



Final Campaign Presentation

Whitney Welbaum, Jalynn Zhang, and Selina Zhou



Team PR Theory



Whitney Welbaum



Jalynn Zhang



Selina Zhou

Central Message

“Making Things Possible with You”

“Make Yourself Settled”

Key Public - Middle Aged Women Immigrants/Refugees

Media Habits of Target Audience

Mixed media habits, social media may be unreliable channel of communication to reach this audience

Message format: Posters and flyers

Delivery of message

Posters and flyers in regularly frequented establishments (CVS, Dollar General, Walmart, Bus Stops). Posters should be simple and eye-catching using brand color blue.



“Your Future, Our Mission”

Key Public - Teenagers 14-18 years old

Media Habits of Target Audience

14-18 age group are highly active on social media platforms

Message format: Social media posts, feature stories and blogs

Delivery of message

Consistent posting frequencies of social media contents



“Your Support Will Change Lives”

Key Public - Donors

Media Habits of Target Audience

Respond to both print and digital media, emphasis on digital

Message format: Social Media, Paid advertising, Partnering up with religious organizations

Delivery of message

Consistent posting frequencies of social media posting, buy social media ads on Facebook and Instagram, hosting events with religious organizations.



“Do You Know Where You’re Needed?”

Key Public - Volunteers

Media Habits of Target Audience

Respond to both print and digital media, emphasis on digital

Message format: Offline Info session, guest speaker, flyers and posters, social media

Delivery of message

Partner with International Relations Department to host speaker events. Hand out flyers and posters at major academic buildings, and call for action on social media platforms.



Our Goals & Objectives

01

Reach more refugees and immigrants located in the CNY area

02

Increase awareness among refugees and immigrants about RISE's services and programs

03

Increase public engagement and attention through different channels (offline and online)

04

Build awareness about RISE's works and impact among the local Syracuse community

05

Acquire new individual donors to fund high-quality services to refugees and immigrants

06

Strengthen partnerships with churches to help refugees address their concerns and increase participation in different programs

Goal 01

Reach more refugees
and immigrants
located in the CNY area

01

02

Reach at least 60% of refugee and immigrant communities located in the Central New York area by May 2022

- Hand out flyers in the neighborhoods of refugees and immigrants at least biweekly.
- Put ads both on the side and inside of buses twice a month.

03

04

Increase website leads by 20% by May 2022

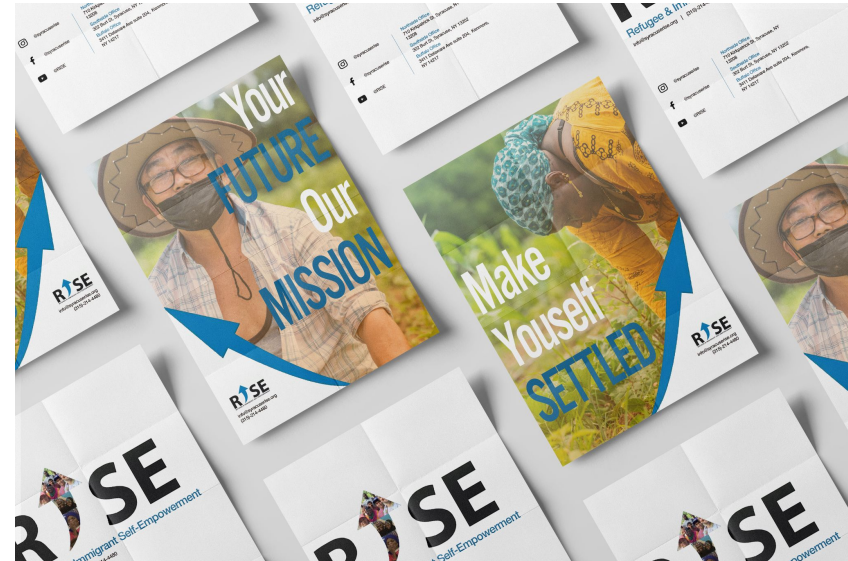
- Post blogs around RISE or clients' stories and demonstrate how RISE has helped people in the past.
- Embedding YouTube videos RISE has created on the website.

05

06

Bus Advertisements

Objective #1



Flyers and Posters

Objective #1



Here at Refugee and Immigrants Self Empowerment, we're committed to investing our expertise and resources in order to further achieve our cause. Since 2004, we've been supporting our community members in a variety of ways and measuring our success not by monetary size, but by more qualitative measurements such as the scale and effectiveness of our efforts. Just imagine what we can achieve together!

Make Yourself SETTLED

Individual Development Account Program • Education Initiatives ENL
Adult & Youth Ages 6-25 • Case Management & Employment Services •
SYRAP Agricultural Program • Care Management

Contact: (315)214-4480
info@syracuserise.org

Blog & Webpages

Objective #2



Blog/Letter

Post on the organization website, also submit to syracuse.com letters for the reader's page (letters@syracuse.com). Make sure to provide links to the other source on the respective pages.

To the Editor,

Did you know that many refugee resettlement agencies withdraw support after 90 days? Three months is hardly enough time to find comfort and security after your life has been completely uprooted. Our refugee population isn't something that we can just put to the side and forget about, they need our continued support.

According to CNYVitals, 117 new refugees arrived in Syracuse in 2020 (2021). During the past decade, over 7,000 refugees have moved to Syracuse (CNYVitals, 2021). At Refugee and Immigrant Self-Empowerment (RISE), we serve over 400 refugee and immigrant families in Syracuse and Buffalo. We get a front seat to the challenges that these individuals and families must overcome. RISE offers a variety of different services, ranging from education and agriculture to job and financial assistance. However, there is only so much we can do without the larger general population's support.

We ask you to check-in on your neighbors. Check-in on your community. Extend a welcoming hand to those who are trying to make themselves comfortable in a new environment. A little goes a long way. If you are looking for ways to support, contact us at info@syracuserise.org or (315) 214-4480.

To learn more about RISE and the local refugee and immigrant population, visit refugeeandimmigrant.org

Sources

People: Cny vitals. CNY Vitals |. (2021, August 18). <https://cnyvitals.org/people/>.

Goal 02

Increase awareness among refugees and immigrants about RISE's services and programs.

01

Result in an increase of clients by 20% by May 2022

- Generate info sessions every week at local communities in the Central New York area.
- 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.

02

See an increase in overall attendance at programs of at least 10% by May 2022

- Launch monthly parties that welcome clients to participate with the brand color confetti and decoration at the place.
- Send follow up emails or letters to clients and appreciate their participation.
- Send out surveys weekly to clients to ask for feedback on the service and suggestions for improvement.

03

04

05

See at least double participation in the women's empowerment program by May 2022

- Partner with local schools and launch education sessions about gender and sex twice a month.
- Launch events monthly that encourage women and youth to share their stories with each other and answer questions and provide emotional support to them.

06

General Info Session

Objective #1

The purpose of this event is to put a spotlight on RISE, **introducing our programs and services to the public**. It is a great opportunity to make a lasting impression on our potential audiences and gain exposure to the community.

What: Open meeting

When: start on the week of 02/07/2022,
conduct the info session once a month, 1-1.5 hour

Where: RISE Office Location

How: Facilitated by at least three staff member
and translators if needed

Target audiences: Refugee and immigrant,
potential donors, volunteers and general public.



Here at Refugee and Immigrants Self Empowerment, we're committed to investing our expertise and resources in order to further achieve our cause. Since 2004, we've been supporting our community members in a variety of ways and measuring our success not by monetary size, but by more qualitative measurements such as the scale and effectiveness of our efforts. Just imagine what we can achieve together!

Make You
SETTLED

Individual Development Account Program • Education Initiatives ENL
Adult & Youth Ages 6-25 • Case Management & Employment Services •
SyRAP Agricultural Program • Care Management

Contact: (315)214-4480
info@syracuserise.org

Client Parties

Objective #2

The purpose of the event is to **show our appreciation to clients who trust and support us.** It is a great opportunity to highlight our mission and needs, and develop a long-term relationship that could result in attendance at our next event or a donation.

What: Cocktail Party

When: March 13, 2022, 2-2.5 hours

Where: RISE Office Location

How: Leadership team, volunteers, board members, and staff members should attend the event.

Target audiences: Donors

Client Follow-up Email & Feedback Survey

Objective #2

Feedback Survey

Hello! Thank you for attending RISE events, we would love to hear more about your experience so we can continue to develop our programs to best suit your needs. Please take about 5-10 minutes to fill out this quick survey, if you need a translator please let our office staff know.

What event did you attend most recently?

Short answer text

Which program hosted this event?

- Education Initiatives
- Individual Development Account (IDA) Program
- Case Management & Employment Services
- SyRAP Agricultural Program
- Care Management
- Other...



Event Follow Up Email

Hello!

Thank you for attending (insert program/event name). We appreciate your participation and hope that you benefited from attending. RISE is always here to support you and we hope that you will continue to attend our programs in the future.

We encourage you to take a few moments to fill out this quick survey so we can continue to develop our programs to best suit your needs: <https://forms.gle/gx3DNn3JrTUNvBDVn6>

Check out our website and social media for updates and more information:

www.refugeeandimmigrant.org

Facebook: @syracuserise

Instagram: @syracuserise

Youtube: RISE

Call (315) 214-4480 or email us (info@syracuserise.org) with any questions or concerns. You can also visit us at one of our three offices.

Southside office
302 Burt St, Syracuse, NY 13202

Northside Office
710 Kirkpatrick St, Syracuse, NY 13208

Buffalo Office
3411 Delaware Ave suite 204, Kenmore, NY 14217

Best regards,
RISE Staff

Event Follow Up Letter

Hello!

Thank you for attending (insert program/event name). We appreciate your participation and hope that you benefited from attending. RISE is always here to support you and we hope that you will continue to attend our programs in the future.

A friendly reminder of some of the different programs that we offer to our clients:

1. Education Initiatives
2. Individual Development Account (IDA) Program
3. Case Management & Employment Services
4. SyRAP Agricultural Program
5. Care Management

Check out our website and social media for updates and more information:

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Best regards,
RISE Staff

Gender & Sex Sections

Objective #3

Health, gender, and sex are topics that may not be frequently mentioned in refugee and immigrant communities. The purpose of the event is to **create a comfortable and safe space for teenagers to discuss topics to increase the awareness of health, gender, and sex and provide accessibility to refugee and immigrant youth if they need help**. This is also an opportunity to introduce RISE programs and expand the demographics for programs to help encourage participation.

What: Small group conversations

When: Twice a month starting April 2022, 1-hour conversations

Where: Local schools (Cicero-North Syracuse High School, Nottingham High School, Institute of Technology at Syracuse Central, etc.)

How: Facilitated by at least one staff member for event coordinate (contact schools and other external communication) and one staff member for event topics preparation, and translators if needed

Target audiences: High-school-age students from refugee and immigrant communities

Women and Youth Events

Objective #3

This event seeks to expand the women empowerment program to also engage youth in important conversations around gender and power. This is an opportunity to expand the demographics for the program to help encourage participation.

What: Small group conversations

When: Once a month starting May 2022, 1-1.5 hour conversations

Where: RISE Office Location

How: Facilitated by at least one staff member and translators if needed

Target audiences: Women ages 40-50 and youth ages 16-21



Goal 05

Acquire new individual donors to fund high-quality services to refugees and immigrants

01

Result in an increase of at least 2% more donors by December 2022

- 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.
- 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.

02

03

Engage with at least 30 potential donors by December 2022

- Pitch event story to local news outlets including Syracuse.com and the Daily Orange.
- 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.

04

05

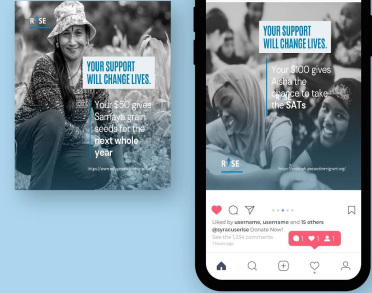
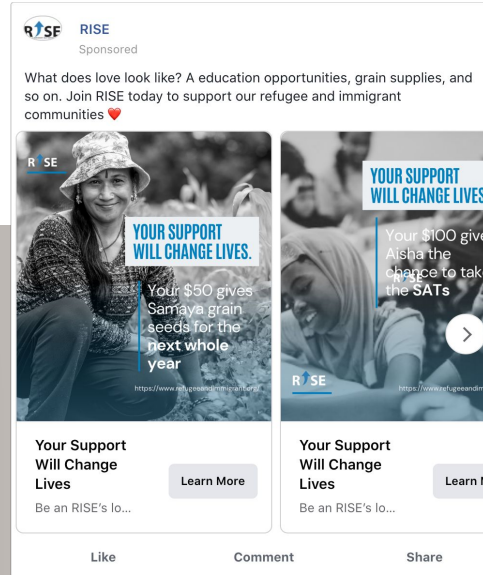
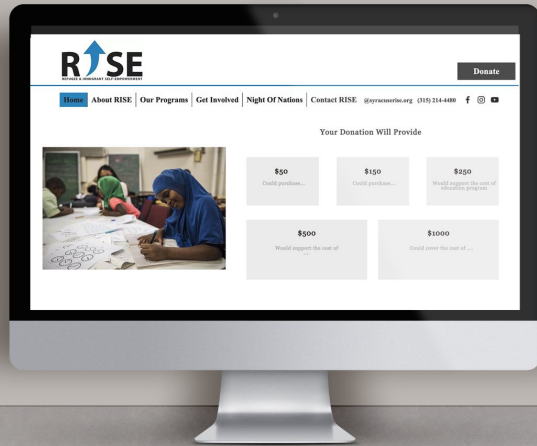
Host fundraising event on "GivingTuesday" on November 30, 2022

- 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.
- 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.

06

Social Media Ads & Webpages

Objective #1



International Dinner

Objective #2

Bring the Syracuse community together to celebrate diversity in the local refugee and immigrant population through food. The goal is to **create an interactive event that is approachable and gives the opportunity to raise awareness and money for the organization.**

What: International Dinner Fundraiser

When: Weekend in May 2022, 4-9 p.m.

Where: Syracuse Northeast Community Center

How: Rent out community space for one evening (~\$200). Tickets for the event are \$20 for adults and \$10 for children ages 5-18. Children under the age of 5 gain free admission.

Target audiences: General Syracuse community and potential donors

International Dinner

Objective #2



RISE Pitch & News Release

Email Pitch for International Dinner

Subject: Local Refugee Organization Hosts Multicultural Food Event

To: (contact from media list)

Hi (reporter's name),

My name is Fran Hradil and I am the director of development for the Refugee and Immigrant Self-Empowerment (RISE) organization. RISE is a nonprofit organization that has been working to support and uplift the refugee and immigrant communities in central and upstate New York since 2004.

I am writing to inform you about our upcoming fundraising event. We will be hosting "A Taste of Our Roots" at Syracuse Northeast Community Center. The event will take place on May 29, 2022, and feature a variety of different cultural foods representing the diversity of the populations that we serve. Tickets for the event are \$20 for adults and \$10 for children ages 5-18. Children under the age of 5 gain free admission. All proceeds go to funding the various programs that RISE offers.

Please let me know if you are interested in covering this event and/or have any questions about the organization. I have attached our event graphic to this email and you can find more information using the link below.

Sincerely,
Fran Hradil

<https://www.refugeeandimmigrant.org>

To: (Contact from media list)
Subject: Local Refugee Organization Hosts Multicultural Food Event



For Immediate Release, May 23, 2021
RISE Will Host Community Fundraiser Featuring Diverse Foods and Perspectives

SYRACUSE, New York -- The Refugee and Immigrant Self-Empowerment (RISE) non-profit organization will bring the Syracuse community together to celebrate diversity in the local refugee and immigrant population through food on May 29, 2022.



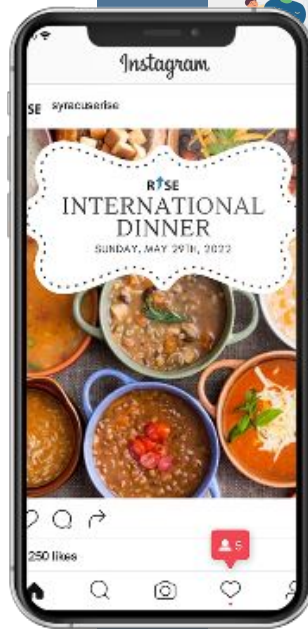
Image of RISE client harvesting from garden taken by Zach Krolner

"A Taste of Our Roots" is being held at the Syracuse Northeast Community Center and will feature foods from the local refugee and immigrant community. The event is open to the general public. Tickets for the event are \$20 for adults and \$10 for children ages 5-18. Children under the age of 5 gain free admission. All proceeds go to funding the various programs that RISE offers.

"This is a great opportunity to get to know an often overlooked group in our community. Our clients come from extremely diverse backgrounds and we are excited to be able to showcase them in a way that is accessible to the Syracuse community," said Executive Director Haji Adan.

Formally the Somali-Bantu Community Association (SBCA), RISE has been serving refugees and immigrants in upstate and central New York since 2004. The event will feature foods from the organization's diverse client base, including African and middle eastern cuisines. The dinner event will be set up like a fair, with a variety of tables that attendees can sample food from.

"At RISE, we offer a variety of different services, ranging from education and agriculture to job and financial assistance. Our programs are made possible through government grants and the generosity of donors. We hope that this event will help showcase the importance of the work that we do," said Fran Hradil, Director of Development.



RISE
Sunday
May 29, 2022



INTERNATIONAL
Dinner



#GivingTuesday

Objective #3

**We are Refugee and Immigrant
Self-Empowerment (RISE)**

a non-profit organization
based in Syracuse, NY



Goal 06

Strengthen partnerships with churches to help refugees address their concerns and increase participation in different programs

01

Partner with at least one church-based organization to collaborate on program presentations to build refugees' trust in RISE

- Promote attendance at events through the distribution of flyers and posters in neighborhoods, at the RISE office, and Catholic Charities office. Use straight forward messaging with clear, concise language on materials that align with the organization's original branding.
- 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.

02

03

04

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

- Invite guests from Syracuse University basketball or football teams to speak at the event.
- 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).
- Work with counselors at schools to promote the event and hand out flyers to students. Flyers should be straightforward and visually appealing.

05

06

Flyer (Hard Copy)

Objective #1



“Let’s Talk”: Health Event with SU

Objective #2

Maximize external collaborations with Syracuse Universities and catholic charities to increase participation with youth and promote discussions around physical and mental wellbeing.

What: Interactive event with Syracuse University basketball team players with support from catholic charities

When: July 7, 2022, 2-3 hour

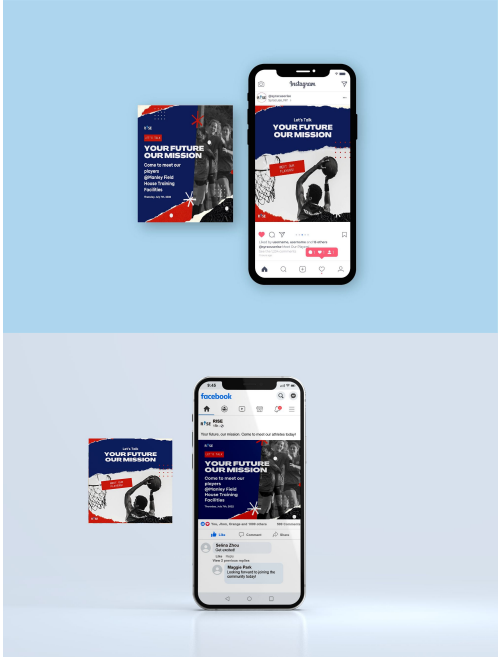
Where: Manley Field House training facilities

How: Donation of catholic charities transportation resources to get participants from center locations to the event location, donation of the players’ time and facilities

Target audiences: Youth ages 10-18

Digital Posts & Hard Copies

Objective #2



Content Calendar

General Info Session
(Feb. 7 - Feb. 13)

**Info Session with
Local Catholic
Charities**
(Feb. 14 - Feb. 20)

Client Parties
(Mar. 8 - Mar 15)

**Gender & Health
Session**
(Apr. 5 - Apr. 14)

**Women & Youth
Conversations**
(May 3 - May 7)

International Dinner
(May 23 - May 29)

**General
organizational
services Ads**
(June. 7, 8)

**Physical & Mental
Health Event**
(July 4 - July 7)

Client Story
(Sep. 6 - Sep. 10)

Giving Tuesday
(Nov. 22 - Nov. 30)

Donation Events
(General Promotion)

Budget

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

Objectives	Evaluation
1. Reach at least 60% of refugee and immigrant communities located in the Central New York area by May 2022.	1. Measure the number of handouts being noticed and taken away by people who passed by. 2. Measure the number of people who reach out to RISE (email, phone call, walk in) 3. Record number of attendees at events.
2. See an increase in overall attendance at programs of at least 10% by May 2022.	
3. Result in an increase of clients by 20% by May 2022.	
4. Increase website leads by 20% by May 2022.	1. Measure the audience's reach and impact (Google Analytics) 2. Measure the number of people who reach out to RISE through Contact Us page. 3. Measure the number of attendees. 4. Evaluate social media performance (shares, likes, comments and click-throughs). 5. Post-event surveys, follow-up emails 6. Track the number of participants and money made.
5. Host fundraising event on "GivingTuesday" on November 30, 2022	
6. Result in an increase of at least 2% more donors by December 2022.	
7. Engage with at least 30 potential donors by December 2022.	
8. See at least double participation (30 clients) in the women's empowerment program by May 2022.	1. Track engagement rates on social media (number of likes, increase in followers, number of shares). 2. Follow-up satisfaction surveys 3. Track number of participants from different demographics and age groups. 4. Track engagement rates on social media (number of likes, increase in followers, number of shares). Also, use social media for sentiment tracking.
9. Partner with at least one church-based organization to collaborate on program presentations to build refugees' trust in RISE.	
10. 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.	



Thank you for listening.

Questions?