



## Reporting and Evaluation

**Team PR Theory- Whitney Welbaum, Selina Zhou, and Jalynn Zhang**

**Goal #1: Reach more refugees and immigrants located in the Central New York area.**

**Public: Refugees and immigrants**

**Objective #1: Reach at least 60% of refugee and immigrant communities located in the Central New York area by May 2022.**

Strategy	Rationale	Messages	Tactics	Evaluation
<p>Introduce RISE programs and services to the refugee and immigrant communities through offline promotion.</p>	<p>It is crucial for RISE to introduce its services and programs to more refugees and immigrants located in the Central New York area to help them adapt to American society and become financially independent.</p>	<p>Offline promotion includes various distribution methods which are effective in reaching more audiences.</p> <p>Offline promotion is a good way to introduce the organization.</p> <p>It is easier to reach some refugee and immigrant communities which either don't have access to technology or have inconsistent living environments.</p>	<p>Tactic #1: Hand out flyers in the neighborhoods of refugees and immigrants at least biweekly.</p> <p>Tactic #2: Put ads both on the side and inside of buses twice a month.</p>	<p>Measure the number of handouts/flyers placed in the neighborhoods of refugees and immigrants that have been taken from people who passed by.</p> <p>Track the number of people who reach out to RISE by email, phone call, or simply walk-in.</p> <p>Record the number of attendees at RISE events.</p>

**Objective #2:** Increase website leads by 20% by May 2022.

Strategy	Rationale	Messages	Tactics	Evaluation
<p>Increase the website traffic and overall performance by optimizing the website design and content.</p>	<p>Website traffic is important in promoting the brand. The more people visit the website, the more potential clients RISE will have. This not only includes refugee and immigrants, but also donors, volunteers, and people from the general public who are interested in RISE programs and services.</p>	<p>Well-designed web pages help attract more visitors.</p> <p>The number of visitors equals the number of opportunities RISE has at giving an impression.</p> <p>Blog stories create empathy.</p> <p>Blog stories help connect with people.</p> <p>Embedded YouTube videos on the website increase the conversion rate.</p>	<p>Tactic #1: Post blogs around RISE or clients' stories and demonstrate how RISE has helped people in the past.</p> <p>Tactic #2: Embedded YouTube videos RISE has created on the website as well.</p>	<p>Measure the audience's reach and impact (using Google Analytics).</p> <p>Measure the number of people who contact RISE through the Contact Us page.</p> <p>Identify the traffic sources (where are they coming from? What keywords are working?)</p> <p>Measure conversion rates</p>

**Goal #2:** Increase awareness among refugees and immigrants about RISE's services and programs

**Public:** Refugees and immigrants

**Objective #1:** Result in an increase of clients by 20% by May 2022.

Strategy	Rationale	Messages	Tactics	Evaluation
<p>1. Inform refugees and immigrants through in-person meetings about how RISE can support and help them.</p>	<p>In-person meetings allow participants to get a deeper dive into the organization. It is a perfect chance for RISE to get in touch with more audiences, and attendees can ask questions about the organization and get to know the organization's goals and practices.</p>	<p>RISE is seeking to build a stable relationship with refugees and immigrants located In-person meetings increase interactions.</p> <p>Increasing awareness among refugees and immigrants will help attract more potential clients.</p> <p>A comfortable and welcoming environment plays a crucial role in effective communication.</p>	<p>Tactic #1: Generate info sessions every week at local communities in the Central New York area.</p> <p>Tactic #2: Place handouts in places such as Walmart, CVS, and Dollar General so they can take one with them as they walk into the store or at the checkout counter.</p>	<p>Measure the number of handouts/flyers placed in grocery stores that have been taken from people who passed by.</p> <p>Measure the number of people who reach out to RISE by email, phone call, or simply walk-in.</p> <p>Measure the number of attendees at RISE events</p> <p>RISE can ask attendees to fill out a feedback survey to determine if the info session is helpful and their possibility to attend next time.</p>

**Objective #2:** See an increase in overall attendance at programs of at least 10% by May 2022.

Strategy	Rationale	Messages	Tactics	Evaluation
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<p>Create a welcoming environment and encourage attendance by actively staying connected to the refugee and immigrant group through in-person events and activities.</p>	<p>In-person meetings allow participants to get a deeper dive into the organization. It is a perfect chance for RISE to get in touch with more audiences, and attendees can ask questions about the organization and get to know the organization's goals and practices.</p>	<p>RISE is seeking to build a stable relationship with refugees and immigrants located In-person meetings increase interactions.</p> <p>Increasing awareness among refugees and immigrants will help attract more potential clients.</p> <p>A comfortable and welcoming environment plays a crucial role in effective communication.</p>	<p>Tactic #1: Launch monthly parties that welcome clients to participate with the brand color confetti and decoration at the place.</p> <p>Tactic #2: Send follow-up emails or letters to clients and appreciate their participation.</p> <p>Tactic #3: Send out surveys weekly to clients to ask for feedback on the service and suggestions for improvement.</p>	<p>Measure the number of handouts/flyers placed in grocery stores that have been taken from people who passed by.</p> <p>Measure the number of people who reach out to RISE by email, phone call, or simply walk-in.</p> <p>Measure the number of attendees at RISE events</p> <p>RISE can ask attendees to fill out a feedback survey to determine if the info session is helpful and their possibility to attend next time.</p>
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**Objective #3:** See at least double participation in the women's empowerment program by May 2022.

Strategy	Rationale	Messages	Tactics	Evaluation
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<p>Provide educational help to women and youth to overcome difficulties of understanding gender roles and any other questions they may have.</p>	<p>It is important for RISE clients who have different cultural backgrounds to understand their sex and gender roles. Through interactive activities, art projects, and guest speakers, women and youth have chances to learn the new culture and talk about shared unique experiences or obstacles.</p>	<p>Understanding sex and gender roles will help refugees find strength within themselves which also attracts more potential clients to participate in the women's empowerment program.</p>	<p>Tactic #1: Partner with local schools and launch education sessions about gender and sex twice a month.</p> <p>Tactic #2: Launch events monthly that encourage women and youth to share their stories to and answer questions and provide emotional support to them.</p>	<p>Measure the number of attendees at the event each week.</p> <p>RISE can promote the event through social media channels each week and evaluate its performance by looking at shares, comments, and click-throughs.</p> <p>Send out the post-event survey each week to determine the sentiments of attendees.</p>
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**Goal #3: Increase public engagement and attention through different channels (offline and online)**

**Public:** General Public, Refugee and Immigrant

**Objective #1:** Gain the attention of at least 3 media outlets (written media coverage & broadcast pieces) by the end of December 2022.

Strategy	Rationale	Messages	Tactics	Evaluation
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<p>Promote programs and feature successful clients on various platforms to increase the awareness of RISE.</p>	<p>Stories from people who have similar backgrounds and experiences with other refugees and immigrants can call on more actions easily, and publishing stories across the platform allows more potential clients to see it. Thus more people learn about programs.</p>	<p>RISE’s previous clients had a huge success with the help and guidelines from various programs, and refugees and immigrants should be confident that they will be successful in the future. RISE is always there to help people with whatever their needs are.</p>	<p>Tactic #1: Contact local paper newspapers (The Post-Standard, The Stand South Side News, and Syracuse New Times, etc.) to write human-interested-orientated feature stories about previous Clients’ success stories under the community section.</p> <p>Tactic #2: Invite local broadcast TV stations (WSYR, Spectrum News 10, WSTM, WTVH and WCNY, etc.) to cover ongoing events and programs.</p>	<p>Measure the number of people who reach out to RISE by email, phone call, or simply walk-in.</p> <p>Track the viewing rate of RISE feature stories on various platforms, including the article clicking rate, comments under video stories and other media coverages.</p> <p>Measure the number of attendees at later RISE events.</p>
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**Objective #2:** Maintain a consistent frequency of social media updates (Instagram, Twitter, Facebook).

Strategy	Rationale	Messages	Tactics	Evaluation
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<p>Keep active on social media to enhance exposure and attract a younger audience's participation.</p>	<p>The continuous exposure of content can ensure that the company is always presented in front of the audience, thus increasing the familiarity and awareness of our company. The younger audience is the majority in using social media platforms, so consistently posting interesting topics on social media platforms can attract more teenagers' attention and gain potential project participants.</p>	<p>RISE is hosting various events open to refugees and immigrants. Our staff and previous clients are also willing to share their thoughts and experiences on social media platforms, so stay tuned.</p>	<p>Tactic #1: Create a social media content calendar for various platforms' social media posts. Content includes links to weekly eNewsletter, upcoming events announcements, "clients spotlight" (stories of clients), and events update and recap.</p> <p>Tactic #2: For Instagram specifically, conduct polls and fun activities, for example, "one day with RISE" Instagram story takeover to target younger generations to get involved.</p>	<p>Measure the followers on social media platforms including Instagram, Facebook, Youtube and LinkedIn.</p> <p>Measure the number of likes, comments and retweets on social media platforms, see if audiences are more engaged or not.</p> <p>RISE can send out surveys and feedback forms on social media platforms, such as Instagram stories and Facebook links to know what kind of content clients are interested in.</p> <p>Measure the number of people who reach out to RISE by email, phone call, or simply walk-in.</p> <p>Measure the number of attendees at RISE events that have been</p>
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				featured on social media platforms.
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**Objective #3:** Create an online application form for potential clients and post it on online channels before the end of February 2023, and receive at least 20 responses by the end of September 2023.

Strategy	Rationale	Messages	Tactics	Evaluation
Create a platform for potential clients to reach out to RISE directly after they explore webpage or other platforms to avoid losing potential clients because of the tedious contact process.	Make the online application form accessible on RISE website and link it to various social media platforms' biography, and potential clients can send out interests toward programs and feedback directly after they explore information. If the application form is not easy to complete or find, potential clients may not apply for it because of the hassle.	If you are interested in any RISE programs or need help, please fill the form, and we are always here to help.	<p>Tactic #1: Create online applications, list services and programs that clients have potential interests in the application for them to choose in detail. Attach the link to the online application at the end of the introduction of each program.</p> <p>Tactic #2: Post application form links on social media platforms' bio section, and lead potential clients to the online application form on RISE website to finish the application process.</p>	<p>Measure the online application forms responses RISE has received.</p> <p>Measure the number of people who reach out to RISE by email, phone call, or simply walk-in.</p> <p>RISE can ask for feedback when new clients are signing up, including where they got our information, and whether the online application form is accessible enough.</p>



**Goal #4: Build awareness about RISE’s work and impact among the local Syracuse community**

**Public:** General Public, Refugees and Immigrants

**Objective #1:** Partner with at least one other non-profit organization in Syracuse to cross-promote programs and services by January 2023.

Strategy	Rationale	Messages	Tactics	Evaluation
<p>Collaborate with other organizations to expand the reach to audiences, and also provide clients additional services and benefits.</p>	<p>Partnering with other organizations to host events can channel their clients to our organization to expand our audience. It allows us to do resource placements with other organizations and receive more creditably.</p>	<p>RISE collaborates with other local organizations to provide clients with more comprehensive services.</p>	<p>Tactic #1: Collaborate with local organizations (Providence Services, etc.) that focus on helping new Americans find jobs to cross-promote employment-related programs. RISE can offer guidance to find job opportunities to other organizations and gain additional resources from them.</p> <p>Tactic #2: Participated in seminars held by other nonprofit organizations and co-hosted information sessions with them, so as to gain potential customers of RISE from customers of other organizations.</p>	<p>Measure the number of people who reach out to RISE by email, phone call, or simply walk-in.</p> <p>Measure the number of attendees at RISE events after hosting the collaborative session with other local organizations.</p> <p>Track the mentions on social media platforms by other organizations or potential clients.</p> <p>RISE can send out surveys for feedback to know potential clients’ thoughts and demands and to make improvements for the next event.</p>

**Objective #2:** Generate at least one in-person event in the local refugee and immigrant neighborhood by January 2023.

Strategy	Rationale	Messages	Tactics	Evaluation
<p>Host events to attract potential clients, increase awareness of RISE, and help clients build trust with RISE</p>	<p>Direct lectures and publicity on local communities can demonstrate the organization’s sincerity in caring and helping clients. Giving lectures in communities can avoid the trouble of commuting for potential clients and attract more people to participate in activities. Somalis and Burmese are two of the largest communities of refugees and immigrants, and they may have more potential clients.</p>	<p>RISE is seeking to build a stable relationship with refugees and immigrants located in-person meetings increase interactions.</p>	<p>Tactic #1: Organize events for refugee and immigrant communities to pick fruit from nearby farms, and promote other upcoming events of RISE during the events.</p> <p>Tactic #2: Create a holiday calendar to list important festivals from different refugee and immigrant cultures. Hold events regarding various festivals and invite refugees and immigrants to participate.</p>	<p>Measure the number of handouts/flyers placed in grocery stores that have been taken from people who passed by.</p> <p>Measure the number of people who reach out to RISE by email, phone call, or simply walk-in.</p> <p>Measure the number of attendees at RISE events</p> <p>RISE can ask attendees to fill out a feedback survey to determine if the info session is helpful and their possibility to attend next time.</p>

**Objective #3:** Host at least 2 information sessions in local communities (Somalis & Burmese) by March 2023.

Strategy	Rationale	Messages	Tactics	Evaluation
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<p>Introduce services and programs offered by RISE to clients by holding seminars to help them understand and select the right programs and be aware that RISE can offer services regarding various demands.</p>	<p>Direct lectures and publicity on local communities can demonstrate the organization's sincerity in caring and helping clients. Giving lectures in communities can avoid the trouble of commuting for potential clients and attract more people to participate in activities. Somalis and Burmese are two of the largest communities of refugees and immigrants, and they may have more potential clients.</p>	<p>RISE is seeking to build a stable relationship with refugees and immigrants located in-person meetings increase interactions.</p>	<p>Tactic #1: Organize offline information sessions in refugee and densely populated areas (North and South Syracuse). Before the seminars start, hand out flyers to the local communities to call for more participation. The seminars should include detailed information regarding services RISE offered, and potential clients can apply for programs directly after information sessions.</p> <p>Tactic #2: Advertise events in the local newspaper, including content that will be mentioned during the information sessions, and benefits participants will receive after attending the seminars.</p>	<p>Measure the number of handouts/flyers placed in grocery stores that have been taken from people who passed by.</p> <p>Measure the number of people who reach out to RISE by email, phone call, or simply walk-in.</p> <p>Measure the number of attendees at RISE events</p> <p>RISE can ask attendees to fill out a feedback survey to determine if the info session is helpful and their possibility to attend next time.</p>
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**Goal #5: Acquire new individual donors to fund high-quality services to refugees and immigrants**

**Public:** Donors

**Objective #1:** Result in an increase of at least 2% more donors by December 2022.

Strategy	Rationale	Messages	Tactics	Evaluation
<p>Promote donations through a straightforward donation process online and in-person.</p>	<p>Potential donors are more likely to donate if the donation process is easy.</p> <p>Donors also need to be made aware that their money is being used for the good of the clients. People like to see that their generosity is making a difference so being specific is beneficial.</p>	<p>“Your Support Will Change Lives.”</p> <p>Specific impacts of donations.</p> <p>Funding allows for the expansion and addition of programs.</p> <p>RISE is people-focused.</p>	<p>Tactic #1: Create an online donation option that is clearly visible and accessible on the organization’s website. Ensure that the donation page clearly gives options for giving and what the money is going to. Use wording like “your \$100 gives Samaya the chance to take the SATs” to emphasize direct impact.</p> <p>Tactic #2: Buy ads on Facebook and Instagram that promote donations. Ads should be people-focused and emphasize the impact of support. Have ads directly link to the donation page on the website.</p>	<p>Track and compare the number of donations made through the online platform to those made in person.</p> <p>Track and compare the number of donations made through the designated donation page and those made previously online.</p> <p>Include survey question at end of the donation form to ask for preferred donation method (monthly, yearly, likelihood to donate again).</p> <p>Send out surveys at a later date to donors and ask about satisfaction with their donation (do they think that their</p>

				donation made a difference?).
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**Objective #2:** Engage with at least 30 potential donors by December 2022.

Strategy	Rationale	Messages	Tactics	Evaluation
Host an “international dinner” fundraiser that highlights different foods from the various cultures of clients. Use it as an opportunity to also educate the community of different cultures. Fee paid upfront and then attendees can sample foods. Host an event at a local community center.	The event provides an approachable way for the local community to learn about immigrants and refugees. This exposure will help increase awareness and support for the work that RISE does.	“Your Support Will Change Lives.”	<p>Tactic #1: Pitch event story to local news outlets including Syracuse.com and the Daily Orange.</p> <p>Tactic #2: Post about the event on owned and earned media channels, including the website and social media channels. Digital flyers should be colorful and feature graphically designed images of the different dishes that will be featured. Keep messaging fun and lighthearted.</p>	<p>Track the number of participants and money made.</p> <p>Have a satisfaction survey at the end of the event/send it out at a later date via email for participants to fill out.</p> <p>Track the number of people in attendance at different times throughout the night to see engagement rates.</p> <p>Track engagement rates on social media (number of likes, increase in followers, number of shares).</p> <p>The number of news outlets that picked up the event.</p>

**Objective #3:** Host fundraising event on “GivingTuesday” on November 30, 2022

Strategy	Rationale	Messages	Tactics	Evaluation
Use digital fundraising to raise money for the organization through the telling of personal stories of clients and staff members.	Donors are motivated by story-based messaging. Creating an emotional appeal is key to increasing donations. Using stories is also a great way to communicate impact.	<p>“Your Support Will Change Lives.”</p> <p>The organization is making an active difference in the community and needs support.</p> <p>Real people, real impact.</p> <p>Increasing awareness and financial support.</p>	<p>Tactic #1: Create a brief video, max 5 minutes, that gives a quick overview of RISE as an organization. Video clips should be clean and follow a documentary style.</p> <p>Tactic #2: Take photos focused on people. Use these photos to promote the event on social media. Captions should include short stories about the people in each photo and have a call to action to donate.</p>	<p>Track number and type of donations.</p> <p>Track engagement rates on social media (number of likes, increase in followers, number of shares).</p> <p>Follow up with donors at a later date with a survey to get a sense of their satisfaction with their donation and preferred donation methods.</p>

**Goal #6: Strengthen partnerships with churches to help refugees address their concerns and increase participation in different programs**

**Public:** Immigrants and refugees

**Objective #1:** Partner with at least one church-based organization to collaborate on program presentations to build refugees' trust in RISE.

Strategy	Rationale	Messages	Tactics	Evaluation
Partner with Catholic Charities to host an event to reach	Catholic Charities was identified as one of the	<p>“Make Yourself Settled”</p> <p>Partnerships</p>	Tactic #1: Promote attendance at events through	Track increase in clients after collaboration events.

<p>out to more refugee and immigrant families to increase awareness for the organization before December 2022. Events should be held at the Catholic Charities office and aim to help inform individuals and families about resources that they have access to.</p>	<p>“competitors” of RISE. Transforming competition into collaboration helps expand reach and impact while having the support and resources that are needed.</p> <p>Catholic Charities has access to families and individuals that RISE is trying to reach.</p>	<p>allow for broader reach and impact.</p> <p>Spread awareness of resources for support.</p>	<p>the distribution of flyers and posters in neighborhoods, at the RISE office, and Catholic Charities office. Use straightforward messaging with clear, concise language on materials that align with the organization’s original branding.</p> <p>Tactic #2: Choose 3-5 spokespersons who regularly attend RISE programs to act as ambassadors and spread information about the event via word-of-mouth to promote attendance at the event.</p>	<p>Use feedback surveys to track client satisfaction and sentiment.</p> <p>Track number of participants at events and how they heard about the event (flyer, through a friend)</p> <p>Track demographics of participants (age, gender, country of origin)</p>
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**Objective #2:** Home Health Department and Education Department co-hosts at least 3 lectures and events on the importance of physical and mental health and religion by the end of December 2022.

Strategy	Rationale	Messages	Tactics	Evaluation
<p>Mainly connecting with youth in regards to physical,</p>	<p>Internal and external collaborations expand the</p>	<p>“Your Future, Our Mission” Partnerships</p>	<p>Tactic #1: Invite guests from Syracuse University</p>	<p>Track number of youth participants and event</p>

<p>mental and sexual health through interactive events that foster important conversations.</p>	<p>current reach of programs and promote cohesive messaging. The strategy aims to give extra support and important information to youth.</p>	<p>allow for broader reach and impact.</p> <p>Sensitive topics are important to talk about and can be made more approachable.</p> <p>Helping educate youth now sets them up for success in the future.</p>	<p>basketball or football teams to speak at the event.</p> <p>Tactic #2: Promote events using social media channels such as Facebook, Instagram and WhatsApp. Social media posts should be colorful and emphasize any “perks” of attending the event (i.e. free food).</p> <p>Tactic #3: Work with counselors at schools to promote the event and hand out flyers to students. Flyers should be straightforward and visually appealing</p>	<p>participants</p> <p>Track engagement rates on social media (number of likes, increase in followers, number of shares). Also, use social media for sentiment tracking.</p> <p>Track the number of flyers sent out.</p> <p>Use feedback survey to track youth audience satisfaction with the event.</p> <p>See if the number of participants in RISE youth events increases.</p> <p>Staff in the education department can have conversations with youth to evaluate their opinions about the event.</p>
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## Budget

Event/Program/Initiative	Items	Material Costs	Agency Rates (\$250 per hour)
<b>General Program Promotion</b> (Goal #1, Objective 1, Tactics 1 and 2)	Flyers, bus ads	Printing costs- \$10 Bus ads for 2 months- \$500	Content creation- \$500
<b>General Info Sessions</b> (Goal #2, Objective 1, Tactics 1 and 2)	Flyers, event (space, refreshments, etc)	Printing costs- \$10 Event- \$50	Content creation- \$250
<b>Client Parties</b> (Goal #2, Objective 2, Tactics 1 and 2)	Event (space, refreshments, etc), letters, surveys	Event- \$150	Content creation- \$500
<b>Women and Youth Sessions</b> <b>School Health Sessions</b> (Goal #2, Objective 3, Tactic 1 and 2)	Event (space, refreshments, etc), flyers	Printing costs- \$10 Event- \$50	Content creation- \$250
<b>International Dinner Fundraiser</b> (Goal #5, Objective 2, Tactics 1 and 2)	Event (space, refreshments, etc), flyers, press release	Printing costs- \$15 Event- \$500	Content creation- \$750
<b>Donation Requests</b> (Goal #5, Objective 1, Tactics 1 and 2)	Facebook and Instagram Ads	\$0.20 to \$2 per click ~ \$25	Content creation- \$250
<b>Catholic Charities Partnership</b> (Goal #6, Objective 1, Tactics 1 and 2)	Event (space, refreshments, etc), flyers	Printing costs- \$10 Event- \$50	Content creation- \$250
<b>"Let's Talk" w/ Syracuse Basketball</b> (Goal #2, Objective 2, Tactics 1 and 2)	Event (space, refreshments, etc), flyers, surveys, transportation	Printing costs- \$10 Event- \$100 (rely on donations from Catholic Charities and Syracuse University)	Content creation- \$500
<b>"GivingTuesday"</b> (Goal #6, Objective 2, Tactics 1 and 2)	Video, photography, social posts		Content creation- \$750
		<b>Total= \$1,490</b>	<b>Total= \$4,000</b>

			\$5,490-4,000
			<b>Total= \$1,490</b>

### **Timeline**

**Goal #1-** by May 2022

**Goal #2-** by May 2022

**Goal #3-** by December 2022

**Goal #4-** by March 2022

**Goal #5-** by December 2022

**Goal #6-** by December 2022