



NEXT WAVE

EST. 2025

FALL 2025

# Curt's Closet

Public Relations  
Proposal



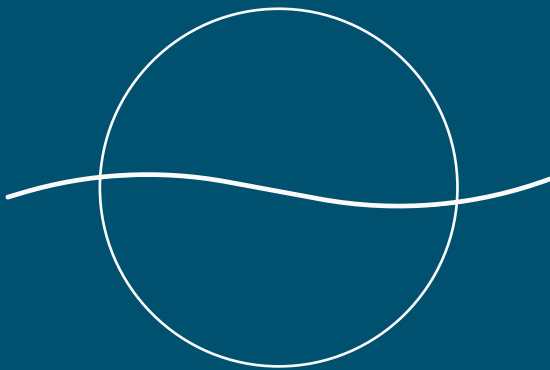


Image Courtesy of Curt's Closet



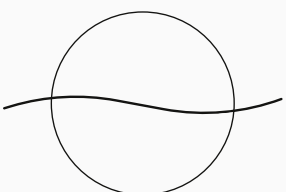
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# Mission Statement:

“At Next Wave PR, we strive to **uplift the presence, voice and missions of clients we represent.** Next Wave PR is composed of young public relations professionals who are dedicated to **bringing in new ideas and perspectives to analytic and strategic communications.**”



# Meet Our Team



## Kristin Harbison

### Director of Event Operations

I am a senior majoring in communication studies with a concentration in public relations and minoring in marketing at the University of Alabama at Birmingham.

***"Growing up in Cullman, Alabama, the story behind Curt's Closet and how it came to be has always stood out and empowered me to get involved with my community."***



## Brandon Callahan

### Director of Strategic Communications

I am is a junior in the public relations program at the University of Alabama at Birmingham. I am pursuing a degree in communications studies and minoring in marketing.

***"I believe sports and community building is essential to fostering a great environment."***

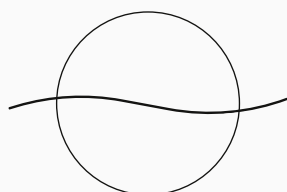


## Mia Holt

### Director of Outreach and Content Creation

Mia is a junior at the University of Alabama at Birmingham and pursuing a degree in communication studies with a concentration in public relations.

***"I believe in taking care and giving back to your community."***

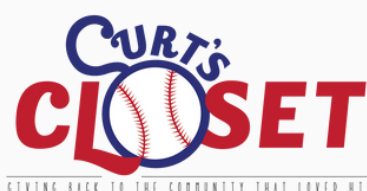
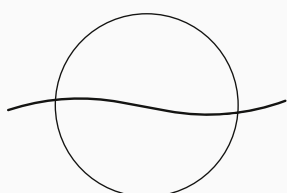


# Executive Summary

## Executive Summary

Next Wave Public Relations Agency is more than a team of aspiring professionals. It is composed of passionate strategists who see the potential in our clients' mission and are fully committed to strengthening their impact. After conducting a communications audit of Curt's Closet in Fall 2024, Next Wave PR has identified not only the organization's most pressing challenges but also revealed opportunities that could significantly strengthen its reach and effectiveness.

Next Wave PR has developed a targeted, results-driven campaign designed specifically to meet Curt's Closet where it is now and take it where it needs to go. Our plan focuses on three key objectives: strengthening internal operations, increasing community engagement and awareness and organizing a high-impact fundraiser. These goals will be achieved through tactics rolled out over an 11-week period, each one chosen to create meaningful, lasting change.

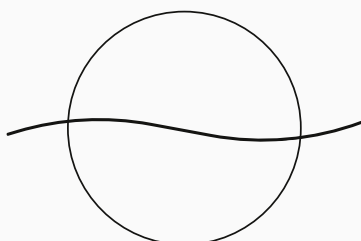


# S.W.O.T Analysis

## Analysis Overview

The SWOT chart on the following page is a visual representation for an analysis conducted by Next Wave PR in Fall 2024 to identify **present** strengths and weaknesses in order to subsequently identify **future** threats and opportunities.

Key strengths include **the support of a close-knit community, dedicated staff as well as volunteers, unwavering commitment to the organization's mission and vision and successful programs.** Next Wave PR believes the presence of these strengths are important to recognize and expand on because it reinforces Curt's Closet's reputation as community-centered and committed.

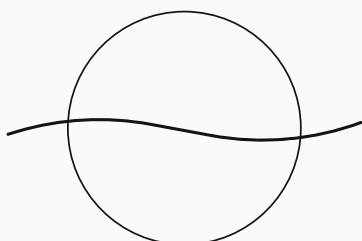


# S.W.O.T Analysis

## Analysis Overview Continued

Alternatively, key weaknesses include **raising funds, as well as recruiting and retaining volunteers**, all of which contribute to the daily success of operations. Additionally, Curt's Closet **lacks a code of ethics, an Opportunity, Access and Engagement (OAE) statement and no crisis communication plan**; widely utilized documents that aim to assist the in the operations of a safe and successful nonprofit organization.

As a result of the SWOT analysis, Next Wave PR has identified several opportunities to build upon Curt's Closet's existing strengths, while simultaneously minimizing potential threats resulting from existing weaknesses.



# S.W.O.T. Analysis

## S

### STRENGTHS

- Close-knit community and support
- Christian based
- Committed staff/volunteers
- Vision
- Programs

## O

### OPPORTUNITIES

- Increasing school and community engagement
- Expanding communication channels
- Creating more donation opportunities
- Adding more fundraiser events

## W

### WEAKNESSES

- Lack of funds
- Lack of volunteers
- No crisis management plan
- No code of ethics
- No OAE statement

## T

### THREATS

- Communication discrepancies
- Funds coming solely from donors
- Potential staff/volunteer burnout
- One fundraiser a year

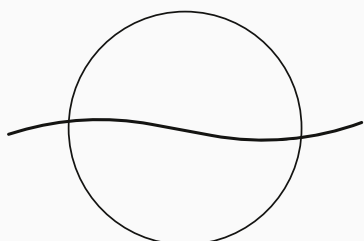
# Communications Grid

## Overview

A communications grid is a tool Next Wave utilized in the Fall 2024 Audit to assess Curt's Closet's communication channels effectiveness with its target audiences. These audiences include its clients (underserved families and children), donors, board members, staff, volunteers, local schools and communities.

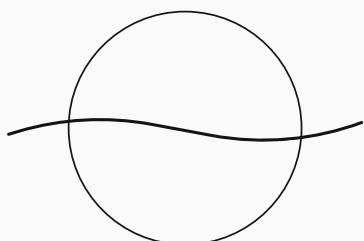
As a result of this grid, Next Wave PR has determined that Curt's Closet's has a wide variety of effective communication channels. The most effective mode of communication has been determined to be word of mouth, as it reaches every single audience.

Two of the biggest weaknesses, as demonstrated in the following graph, is the holes appearing alongside Foster Children and Non-English Speakers. This is because Foster Children are not guaranteed to have access to phones or social media, and Non-English Speakers are unable to read a website, newsletter, or flyers that are not translated.



# Communications Grid

	Phone Calls	Email	Social Media (Facebook, Instagram)	Website	Flyers	Newsletter	Word of Mouth
Low-Income Families	X	X	X	X	X	X	X
Emergency Families	X	X	X	X	X	X	X
Foster Kids					X		X
Donors	X	X	X	X	X	X	X
Board Members	X	X	X	X	X	X	X
Staff	X	X	X	X	X	X	X
Volunteers	X	X	X	X	X	X	X
Local Schools and Communities	X	X	X	X	X		X
Partner Organizations	X	X	X	X	X		X
Non-English Speakers	X	X	X				X



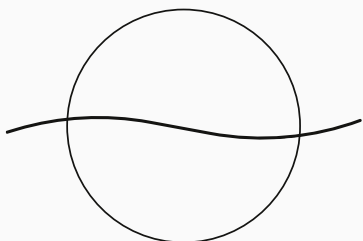
# Situational Analysis

## What is Curt's Closet?

Curt's Closet is a 501(c)(3) nonprofit organization dedicated to providing clothing to underprivileged youth. By providing an assortment of essential items such as clothing, shoes, underwear and backpacks, over 2,500 children are served each year.

## What are some of the challenges facing Curt's Closet?

One of the main challenges Curt's Closet faces is its **lack of funds**. There is currently one fundraiser that is held annually, which accounts for only 14% of its funding. This indicates **Curt's Closet relies heavily on private donors and businesses**, posing a risk since private businesses and donors are not always reliable sources of income.



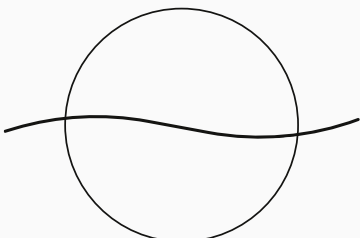
# Situational Analysis

## More Challenges

Curt's Closet also faces the challenge of **volunteer involvement and retention**, directly expressing an imbalance of summer volunteers in comparison to other seasons. This issue is crucial because **volunteers help aid in daily operations and prevent staff from being overworked.**

## More Challenges

Lastly, Curt's Closet lacks documents that are commonly adopted and used to solidify internal operations. This includes the **absence of an OAE statement, code of ethics and a crisis management plan.** With the implementation of these documents, Curt's Closet will demonstrate to shareholders and publics a dedication to fostering an inclusive, principle driven environment.



# Campaign Plan

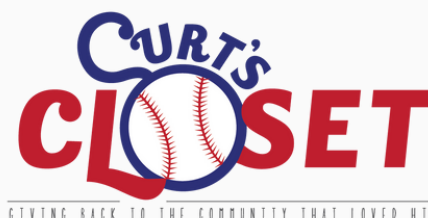
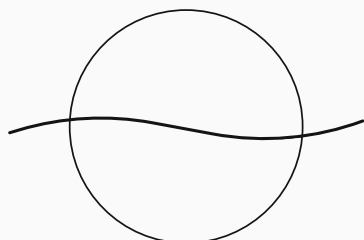
## What will we do?

### Overview

Next Wave PR plans to execute an 11-week campaign crafted to serve Curt's Closet's needs, as well as assist in evaluating weaknesses within the organization, in order to provide the means for Curt's Closet's success. Included in this proposal are three objectives Next Wave PR identified to strengthen Curt's Closet's mission and vision.

### Objective One

Next Wave PR will develop a code of ethics, a crisis communication plan, an opportunity, access, and engagement statement and a Spanish-speaking resource hub. The success of this objective will be measured by the acceptance for use.



# Campaign Plan

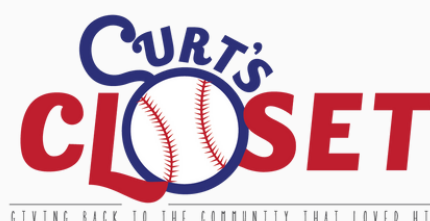
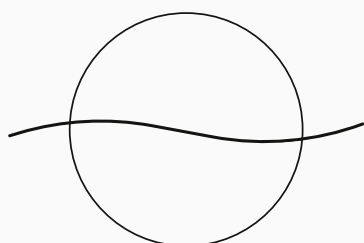
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## Objective Two

Next Wave PR will increase community engagement and awareness for Curt's Closet. Assisting with content creation will focus to build awareness while volunteer outreach will focus to improve engagement and will address the lack of volunteers as identified in the SWOT analysis. The success of this objective will be measured by acceptance of social media templates, and an increase of volunteer registrations for Curt's Closet.

## Objective Three

Next Wave PR will execute an additional fundraiser for Curt's Closet to raise funds to address the need of additional fundraising identified in the SWOT analysis as well as the threat of financial instability. The success of this objective will be measured by the successful implementation of the event and a minimum amount of \$750 raised.

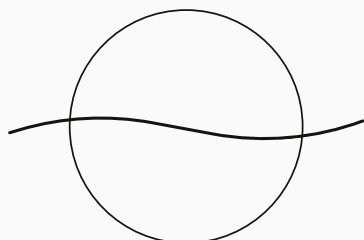


# Key Message

## Key Message

Utilizing Curt's Closet existing strengths, Next Wave PR will address challenges that presently hinder the organization, as well as implement precautionary measures to prevent future issues.

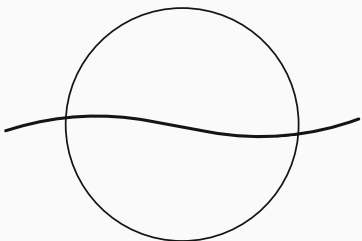
This campaign's goal is to build on Curt's Closet's areas of excellence while increasing funding, volunteer hours and strengthening internal operations—all of which were identified as weaknesses conducted in a Fall 2024 communications audit.



# Campaign Timeline

## Timeline

Next Wave PR will complete these objectives within the allotted time frame of August 25, 2025, to November 1, 2025. A minimum of **373 hours** will be dedicated by Next Wave PR to the delivery of these tasks.



# Campaign Timetable

## October 1-14

- Create promotional flyers and templates for fundraiser
- Distribute flyers and promotional posts
- Finalize internal documents

## October 15-30

- Finalize fundraiser plans

## October 31

- Execute fundraiser

## October

## September

### September 1-14:

- Launch volunteer recruitment campaign
- Recruit Volunteers for fundraiser
- Develop drafts for internal documents

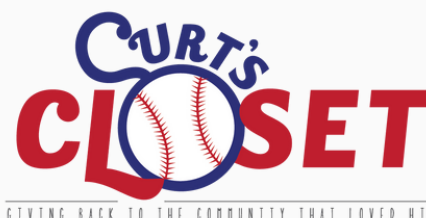
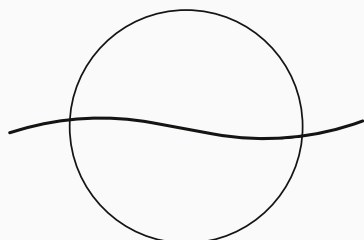
### September 15-30:

- Develop media kit
- Complete volunteer recruitment campaign
- Identify and secure vendors for fundraiser

## November

### November 1-5:

- Ensure everything is completed to expectations
- Evaluate results



# Social Media Demographics

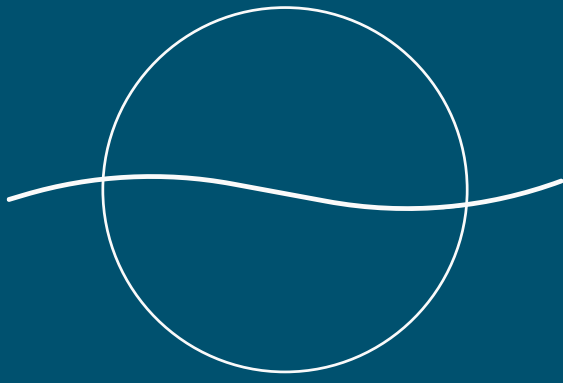
Curt's Closet utilizes Facebook and Instagram as its primary social media platforms. Facebook is the largest platform with a well-built following, while Instagram has only a little over **1,000 followers**. This information will be useful in assisting Next Wave PR in gauging current social media trends and engagement.



**Curt's Closet**  
**Facebook: 10,201 followers**



**@curtscloset20**  
**Instagram: 1,617 followers**



NEXT WAVE

EST. 2025

## Contacts

**Kristin Harbison**

kqchaule@uab.edu

256-708-0111

**Mia Holt**

mgholt@uab.edu

256-810-6900

**Brandon Callahan**

blcallah@uab.edu

205-514-6696

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