such as a fundraiser, build day, or community gathering)?*
 - *A. Yes, multiple times*
 - *B. Yes, once*
 - *C. No, but I would be interested*
 - *D. No, and I'm not interested*
- *Have you ever shopped at the Knoxville Habitat ReStore?*
 - *A. Yes, frequently*
 - *B. Yes, a few times*
 - *C. No, but I've heard of it*
 - *D. No, I don't know what that is*
- *Would you consider donating materials or furniture to the Knoxville Habitat ReStore?*
 - *A. Yes*
 - *B. No*
 - *C. Maybe*

- *What factors would encourage you to volunteer with Knoxville Habitat for Humanity? (Select all that apply)*
 - ☐ *Flexible scheduling*
 - ☐ *Opportunities to learn construction skills*
 - ☐ *Community involvement*
 - ☐ *Knowing more about the impact of my work*
 - ☐ *Opportunities to work with friends/family*
- *What is your age?*
 - *A. 18-24*
 - *B. 25-34*
 - *C. 35-44*
 - *D. 45-54*
 - *E. 55+*
- *What is your household income level?*
 - *A. Under \$30,000*
 - *B. \$30,000 - \$60,000*
 - *C. \$60,000 - \$100,000*
 - *D. Over \$100,000*
- *What is your gender?*
 - *Male*
 - *Female*
 - *Other*
- *Which best describes your race?*
 - *White*
 - *Black or African American*
 - *American Indian or Alaska Native*
 - *Asian*
 - *Native Hawaiian or Other Pacific Islander*
 - *Other*
- *Are you a current university student?*
 - *Yes*
 - *No*