



**MISSION**  
WACO • WORLD



# **PUBLIC RELATIONS CAMPAIGN**

**CREATED BY:**

**CHASE STRICKLAND**

**KELSEY DEHNEL**

**GRANT HUDIBURG**

**ABIGAL MILLER**

**SAM LANDESS**

**LEE GORMAN**



## **HISTORY**

Mission Waco started out in 1978 as Jimmy and Janet Dorrell meeting in a run-down house in North Waco with neighbors, children and teens struggling in the community. The Dorrells began helping these people personally through building relationships and empowering them through ministry and bringing the “good news” to those in need.

In 1991, a Christian foundation decided to fund \$75,000 to start up Mission Waco which was to be led by Jimmy and Janet. Within the first year, the organization flourished and exceeded expectations in supporting the ministry. Mission Waco has since purchased and renovated a new center and poverty simulation site. They also opened their “Jubilee Center” in 1994 to offer a variety of empowerment programs for the community. Mission Waco has been working in the Waco community for 25 years and has made a great impact in bringing Christian based programs to those who are struggling in the community.

## **MISSION STATEMENT**

Provide Christian-based, holistic, relationship-based programs that empower the poor and marginalized.

## **VISION STATEMENT**

Seek ways to overcome the systemic issues of social injustice which oppress the poor and marginalized.



# SWOT ANALYSIS

## STRENGTHS

- Easy to navigate website
- Name recognition
- Effectively spread awarness
- Events and service programs
- Close-knit organization

## WEAKNESSES

- Instagram posts
- Twitter consistency
- Website cover page
- Image collection
- Location

## OPPORTUNITITES

- More church partnerships
- Social media
- Upcoming projects
- Waco expansion
- College organizations

## THREATS

- Other nonprofits
- Inability to reach Waco
- Weather issues
- Crime
- Losing money with projects



## KEY PLAYERS

### **JIMMY DORRELL - EXECUTIVE DIRECTOR AND PRESIDENT, CO-FOUNDER**

Jimmy Dorrell grew up in Conroe, Texas and came to Waco in 1968 to attend Baylor University where he majored in religion and received a BA in 1972. After graduating from Southwestern Baptist Theological Seminary with an MDiv in 1978, he and his wife Janet moved into the North Waco neighborhood where they began their call to incarnational ministry, to live among the poor and help bring “good news” through relationships and empowerment opportunities.

Dorrell is pastor of Church Under the Bridge and also teaches classes at Baylor University and Truett Seminary in Waco. He has served on many boards including Compassion Ministries of Waco, Waco Tribune Herald Board of Contributors and currently the Christian Community Development Association. He has been honored through awards such as Family of the Hometown Hero Award and Baylor University Alumni’s Abner V. McCall Humanitarian Award.

For fun, Jimmy enjoys playing table tennis and spending time with his wife, Janet, and their children, Seth, Josh, Zach, and Christy, and their grandchildren, Zoe, Finley, Zane, Nielah, Zeke, Angelo and Ziah. He has also written several books such as Trolls and Truth, Plunge2Poverty, and Dead Church Walking.

### **KATHY WISE - ASSISTANT DIRECTOR**

Kathy Wise grew up in Gatesville, Texas, and graduated from Baylor with a BBA degree. She worked in business for 10 years followed by 5 years on staff at First Baptist Alexandria in Alexandria, Virginia. She earned her M.Div. degree in theology from Baylor’s Truett Seminary.

Kathy began volunteering with Mission Waco in 1998, completed Mission Waco’s Urban Ministry Institute in 2000 and then joined Mission Waco staff in May 2000. She oversees much of the operational side of Mission Waco, as well as the work group and intern programs, and staff liaison with The Ark Apartments.

Kathy enjoys being part of Church Under the Bridge, hiking, running and biking, introducing people to Waco, and reading.



## KEY PLAYERS

### **CARLTON WILLIS- PROGRAM**

#### **DIRECTOR**

Carlton Willis is a native of Abbeville, SC. He attended Anderson College where he received a BA Degree in Music, with an outside field in Business. After graduation Carlton was involved with multiple organizations including working as the Assistant Director of Admissions/Coordinator of Minority Recruitment at Carson-Newman College in Jefferson City, Tennessee.

Carlton joined Mission Waco as Director of the MPowerment Program in December of 2000. He enjoys singing, traveling, meeting people, and hanging with family and friends. He attends Greater New Light Missionary Baptist Church where he serves as Co-Choir Director, and assists



## **GROUP SCHEDULE**

### **WEEK ONE**

Jan. 17 – Divided into groups and chose organizations.

Jan. 19 – Discussed issues and crises management for Mission Waco.

### **WEEK TWO**

Jan. 26 – Worked on SWOT analysis.

Jan. 26 – Finalized SWOT analysis.

### **WEEK THREE**

Jan. 31 – Worked on mission and vision statements.

Feb. 2 – Finalized mission and vision statements and worked on creating key publics.

### **WEEK FOUR**

Jan. 17 – Divided into groups and chose organizations.

Jan. 19 – Discussed issues and crises management for Mission Waco.

### **WEEK FIVE**

Feb. 14 – Created the goals and objectives for our project and divided the various projects.

Feb. 16 – Worked on the executive summary and survey.

### **WEEK SIX**

Feb. 21 – Made corrections to previous work.

Feb. 26 – Met with check our progress on individual assignments.

### **WEEK SEVEN**

Feb. 28 – Finalized assignments and uploaded to the website.

March 2 – Presentation.



## KEY PUBLICS

### CUSTOMERS

- The poor and marginalized
- The homeless
- Those who need help in the Waco community
- Middle-class Waco residents

### PRODUCERS

- Executive directors and Board of Directors
- Full-time staff
- Part-time staff
- Volunteers
- Donors

### ENABLERS

- Middle-class residents who volunteer with Mission Waco
- Community leaders, organizations, churches in Waco, and news channels
- Social media outlets

### LIMITERS

- Update website with more content and aesthetically appealing layouts
- Create a more appealing website and add higher quality photos and graphics
- Push followers to website



## **GOAL**

- Increase following and activity on social media

## **OBJECTIVES**

- Increase Instagram followers by 10 percent
- Increase Twitter posts to three posts per week
- Share each Instagram post to Twitter and Facebook

## **TACTICS**

- Follow more Instagram accounts, post twice a week
- Link Instagram posts to Twitter, Facebook and blog posts
- Continually accept/interact with people on Facebook

## **GOAL**

- Raise awareness online

## **OBJECTIVES**

- Update website with more content and aesthetically appealing layouts
- Create a more appealing website and add higher quality photos and graphics
- Push followers to website

## **TACTICS**

- Continually update website and add more pictures and videos
- More interactive posts

## **GOAL**

- Improve involvement with Baylor student organizations

## **OBJECTIVES**

- Increase student registration by 10 percent per month
- Provide opportunities for student organizations

## **TACTICS**

- Partner with Baylor to create programs for students/organizations
- Send representative to campus and student organization meetings
- Recognize students/organizations that volunteer through social media accounts





## EXECUTIVE SUMMARY

Mission Waco is a nonprofit organization that seeks ways to overcome the systemic issues of social injustice which oppress the poor and marginalized. This is done through Christian-based, holistic, relationship-based programs that seek to empower the poor and marginalized.

Established in 1992, co-founders Jimmy and Janet Dorrell have taken this mission and developed over 20 different programs throughout Mission Waco. Our group will target one of those programs and produce a marketing campaign for it.

Our campaign will focus on the Fair Trade Market sector of Mission Waco. Fair Trade Market provides unique items from all over the world, including items from local markets and those from Third World countries. The mission of Fair Trade Market is to provide a sustainable way of life for various communities, as well as an outlet to empower women.

Our campaign aims to increase traffic and revenue within Fair Trade Market during the first weeks of March. Fair Trade goes through a down period every year between the popular seasons of Valentine's Day and Easter. Our campaign will equip Fair Trade Market with a campaign trail that will increase business during this annual decrease.

We will title our campaign "#BringInTheSpring" and provide weekly discounts on a variety of items. Our main form of advertisement will be through Fair Trade's social media accounts, as well as some of Mission Waco's primary social media accounts. We will formulate a video that will serve as a public service announcement to introduce the #BringInTheSpring savings and start off this campaign.

The target audience for this campaign will be broad, as we hope to expand the clientele for Fair Trade Market. The 18-49 age group will be the primary target audience, due to the use of social media.

Our tactics for a successful marketing campaign are as follows:

Provide quality content and structure for the social media material.

Produce a video that will be informative and interesting.

Use each member of the group's unique skill set in produce the campaign.

By focusing on these tactics and striving toward our objective of producing a successful campaign for Fair Trade during what is a usually a down time, we hope to not only provide assistance for Fair Trade Market, but continue their mission of empowering communities all over the world.



## SOCIAL MEDIA EVALUATION

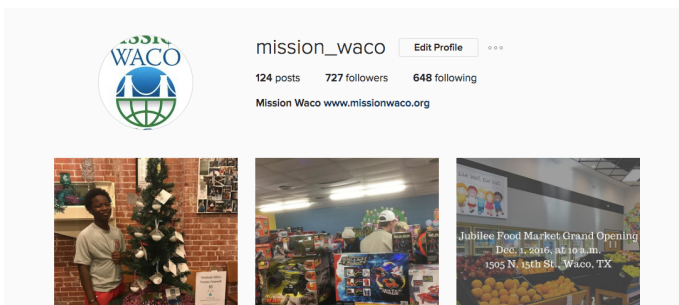


### FACEBOOK

3,270 TOTAL PAGE LIKES

3,242 TOTAL PAGE FOLLOWERS

8 NEW PAGE LIKES THIS WEEK



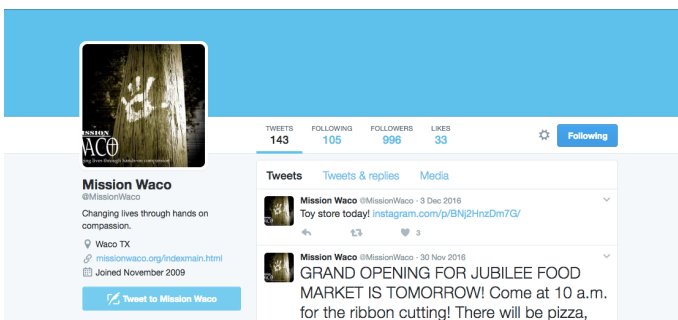
### INSTAGRAM

124 POSTS

727 FOLLOWERS

648 FOLLOWING

49 LIKES ON LAST POST



### TWITTER

143 TWEETS

1,009 FOLLOWERS

105 FOLLOWING

147 LIKES ON LAST TWEET

27 RETWEETS



## MEDIA EVALUATION

**MISSION WACO HAS A VERY POSITIVE REPUTATION AMONG THE LOCAL MEDIA. THERE ARE COUNTLESS ARTICLES DEPICTING THE WORK THAT THEY DO. THEIR ABILITY TO GAIN PUBLICITY IN THE MEDIA HELPS RAISE AWARENESS FOR THEIR WIDE RANGE OF OF PROGRAMS, AS WELL AS THEIR FUNDRAISING EVENTS THEY CONSTANTLY HAVE GOING AROUND THE CITY.**



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MENU 

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### Jimmy Dorrell

2016 WACOAN OF THE YEAR



## Donations rolling in for Mission Waco grocery store

Story Comments

Print Font Size: - +

Posted: Saturday, March 26, 2016 7:01 pm

By MIKE COPELAND

mcopeiland@wacotrib.com

Mission Waco has raised \$185,000 in its quest to convert a long-vacant Safeway building in North Waco into the Jubilee Food Market, where residents living in a food desert can find merchandise at



WacoTrib.com  
CENTRAL TEXAS NEWS, ALL DAY

Waco Today

HOME NEWS BUSINESS OPINION OBITS SPORTS PHOTOS VIDEO ENTERTAINMENT  
Today's Mst! BEARS EXTRA CONTESTS DEALS NEWSLETTERS SHOPBRAZOS SPECIAL SEC

### Editor's note: Mission Waco, Dorrells are gifts to this city

Story Comments

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Recommend 8 Share Tweet G+1 0 Print 0 Share 0

Posted: Thursday, January 26, 2017 12:01 am

By Ken Sury



Waco Today Editor Ken Sury has been at the Tribune-Herald since 1998. Phone: 757-5750

If anyone ever asked me for a list about the best things in Waco, I'd have to include Jimmy and Janet Dorrell.

As Mission Waco marks 25 years of helping the poor, the homeless and the



# SOCIAL MEDIA STRATEGY



**Outlets:** Instagram, Facebook and Twitter

**Campaign:** #BringInTheSpring

**Strategy:** Offer weekly deals and discounts in the first three weeks of March.

**Goal:** Create a buzz for Fair Trade Market during what is considered a down period for the store.

**Graphics:** Consistent layout, flyer-type graphics, displaying the #BringInTheSpring, followed by that section of the store (apparel, jewelry, notebooks, etc.) that will be discounted by a certain percent.

**Graphic Detail:** High quality photos displaying the sections that will be discounted. Some will feature in-store photographs, others will be simple backgrounds.

**Focus:** All three social media accounts, linking them while we post, primarily on Sunday (most viewed time of week). Sunday posts will feature the section and discount, then a midweek post as a reminder.

## **Social Media Platforms:**

**Twitter:** Tweet the graphics along with mid-week reminders of the deals.

**Facebook:** Various photos of items, with mid-week reminders.

**Instagram:** Avoid multi-week posts of similar photos, but have a strong post each Sunday that will be linked to other accounts.

**Evaluation:** Increase storefront traffic.

Gain a 10% increase in followers on each Fair Trade Market social media accounts.



## SOCIAL MEDIA CALENDAR

### TWITTER

#### March

- 5 - Social media graphic #1
- 8 - Come by and check out our #BringInTheSpring savings! 30% off select jewelry!
- 12 - Social media graphic #2
- 15 - Come by and check out our #BringInTheSpring savings! 30% off select home wear!
- 19 - Social media graphic #3
- 22 - Come by and check out our #BringInTheSpring savings! 30% off select bags and apparel!

### INSTAGRAM

#### March

- 5 - Social media graphic #1
- 12 - Social media graphic #2
- 19 - Social media graphic #3

### FACEBOOK

#### March

- 5 - Social media graphic #1, Flyer #1
- 12 - Social media graphic #2
- 19 - Social media graphic #3, Flyer # 2

## SOCIAL MEDIA ANALYTICS

### FACEBOOK

- 3,245 Total Page Likes
- 3,213 Total Page Followers
- 8 New Page Likes from this week
- 10 Likes on last post

### INSTAGRAM

- 143 Tweets
- 997 Followers
- 105 Following
- 147 Likes on last Tweet
- 27 Retweets on last Tweet

### TWITTER

- 124 Posts
- 727 Followers
- 648 Following
- 48 Likes on last post
- 4 comments on last post



## SOCIAL MEDIA ANALYSIS

### Research

- Explored all social media accounts
- Discovered the Instagram account (@mission\_waco) has the most followers
- Directed effort on how to make Instagram page more effective
- Compared the account to other nonprofit Instagram accounts
- Viewed recent and old pictures to gather posting habits

### Action

- Discussed with my supervisor strategies to improve the Instagram account
- Explained how posting several photos at the same time can lead to being unfollowed
- Downloaded photo editing apps to give photos a professional look
- Established a goal of increasing the level of engagement on the Instagram account

### Communication

- Posted multiple Instagram pictures
- Used VSCO for editing each picture
- Waited multiple days before posting the next photo

### Evaluation

- Each photo posted received more likes than any other photo
- One photo received highest level of engagement, with 71 likes and six comments
- Receiving a high number of likes is encouraging because it shows that the popularity of the page is growing

### Future Goals and Strategies

- Continue the trend of high engagement on photos
- Reach 100 likes on a single photo
- Gain 50 more followers
- Link the Facebook and Twitter account for more exposure





## SOCIAL MEDIA PIECES





## TRADITIONAL PIECES

# 14.5%

of the world's population is  
living in poverty

**Help them today!**



### Fair Trade Market

- Weekdays in March
- Downtown Waco
- Proceeds benefit impoverished families around the world







## TRADITIONAL PIECES



# FAIR TRADE MARKET

IT'S TIME TO HELP.

**YOU CAN  
MAKE A  
DIFFERENCE.**

WEEKDAYS IN MARCH  
-DOWNTOWN WACO-



[WWW.MISSIONWACO.ORG](http://WWW.MISSIONWACO.ORG)





## NEWS RELEASE

FOR IMMEDIATE RELEASE

WACO, Texas (Feb. 28, 2017) – Mission Waco’s World Cup Fair Trade Market, a market providing Fair Trade products from all over the world including items from local markets and those from Third World countries, will start a new sale campaign in the beginning of March.

The campaign entitled #BringInTheSpring, will have a featured product category each week, starting March 6 and going through March 25, that will be discounted by 30 percent. The public can find out what products are on sale through Fair Trade Market’s social media accounts as well as the Mission Waco social media accounts.

Fair Trade Market aims to provide a sustainable way of life for various communities, as well as an outlet to empower women.

Mission Waco is a nonprofit organization that seeks ways to overcome the systemic issues of social injustice which oppress the poor and marginalized. This is done through Christian-based, holistic, relationship-based programs that seek to empower the poor and marginalized.

Established in 1992, co-founders Jimmy and Janet Dorrell have taken this mission and developed over 20 different programs through Mission Waco, including Fair Trade Market.

Learn more and shop for Fair Trade products at [mkt.com/world-cup-café](http://mkt.com/world-cup-café).



## # BRINGINTHESPRINGBUDGET

<b>ITEM</b>	<b>COST PER ITEM</b>	<b>TOTAL</b>
Announcement Poster (X4)	\$39.99	\$159.96
Announcement Flyers (x500)	\$0.58	\$289.99
Item Flyers (x200)	\$0.58	\$116.00
PSA	Free	Free
Social Media Posts	Free	Free
Total Cost		\$565.95

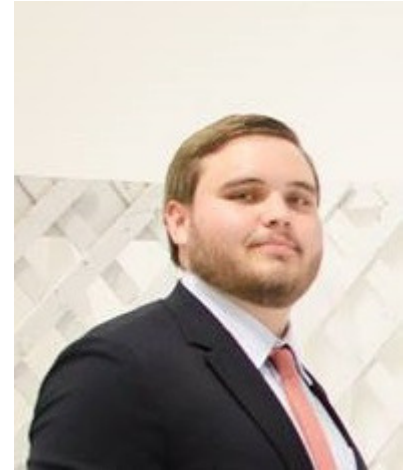
## MISSION WACO BUDGET (2015)

Printing and Publications \$35,066

# TEAM BIOS

## CHASE STRICKLAND

Chase is probably the most cultured of our group. This Baylor double major senior grew up in Buda, Texas and moved to Indonesia with his missionary parents in the summer of 2007. Chase has been to more than 15 countries and wants to visit all the continents before he dies. Chase is a skilled video producer and is currently employed by Grace Church.



## KELSEY DEHNEL

Kelsey is a senior public relations major from Kennedale, Texas. She works at Baylor Media Communications and D1 Sports Training and is an professional power-napper in between school and work. Kelsey loves playing with other people's dogs and making jokes at inappropriate times but make no mistake... if you ask her to edit your paper, prepare to be roasted.



## GRANT HUDIBURG

Grant aka Grunt is a senior PR major from Oklahoma City, Oklahoma. He's a hip-hop aficionato and despite his height, this dude can hoop. Grunt will graduate in May with hopes of moving to Portland, Oregon to join a business fellows program.



# TEAM BIOS

## SAM LANDESS

Sam is his name but everyone calls him "Dan." He is a huge fan of WWE and wants to be a professional wrestler one day. Sam plans on moving back to Dallas after graduating in May. His favorite thing is his dog Lucy and his favorite wrestler is AJ Styles.



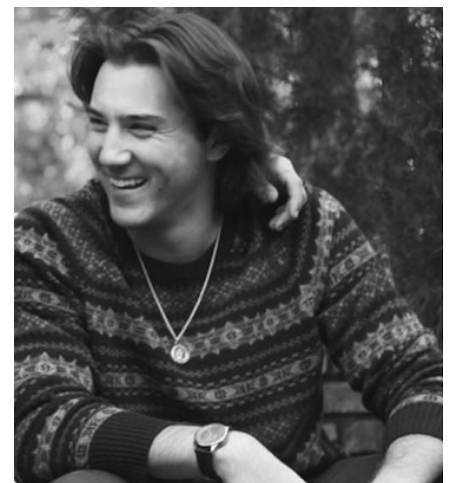
## ABIGAIL MILLER

Abigail is a senior public relations major from Dallas, Texas with a passion for traveling. This skilled photographer called the Netherlands home last Spring while she spent a semester studying abroad. She will run her first half marathon in March and graduate in May.



## LEE GORMAN

Lee is a senior PR major from Shreveport, Louisiana. This Mardi Gras lover loves basketball, hanging out with friends, and traveling. He will graduate in May and hopes to be working in Nashville or Oklahoma City.







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