



“The ache for home lives in all of us, the safe place where we can go as we are and not be questioned.”  
- Maya Angelou

## EXECUTIVE SUMMARY

We live in a nation where having a home is a luxury and not a right.

Without a safe place to lay your head at night, a slew of problems are likely to occur impacting your health, education, success, public safety and the economy as a whole. These problems impact everyone, directly or indirectly. Therefore, we passionately believe that this prominent issue should have a home in everyone’s hearts.

Searching for a way to bring awareness to this crisis, the 2015 University of South Carolina PRSSA Bateman Team created the “Home Works because Home Matters” campaign to champion the national housing movement, Home Matters through our local organization, Home Works of America.

Without an existing local partner, we sought to find an organization that would adopt Home Matters’ call to action with the same fervor that we had. When we discovered Jim Powell, executive director of Home Works of America, he responded immediately with unmatched excitement, energy and support. We had found the perfect partner to drive home our message. Submitting Home Works as a Home Matters partner organization the very next day, we were off to change lives.

Our “Home Works because Home Matters” social and educational events not only increased public awareness of the problem but also provided means to a solution and inspired our target audience to take action.

### SUMMARY OF HOME MATTERS:

Home Matters is a national movement that advocates the importance of “home.” Home Matters seeks to define the New American Dream as one where every American lives in a safe, nurturing environment with access to quality education, healthcare, public spaces and community services.

### SUMMARY OF HOME WORKS:

Home Works of America is a nonprofit located in Columbia, S.C. that focuses on repairing homes of homeowners in need, assisting youth in their development and empowering communities. Since Home Works began in 1996, more than 30,000 volunteers have joined to repair homes of and bring hope to more than 1,900 homeowners, typically individuals retired or disabled and living on less than \$12,000 per year.

## SITUATION ANALYSIS

### THE PROBLEM

Over half a million Americans do not have a home. Many have had to make at least one sacrifice in order to pay their rent or mortgage. Hundreds of thousands of neighborhoods lack simple services which prevents safe and stable living environments. Without a drastic change and awareness of this issue, the amount of Americans without homes will continue to skyrocket.

### THE OPPORTUNITY

Education and awareness is our solution to advocate for the importance of home. Through events and educational opportunities, we married the missions of both organizations to help make the home a reality for all Americans, one step at the time.

## SECONDARY RESEARCH

Literature reviews and report analysis from 43 sources provided us with a comprehensive understanding of the impact of housing on the economy, personal success, public safety, health and education.

### HEALTH

Cough, cough! The Center for Housing Policy proved that children in low-income families are more likely to suffer from iron deficiencies, malnutrition and pollution-related illnesses. So what? If stable housing was in the mix, there would be a 45 percent reduction in healthcare costs, according to Health Share of Oregon.

### EDUCATION

The National Association for Realtors clued us into a report that shows that home ownership and parental engagement are directly linked. Stress-free parents can more effectively engage with their children and help them get those A's.

### PUBLIC SAFETY

Crime rates plummet when homeowners take pride in their community, according to research by the University of Nebraska. With a stable home, people have a heightened familiarity with their neighbors and form social networks including neighborhood associations.

### ECONOMY

An entire city is positively influenced when affordable housing programs are in place, according to the Center for Housing Policy. The Association of Oregon Community Development tested this theory by investing \$94 million into 7,562 affordable housing units. Twelve years later and 12,212 generate jobs later, they reaped the benefits of \$393 million in wages and \$23 million in income taxes.

### INDIVIDUAL SUCCESS

A study by the National Association of Realtors found that homeowners practice positive civic mindedness, manage responsibility and acquire financial skills. These positive behavioral characteristics required of homeowners get passed onto their children.

## PRIMARY RESEARCH

With a strong foundation in secondary research, our team delved deeper into our understanding of our audience with primary research. The team designed quantitative and qualitative research tools to conduct three in-depth executive interviews, one focus group and one web survey.

### AWARENESS OF HOME WORKS AND HOME MATTERS

An overwhelming majority of our primary audience were not at all familiar with either organization.

### IMPORTANCE OF HOME

Overall, our primary audience found home to be important to education, health, public safety, the economy and personal success. They identified home as being a place of support rather than a physical place. One participant elaborated by saying, "When I think of home, I think of my mom, not my couch."

### INCLINATION TO BECOME A MENTOR

Most of the respondents agreed that they would be more likely to volunteer if they had an opportunity to mentor a young person. Similarly, a quarter of respondents said that proof of the work's impact would motivate them most to volunteer. We found evidence that in order to increase volunteer interest, we needed to make volunteer opportunities convenient, clear and impactful.

Based on our primary research efforts, past experience of Home Works of America and Home Matters client brief, we identified one primary audience and one secondary audience in Columbia, S.C.

## PRIMARY AUDIENCE

YOUNG PROFESSIONALS  
MALE & FEMALE  
18 - 24 YEARS OLD  
LIVING IN COLUMBIA, SC

Young professionals constitute about 30 percent of Columbia's 133,000-person population. Our secondary research proved that this audience is an age group that both Home Matters and Home Works of America are actively trying to reach.

Primary research supports that people in this age group are strongly inclined to volunteer as mentors for a housing program due to their strong sense of home. Therefore, we are able to influence this audience to join the mission of Home Works and Home Matters.



## SECONDARY AUDIENCE

LOCAL BUSINESS DECISION MAKERS  
LIVING IN COLUMBIA, SC

Home Works of America is in need of additional sponsors for their funding and programs. By activating this audience, we will be able to increase Home Works' funding and programs which will positively influence the overall mission of its partner, Home Matters.

Secondary research shows that without this audience group, Home Works of America would not exist. Depending on their financial support, Home Works will be most directly benefitted by an increase in donations and number of sponsors.

This secondary audience is also one of the largest influencers in our community. As decision makers in local communities, they are deeply invested in the community and involved in a number of programs including local government and young professional organizations.

## KEY MESSAGES

Designing our messages with an emphasis on the importance of home and highlighting the nature of our two organizations, our key message was a no brainer. We knew right away that Home Works because Home Matters. A match made in heaven.

### “HOME WORKS BECAUSE HOME MATTERS”

Our focus group and survey responses indicated that our primary audience feels strongly about the home. With this fact at the forefront of our messaging, we sought to convey this visceral attachment while highlighting both of our organizations.

Home Matters inspires the nation to unite around the necessity of the home while providing support for influential organizations to accomplish real change on a local level. Therefore, quite literally, Home Works exists because of Home Matters. Diving deeper, the positive effects of home are derived from the fact that it matters to us all.

### “HOME IS...”

Our variation of Home Matters’ message of “Home Matters because...,” was “Home is...” We asked our audience to fill in the blank with what home means to them. To quote responses from our focus group, “Home is the love of our families. Home is the comfort that greets us at the end of a long day. Home is opening presents on Christmas morning.”



## THE CAMPAIGN

During the length of our campaign, we aimed to increase awareness of Home Matters. Also, we sought to increase awareness, garner mentors and improve the sponsorship acquisition process for Home Works of America.

### “HOME IS...” BOARD

Channeling the popularity of “Before I Die” interactive public art boards, we created our own wooden, chalkboard-painted box with the call to action, “Home is...” We brought our handy-dandy board to every event. The responses we received reflected our campaign perfectly, from funny answers like, “Home is my cat,” “Home is free food” and “Home is where my dog is” to more heartfelt responses like, “Home is family,” “Home is sisterhood” and “Home is wherever I’m with you.”

### SPONSOR PACKETS

To assist Home Works with future sponsors, we created a sponsor packet to be distributed including the materials suggested in the executive interviews. Our primary research indicated that business owners look for a verified tax status, organizational mission, the ability to illustrate quality outcomes and the desire to develop a long-term partnership before deciding to donate to an organization.



## SOCIAL MEDIA INTERACTIONS & COLLABORATIONS

We found that young professionals are strongly influenced by their surroundings. Therefore, we gained a strong community presence by partnering with;

South Carolina Chamber of Commerce,  
Heathwood Hall Episcopal School,  
South Carolina Electric Cooperatives and,  
University of South Carolina Technology Incubator.

Also, we collaborated with campus organizations including;

Delta Sigma Theta Sorority, Inc.,  
Delta Zeta Sorority,  
Carolina Service Council,  
Teaching Fellows,  
Alpha Kappa Psi Business Fraternity and,  
Alpha Delta Pi Sorority.

Finally, we received community support from local, regional and national businesses such as;

Pawley's Front Porch,  
Petal,  
Thirsty Fellows,  
Bojangles,  
Insomnia Cookies,  
Starbucks Coffee,  
Entourage,  
Mellow Mushroom,  
Which Wich,  
Salsaritas and,  
Vestique.

According to primary research, the most effective method to reach young professionals was Instagram. We established the hashtag, #HomeMattersSC and implemented a contest turning participants into brand influencers creating user generated content to promote our campaign.

## "HOME WORKS BECAUSE HOME MATTERS" TABLING EVENTS

We set up a "Home Works because Home Matters" tent in a centralized, well-trafficked location on campus to engage students in conversations about the home. One of the responses we received on our "Home is..." board was "Home is a warm hug and a cup of coffee." We recreated this comforting sentiment by handing out homemade cookies and coffee (wrapped in our campaign coffee sleeve, of course). Generating excitement with a raffle, we collected contact information from 109 interested individuals. Sending them off with promotional materials, we saw a direct correlation to web traffic and event participation.

## LUNCH AND LEARN

Gathering a group of young professionals on their lunch break, we hosted a panel in the boardroom of the SC Chamber of Commerce. Our speakers included Anne Weston, administrator at Heathwood Hall and Home Works board member, Lindsey Smith, director of public and member relations at Electric Cooperatives of SC and Jim Powell, executive director at Home Works. We selected Weston to highlight the impacts on education and Smith to explain effects on the economy and health. This event drove home our key messages of "Home is..." and "Home Works because Home Matters" as the discussion focused on the meaning of home and how to improve the housing crisis.



### MENTOR BLITZ

The most rewarding part of our campaign was the slam-dunk success of our Mentor Blitz event. We gathered 60 passionate young professionals to spend an afternoon mentoring 20 at-risk youth. Fueled by donated pizza and dancing to some tunes, strong bonds were created. The groups spruced up Home Works' warehouse and prepared materials for an upcoming Home Works housing blitz. Every young professional expressed interest in becoming a repeat mentor.



## GOAL

Home Matters will be recognized as an influential movement to key publics in Columbia, S.C. through working with the local nonprofit, Home Works of America.

## OBJECTIVES, STRATEGIES, TACTICS & OUTCOMES

### OBJECTIVE 1:

Increase awareness of Home Matters to 25% of the achievable audience through raising awareness of the local nonprofit, Home Works of America to 25% of the achievable audience.

#### STRATEGY I:

Educate our target audiences about Home Matters and Home Works of America by engaging in face-to-face interactions.

**Rationale:** According to a pre-campaign survey, 20.4% of the Columbia population was aware of Home Matters, and 20.1% of the Columbia population was aware of Home Works of America.

**Tactic 1:** Host two promotional events on USC Columbia campus on Greene St. to publicize the Home Matters movement and encourage the Columbia population to sign up for more information about Home Matters and Home Works of America.

**Tactic 2:** Host an educational panel comprised of housing professionals to educate target audience on the importance of the home as it relates to education, health, the economy, individual success and public success.

#### STRATEGY II:

Implement a digital media campaign that increases awareness about Home Matters and Home Works of America.

**Rationale:** Primary and secondary research both show that our audiences rely primarily on online platforms to receive information; Primary research shows that our audiences are active on Facebook, Twitter and Instagram.

**Tactic 1:** Personalize and maintain Home Works of America Facebook page and Twitter with two-way engagement to promote events and the Home Matters movement.

**Tactic 2:** Create and regularly update a Home Works of America Instagram account as a primary method to brief our target audience on events.

**Tactic 3:** Adopt the hashtag #HomeMattersSC in order to centralize all interactions.

**Tactic 4:** Create an Instagram Contest with prizes for users that post photos with the hashtag #HomeMattersSC to engage the audience and promote awareness.

**Tactic 5:** Create newsletters to directly interact with individuals interested in events, volunteering with Home Works of America, and the Home Matters movement.

### OBJECTIVE 1 OUTCOME: **EXCEEDED!**

Our post-campaign survey revealed that 27.9% of the Columbia population was aware of Home Matters, and 30% was aware of Home Works of America. The team increased awareness for Home Matters by 36.8% and increased awareness for Home Works by 49.3%.



**OBJECTIVE 2:**

Increase the number of young professionals interested in becoming mentors for Home Works of America by 50%.  
*\*Note: Home Works of America originally had a mentor network of 200 young professionals. A 50% increase of young professionals becoming mentors would equal an increase of 100 young professionals.*

**STRATEGY 1:**

Host a hands-on event that educates target audience and persuades them to want to get more involved with Home Works of America and the Home Matters movement.

**Rationale:** Primary research indicates that 65.9% of the Columbia population would be likely to volunteer if they had the opportunity to be a mentor to a young person.

**Tactic 1:** Develop a "Mentor Blitz" to promote volunteerism with Home Works of America.

**Tactic 2:** Distribute promotional materials and engage target audiences in conversations on Greene St. encouraging them to sign up for the "Mentor Blitz."

**Tactic 3:** Distribute flyers and handbills across the University of South Carolina's campus to promote the "Mentor Blitz."

**Tactic 4:** Use social media to engage and promote interest of the "Mentor Blitz."

**OBJECTIVE 2 OUTCOME: EXCEEDED!**

During our campaign, we engaged our target audiences in face-to-face and digital conversation that resulted in **109** email addresses of young professionals interested in becoming mentors. Our "Mentor Blitz" had an attendance of **84** new mentors. Combined, we received **193** new mentors for Home Works of America, exceeding our original goal by **93%**.

**OBJECTIVE 3:**

Ease the ability of Home Works of America of obtaining donations.

**STRATEGY 1:**

Create an engaging sponsorship packet to help Home Works of America gain donations.

**Rationale:** Our primary research indicated that business owners look for a verified tax status, organizational mission, the ability to illustrate quality outcomes and the desire to develop a long-term partnership before donating to an organization. We wanted to give Home Works of America a sponsorship packet to encompass these details.

**Tactic 1:** Design an appealing sponsorship packet based on an annual report for Home Works of America to use.

**OBJECTIVE 3 OUTCOME: COMPLETED!**

During our campaign, we created a sponsorship packet for Home Works of America to send to potential sponsors. This objective was intended to be a deliverable for Home Works of America to use after our campaign.

**OBJECTIVE 4:**

Raise awareness about the importance of home to 95% of the achievable audience.

**STRATEGY I:**

Promote the importance of the home throughout the entirety of the campaign by forming consistent branding with the Home Matters theme.

**Rationale:** Secondary research indicates that home affects education, personal success, safety, health, and the economy. Our client, Home Matters' key objective is to bring awareness of the importance of home, and we want to promote this on a local level.

**Tactic 1:** Create a small graphic and key message (Home Works because Home Matters) that will be placed on every piece of promotional material so that they audience will have a way to remember the Home Matters movement.

**Tactic 2:** Create and place interactive public art chalkboard to increase awareness of Home Matters and Home Works of America along with the importance of the home around the USC campus and various off-campus locations.

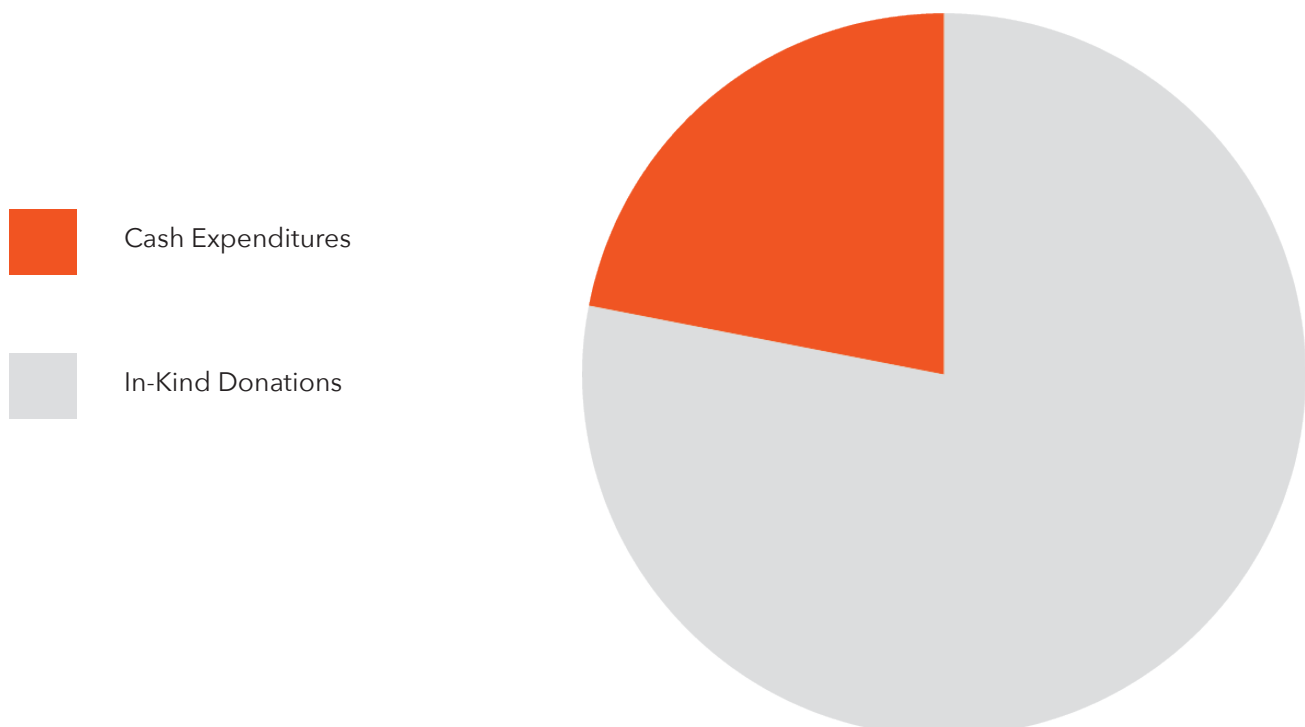
**Tactic 3:** Plan and implement a celebratory event to culminate the entire campaign and promote Home Works of America's effort to increase the awareness of the importance of the home.

**OBJECTIVE 4 OUTCOME: EXCEEDED!**

According to a pre-campaign survey, 93.85% of the Columbia population answered that home was "important" or "extremely important". A post-campaign survey showed that 95.62% of the Columbia population answered that home was "important" or "extremely important", which exceeds our original goal by .62%.

**BUDGET**

Our campaign's success was supported by \$993.17 generous in-kind contributions from local businesses and \$278.62 in cash expenditures.



## CONCLUSION

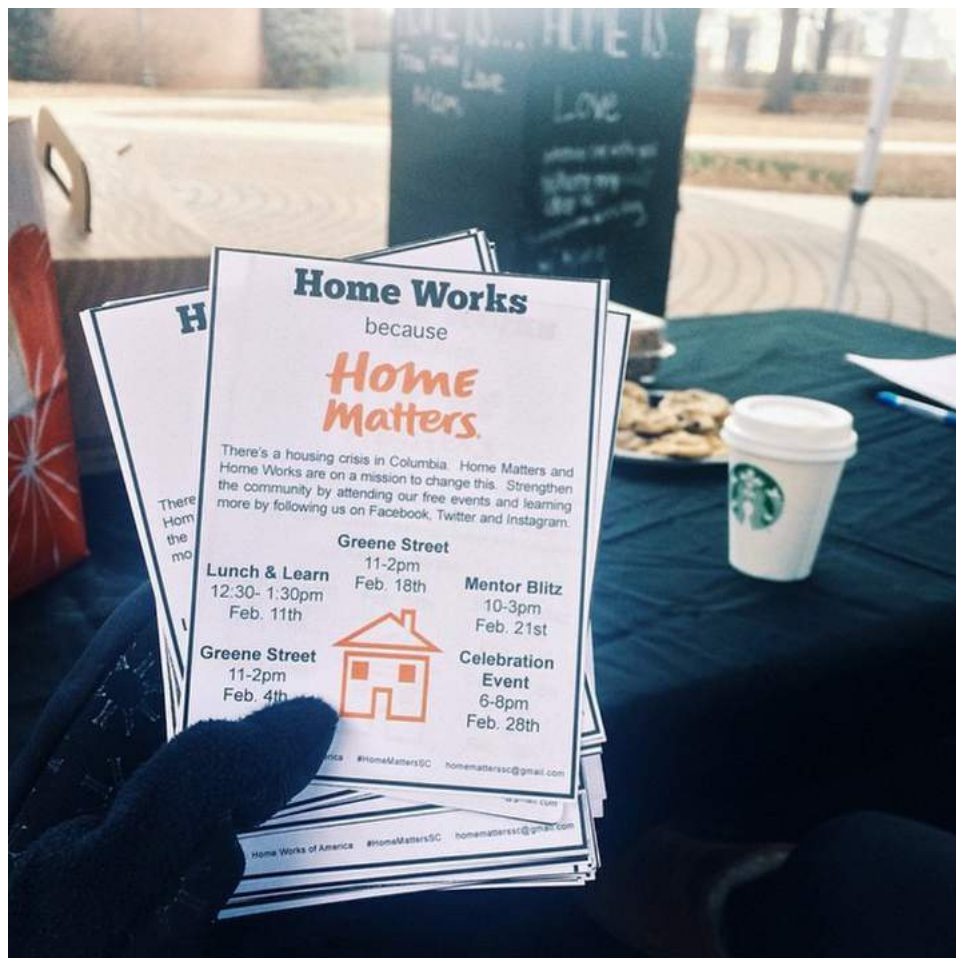
The University of South Carolina Bateman Team's mission was to bring the Home Matters movement to Columbia. With the help of Home Matters' newest South Carolina affiliate, Home Works of America, our campaign motivated our target audiences to believe the sentiment that Home Works because Home Matters. It encouraged the community to consider the importance of home and how it connects with volunteering for a nonprofit housing organization. The Home Works because Home Matters campaign resonated because it defined and brought the "home" to our audiences.

## IMPACT

Our campaign hit home. Promoting our target audiences to write on our "Home Is..." interactive chalk board, we made a real connection between our campaign and the importance of home. The Home Matters movement gained an empowering local affiliate, Home Works of America, and will continue to impact Columbia, South Carolina with its new presence. Our team also created a strong social media presence for Home Works of America and engaged young professionals in face-to-face conversation to reach an audience the organization had not reached before.

## SUSTAINABILITY

The attention our team generated for Home Matters and Home Works created a sustainable foundation of people aware of their key message: the home is a vital part of life. Through collaborating with local businesses and student organizations, our team increased interest in volunteerism for Home Works of America, and formed strong relational ties for Home Matters in the Columbia community. To help Home Works of America thrive, we created a sponsorship packet for the organization to use, sustain and gain donations. The success of our campaign strengthened the Columbia community and encouraged our audience to come together as promoters and advocates of the home.



## APPENDIX TABLE OF CONTENTS

1. Pitch to Client	2
2. Client Message to the Team	3
3. Budget	3
4. Primary Research	4
5. Social Media	17
6. Interactive Public Art Board	21
7. Print Collateral	22
8. Greene Street Tabling	23
9. Lunch & Learn	24
11. Mentor Blitz	26
12. Celebration Event	27
13. Corporate Sponsorship	28



## Appendix 1: Pitch to Client

### WHAT WE DID:

Pitch Email

### WHY WE DID IT:

Our team needed to find a local client to work with during this campaign. We researched a few organizations and sent them a project overview. We also mentioned that if they were interested, we would need to have a team meeting with them to ensure our goals were aligned. Below is the pitch email we sent to Home Works of America, who became our local client for the competition.

Hi Jim,

Thank you so much for talking me today about the Bateman Competition.

The Bateman Team competition is a PR case study competition held every year by the Public Relations Student Society of America. The teams create a campaign for a client and implement said campaign during the month of February. This year, the client is an initiative called Home Matters, [homemattersamerica.com](http://homemattersamerica.com). Each team has two options, create a national campaign or partner with a local non profit affiliate of Home Matters and create a local campaign based on their needs. With the time constraints a national campaign is just not possible. Home Matters currently does not have any affiliates in Columbia, SC so we have to find our own.

In order to become a Home Matters partner, all you have to do is "join" by filling out a quick form and uploading your organizations logo. Nothing else is required.

If you chose to work with us, we would meet with you for a briefing on your needs and target audience. After secondary and primary research we would create a plan to implement in February based off of your needs as a client. While the campaign in February must promote Home Matters and your organization, we would be happy to provide any other collateral you may need. (Website, Social Media, Etc.) Our number one goal would be promoting your call to action as an organization as well as creating awareness for the Home Matters initiative.

I know you all have a lot going on, but with time constraints we are looking to secure a client as soon as possible so we can get to work.

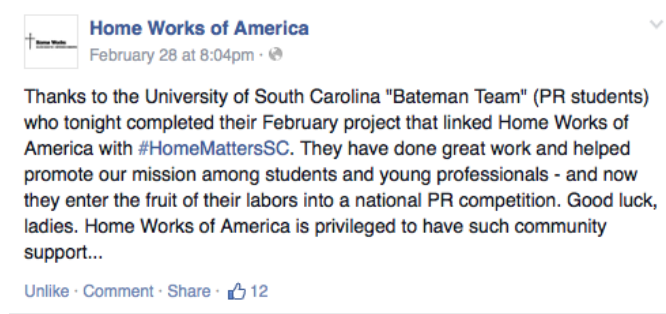
I hope this answers any questions you may have. Please feel free to call or email if you need any further explanation.

Thank you so much,

Mary Cate Duffy  
University of South Carolina  
Riggs Partners  
[duffymc@email.sc.edu](mailto:duffymc@email.sc.edu)  
[910.797.8416](tel:910.797.8416)

## Appendix 2: Client Message to the Team

After a successful month of campaigning, Home Works' executive director wrote a Facebook post thanking our team for all of our hard work.



## Appendix 3: Budget

MONEY SPENT		IN-KIND DONATIONS	
Salad and Dressing for Lunch and Learn	8.38	Printing From The University of South Carolina	210.00
Lunch and Learn Cookies	5.24	Bojangles For Celebration Event	88.00
Lunch and Learn Chips	8.96	Insomnia For Celebration Event	52.00
Lunch and Learn Water Bottles	3.98	Starbucks For Tabling (2)	130.00
Greene Street Cookies	28.89	Thirsty Fellow Gift Card	25.00
T-Shirts	18.10	Petal Gift Card	25.00
Iron on Transfers For T-Shirts	7.97	Entourage Gift Card	25.00
Banner Sheet	9.47	Pawley's Gift Card	25.00
Banner Paint	2.49	Mellow Mushroom Gift Cards (2)	40.00
Tri-Fold Board	9.99	Which Wich For Lunch and Learn	50.00
Table Cloth For Tabling	9.47	Sheet of Plywood for Chalk Board Donated By Home Works Of America	32.00
Chalk	3.99	Pizza For Mentor Blitz Donated By Home Works Of America	231.17
2 by 4s for Chalk Board	8.47	Vestique Gift Card	20.00
Chalkboard Paint	10.28	Salsaritas Gift Card	10.00
Screws for Chalk Board	13.84	Binding and Shipping the Entry From The University of South Carolina	30.00
Chips For Mentor Blitz	11.94		
Water Bottles For Mentor Blitz	4.95		
Coffee Sleeves	90.27		
Presents for Lunch and Learn Speakers	8.99		
Focus Group Cups, Plates, Utensils and Drinks	12.95		
Plates, Napkins, and Utensils for Lunch and Learn	5.86		
Total	278.62	Total	993.17

## Appendix 4: Primary Research

### WHAT WE DID:

Focus Group

### WHY WE DID IT:

To dig into our audience's motives in greater detail, our team conducted a focus group of 11 participants, carefully selected from a diverse pool of candidates from various demographics. We included participants from both genders as well as different races, ages, areas of study and regions of origin. The primary purpose of the focus group was to determine students' attitudes toward the home and volunteerism.

### WHAT WE LEARNED:

- Home has more to do with relationships and security than a physical location.
- Home has a huge impact on personal success and development.
- Students would prefer to volunteer if they had the ability to see the direct result of their work.
- Students would be more likely to volunteer if they had the opportunity to be a mentor.
- Students prefer to learn about volunteer opportunities through email though students most prefer to get their news from social media, mainly Instagram.

*"Home matters because of the relationships that are built inside of it."  
-Focus group participant*

*"Home matters because home is where your family is.  
No matter what you do, you can come home and be yourself."  
-Focus group participant*

## Appendix 4: Primary Research

### WHAT WE DID:

Executive Interviews

### WHY WE DID IT:

We conducted executive interviews with three current sponsors of Home Works of America to determine why they chose to sponsor the housing organization and what factors they deem important in choosing whether or not to donate to a nonprofit.

Our goal was to use their responses to determine how to gain more sponsors for Home Works through our sponsorship packets. We asked these four questions to the representatives of AARP of South Carolina, Sustaining Our Seniors and Electric Cooperatives of South Carolina:

*How does your organization benefit from donating to a nonprofit?*

*Why did you decide to become a Home Works sponsor?*

*Why did your organization consider donating to a housing organization?*

*What information would your organization need to consider donating to a nonprofit?*

### WHAT WE LEARNED:

From these results we have learned the main questions that organizations will ask of Home Works after they are pursued to be a potential sponsor. Our sponsorship packets should include concise and authentic documents assuaging each of these concerns including how Home Works will use the money, its tax status and its long-term goals as an influential housing organization.

## THE INTERVIEWS

**Wallace Cunningham**, *AARP South Carolina, Associate Director Multicultural Outreach*

### **How does your organization benefit from donating to a nonprofit?**

One of AARP's strategic priorities is to partner with organizations such as Home Works of America that provide meaningful services to low income seniors.

### **Why did you decide to become a Home Works sponsor?**

Home Works of America's mission to engage community partners and volunteers in the effort to serve the low income seniors community aligns with AARP's motto, "To serve and not to be served".

### **What information would your organization need to consider donating to a nonprofits?**

AARP would need to verify tax status, organizational mission, ability to illustrate quality outcomes, and desire to develop a long term partnership.



## Appendix 4: Primary Research

**Corretta Bedsole**, *Sustaining Our Seniors, President*

**How does your organization benefit from donating to a nonprofit?**

The mission of SOS is to connect nonprofits with those in need so donating to Home Works fulfills the mission.

**Why did you decide to become a Home Works sponsor?**

Housing is a key focus area for SOS. Home Works meets all the criteria and best practices required by SOS while providing housing services that help seniors remain in their homes.

**What information would your organization need to consider donating to a nonprofit?**

SOS would verify tax status, organizational mission, ability to illustrate quality outcomes, and desire to develop a long term partnership.

**Mike Couick**, *Electric Cooperative, President and Chief Executive*

**How does your organization benefit from donating to a nonprofit?**

The Electric Cooperative of South Carolina do home repairs pertaining to Energy Efficiency. Home Works repairs the home relating to Safety and Sanitation. We feel both are just as important and should be addressed. South Carolina's Electric Cooperatives have a long history of working with community based Not For Profits. In fact, Operation Round-up was created in South Carolina 25 years ago to allow many of our 1.5 million customer/ members to support such initiatives.

**Why did you decide to become a Home Works sponsor?**

Mike met Jim Powell and was impressed with the organizations track record. Home Works provides a cost effective way to help our members while doing so in a moral way.

**Why did your organization consider donating to a housing organization?**

We view Home Works as a multi-pronged effort, including they focus on the home owner, the home, and the volunteer work force.

**What information would your organization need to consider donating to a nonprofit?**

Purpose and stewardship of money previously donated.

## Appendix 4: Primary Research

### WHAT WE DID:

Pre-Campaign Survey

### WHY WE DID IT:

After conducting the focus group and analyzing the results, the team decided to administer a survey to gather additional information based on our focus group conclusions. The 20 question survey focused on the four main points we took away from the focus group. The survey was sent out to University of South Carolina students and Columbia, S.C. young professionals. The main target market for the survey was men and women between 18-24.

To garner responses from a wide range of students, each of the five members of our team sent the survey link to all students from their largest classes from the past three years. In total, we sent out over 4,000 surveys through this method. Each of us also sent the survey link to on-campus organizations, clubs, groups and societies. In addition, the survey was posted on social media sites to reach an even larger, more representative audience. All results were anonymous and students could skip questions if they felt they needed to.

We asked participants how much effect the home has on education, public safety, personal success, health and the economy. The team asked this question because we wanted to determine the preexisting awareness of the importance of the home on the five sectors. Our next set of questions focused on the first point we took away from the focus group: the home is important to everyone. These questions were important to the survey because it asked respondents to identify which feature of the home was most important and whether or not they believed that the home was important in general. We were hoping to garner responses that correlated with the focus group (that the home is important). The responses to these questions would help us determine how to best focus our campaign.

The team also wanted to determine the current level of awareness of our clients, Home Works of America and Home Matters. The next group of questions the team asked centered on volunteering. We asked respondents how likely they would be to volunteer in different situations. In the next series of questions, we asked participants to decided why they are motivated to volunteer and why they think people limit volunteering. The last questions we asked involved the events survey participants would be willing to attend and how they received the majority of their information.

### WHAT WE LEARNED:

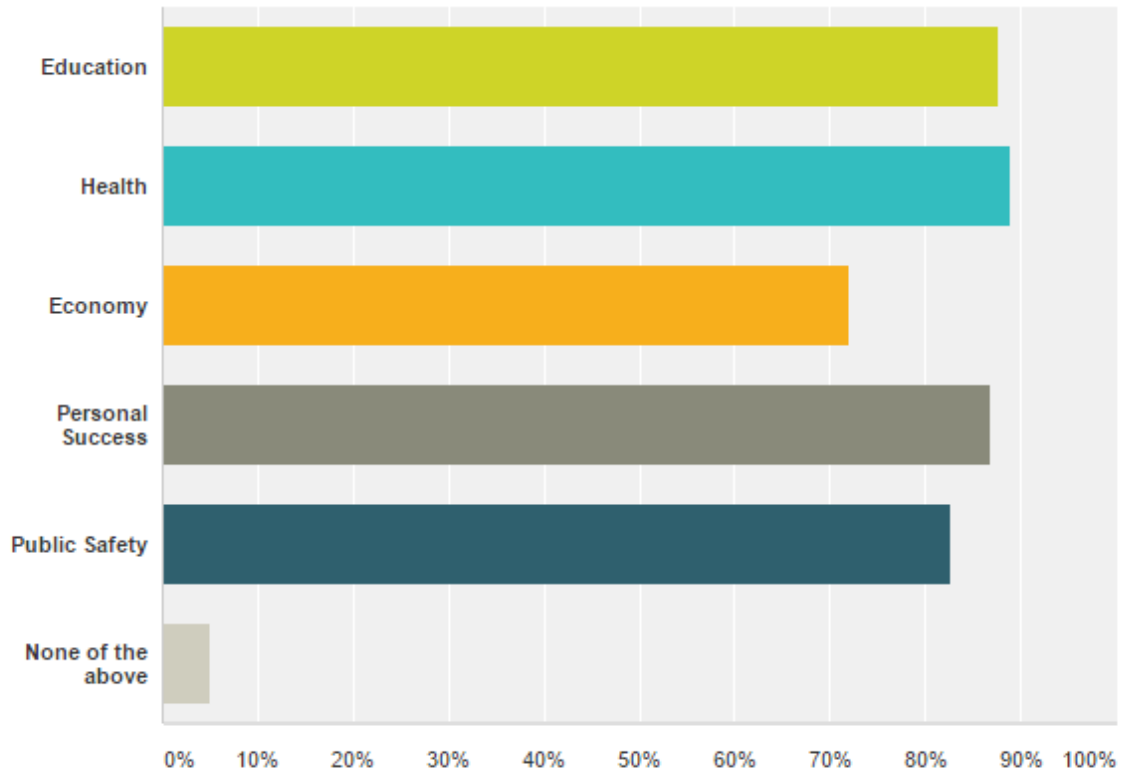
We learned a lot about our target audience through the survey, including their thoughts on home, the community, effects of a home, volunteerism and mentorship. In the following pages you will find screenshots of our survey results accompanied by an analysis of what we learned.

## Appendix 4: Primary Research

## QUESTION 1:

Which of the following does having a home affect? (Check all that apply)

Answered: 243 Skipped: 82



## ANALYSIS:

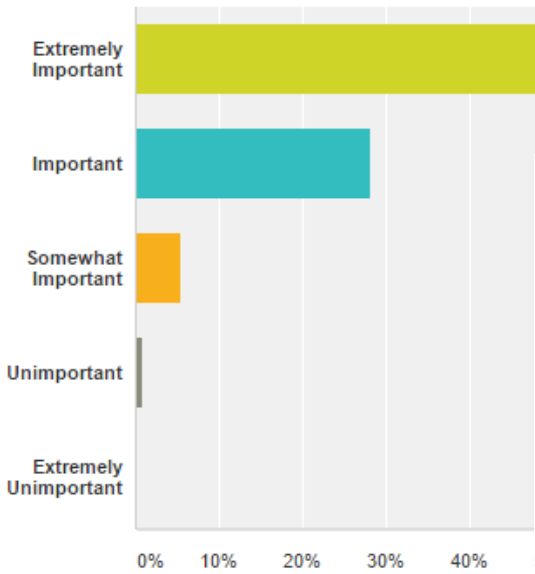
We could see that respondents have a great general understanding of how the home can greatly affect various areas of our lives. The team would like to show additional proof to the audience that the home has an effect on a community's economy just as much as it has an effect on the other areas mentioned.

## Appendix 4: Primary Research

### QUESTION 2,3,4:

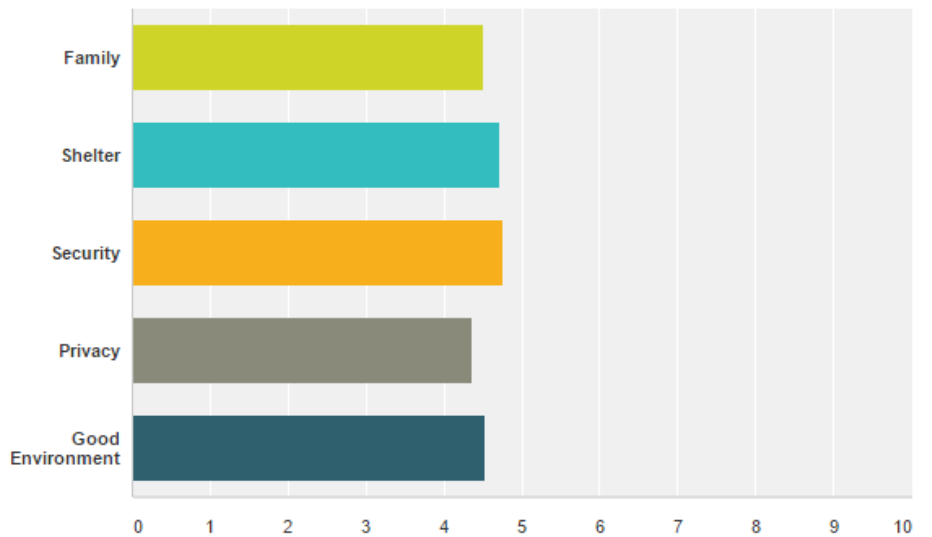
#### How important is your home to you?

Answered: 244 Skipped: 81



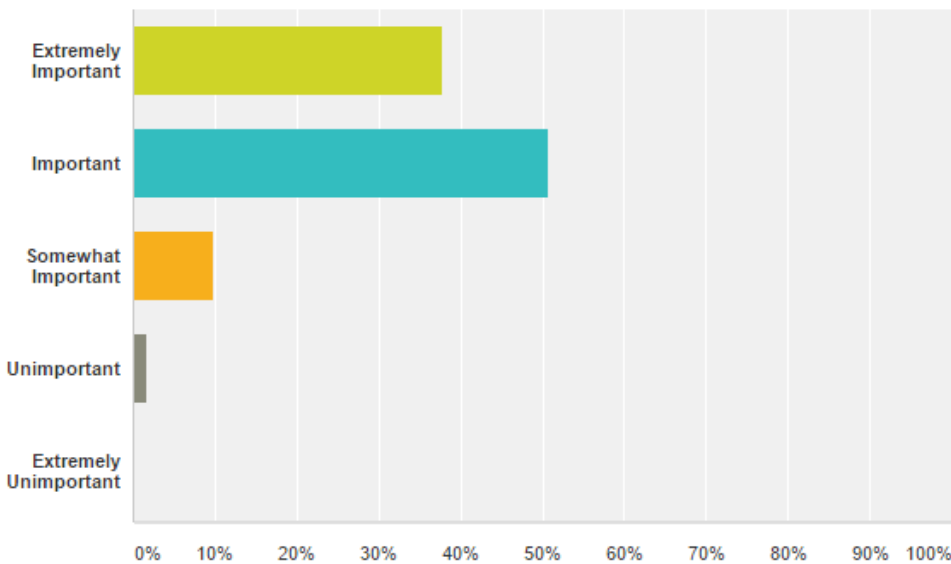
#### Rank the importance of the following attributes of a home

Answered: 243 Skipped: 82



#### How important to you is everyone in your community having a home?

Answered: 244 Skipped: 81



### ANALYSIS:

From these results, it is clear that our audience understands the importance of home, but may not understand that everyone in their community needs a home, as well. Of all the options given, our audience believed “security” was the most important attribute of a home. From this section of the survey, the team now knows we do not need to educate our audience as much as we originally thought we would need to.

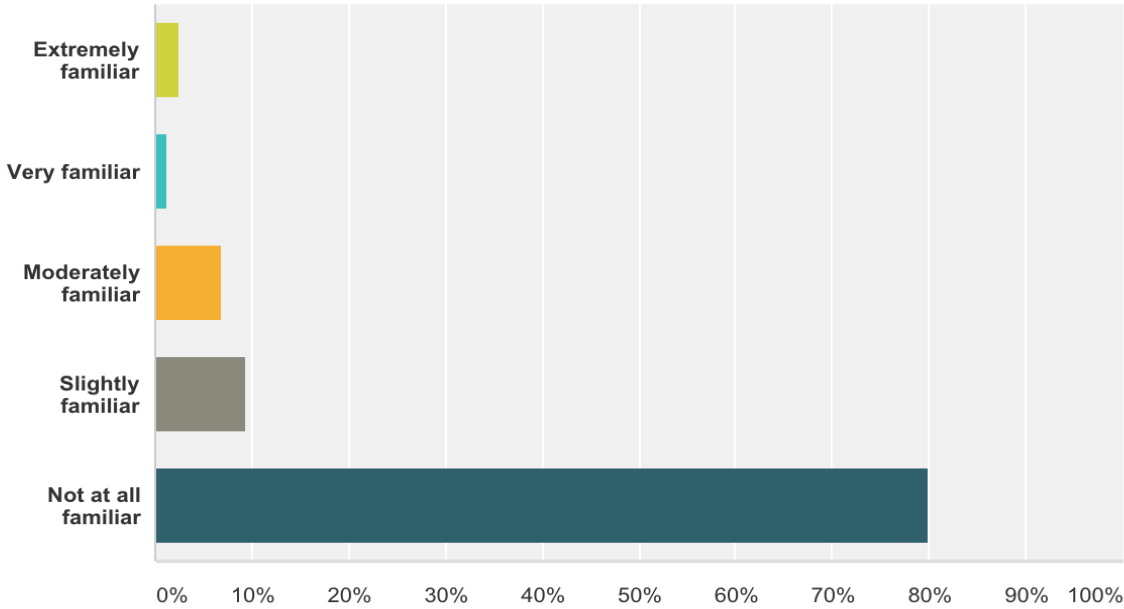


## Appendix 4: Primary Research

### QUESTION 5,6:

### How familiar are you with Home Works of America?

Answered: 244 Skipped: 81

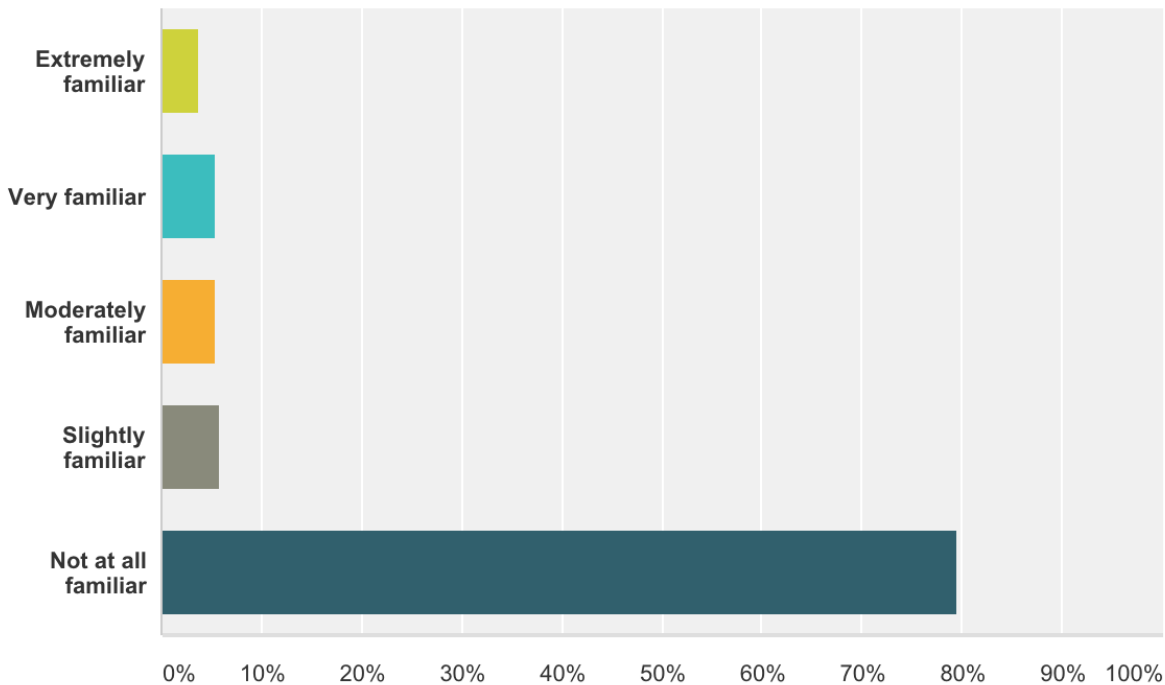


### ANALYSIS:

### How familiar are you with Home Matters?

Answered: 240 Skipped: 85

Evidently our team must build awareness for our two clients in this target audience.

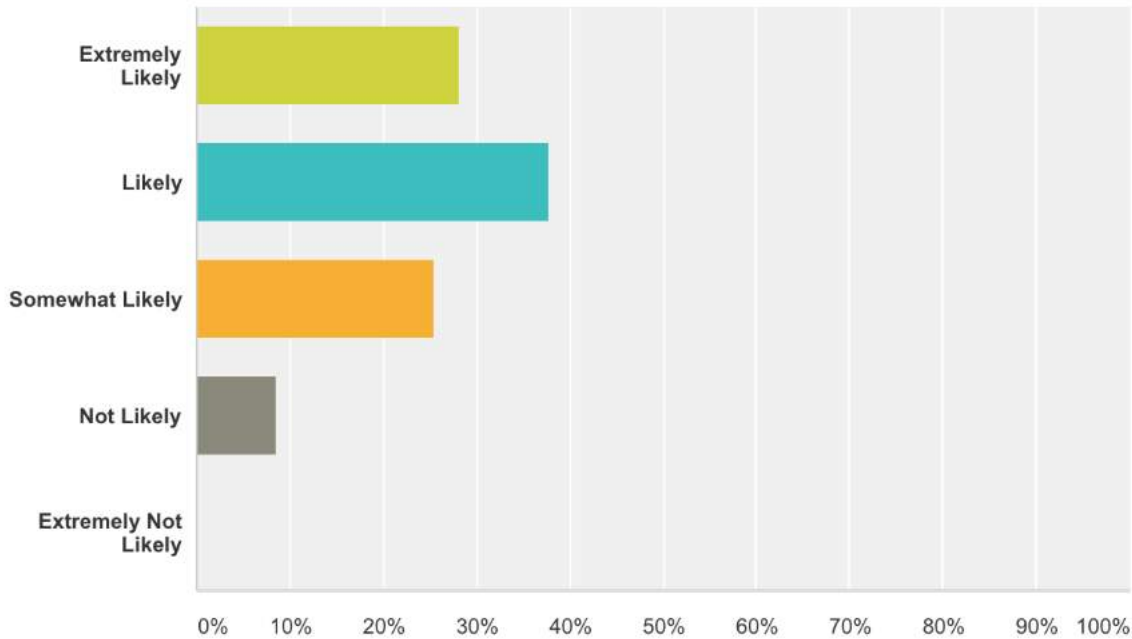


Appendix 4: Primary Research

QUESTION 7,8:

**How likely are you to volunteer if you had the opportunity to be a mentor to a young person?**

Answered: 220 Skipped: 105

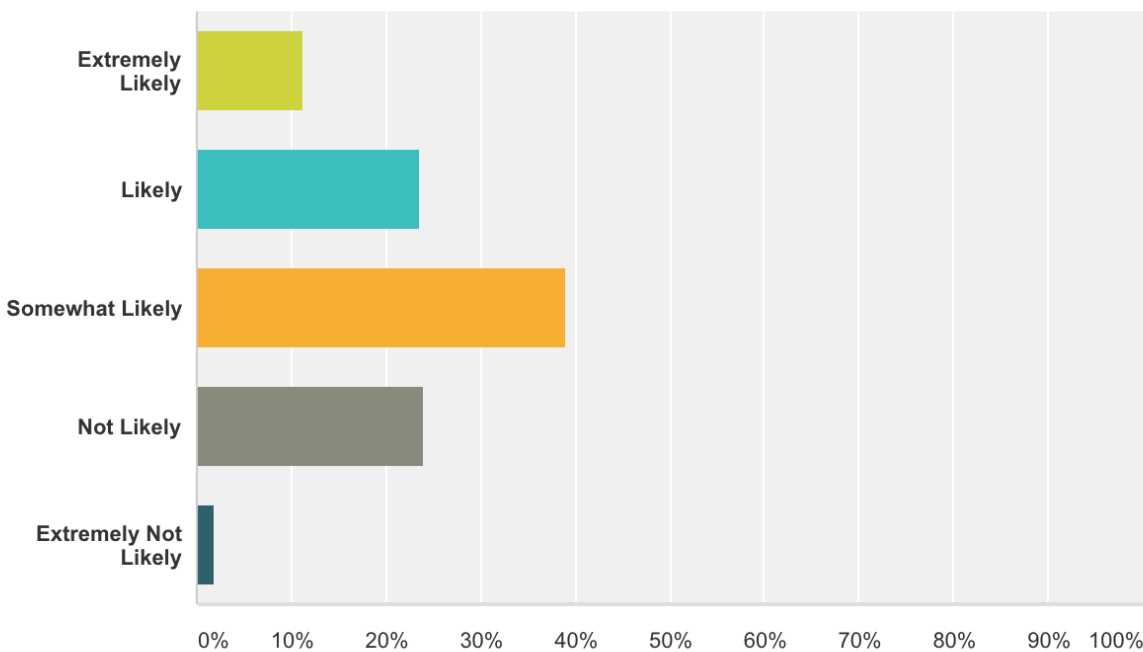


ANALYSIS:

**How likely are you to volunteer for a housing organization?**

Answered: 220 Skipped: 105

These results show the team needs to increase the motivation to volunteer for a housing nonprofit. It also shows us that being a mentor is important to our target audience. This is a great fit for Home Works of America.

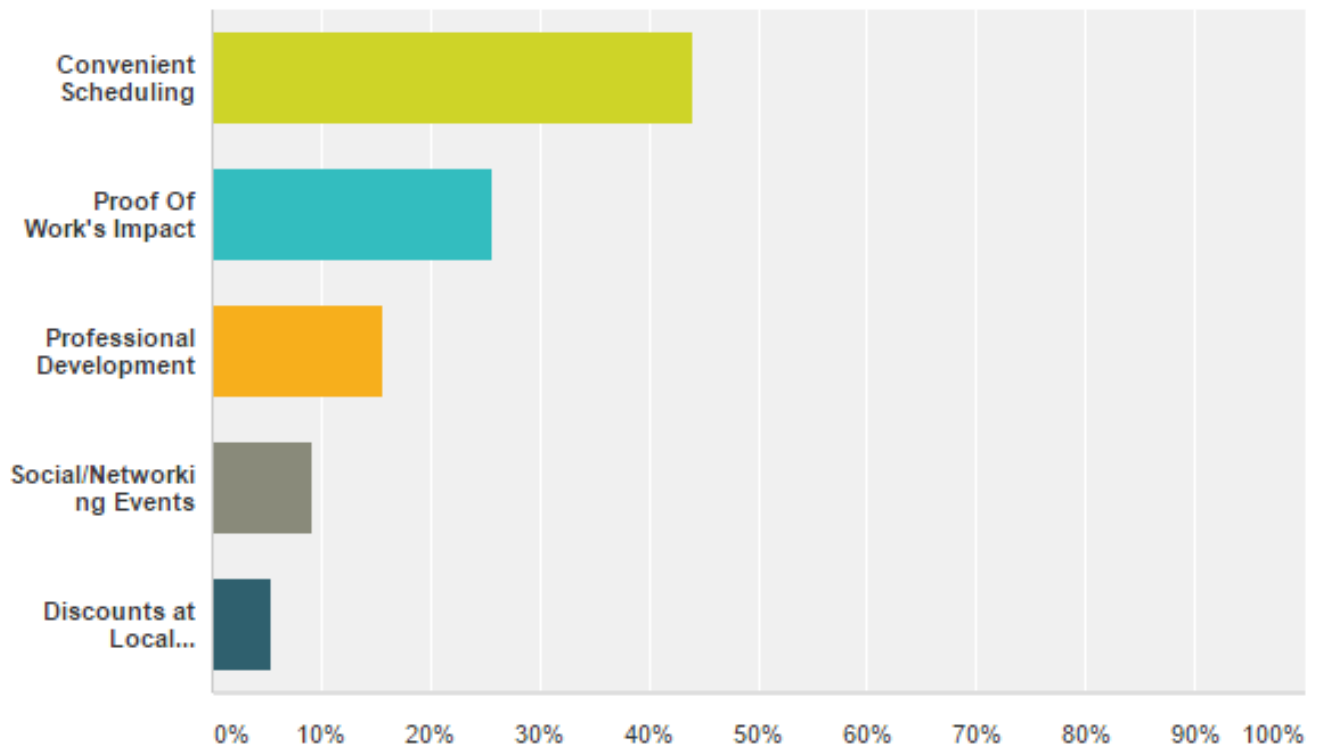


## Appendix 4: Primary Research

## QUESTION 9:

## What would motivate you most to volunteer?

Answered: 218 Skipped: 107

**ANALYSIS:**

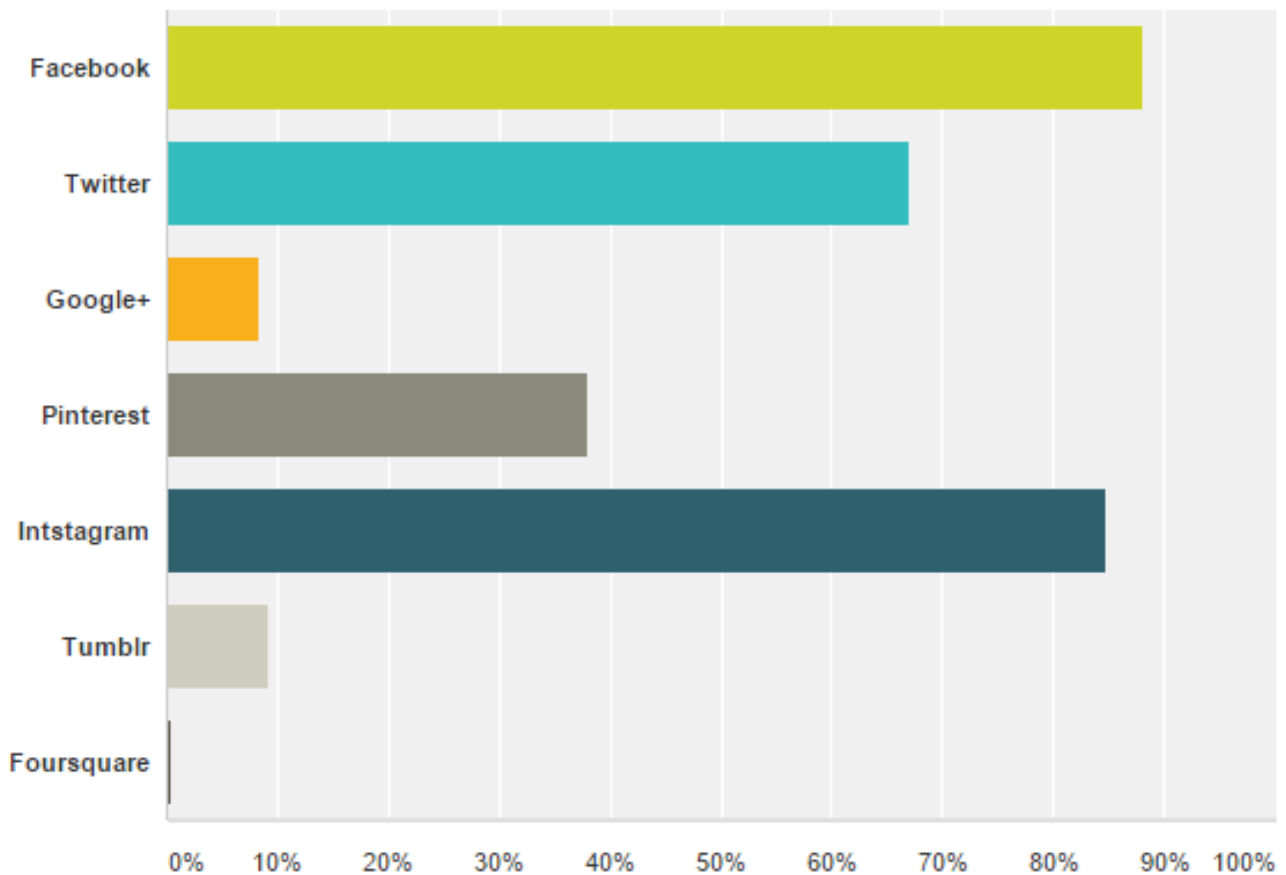
From these results, we learned that in order to recruit volunteers we need to make the event convenient, clear, and impactful. We also need to equip potential volunteers with more information about volunteering opportunities.

## Appendix 4: Primary Research

## QUESTION 10:

What types of social media platforms do you use most often? (Check all that apply).

Answered: 218 Skipped: 107



## ANALYSIS:

This makes it clear that there are three social media platforms that the team should use when implementing their campaign: Facebook, Twitter and Instagram.



## Appendix 4: Primary Research

### WHAT WE DID:

Post-Campaign Survey

### WHY WE DID IT:

After our campaign, we conducted another survey to measure the success of our campaign.

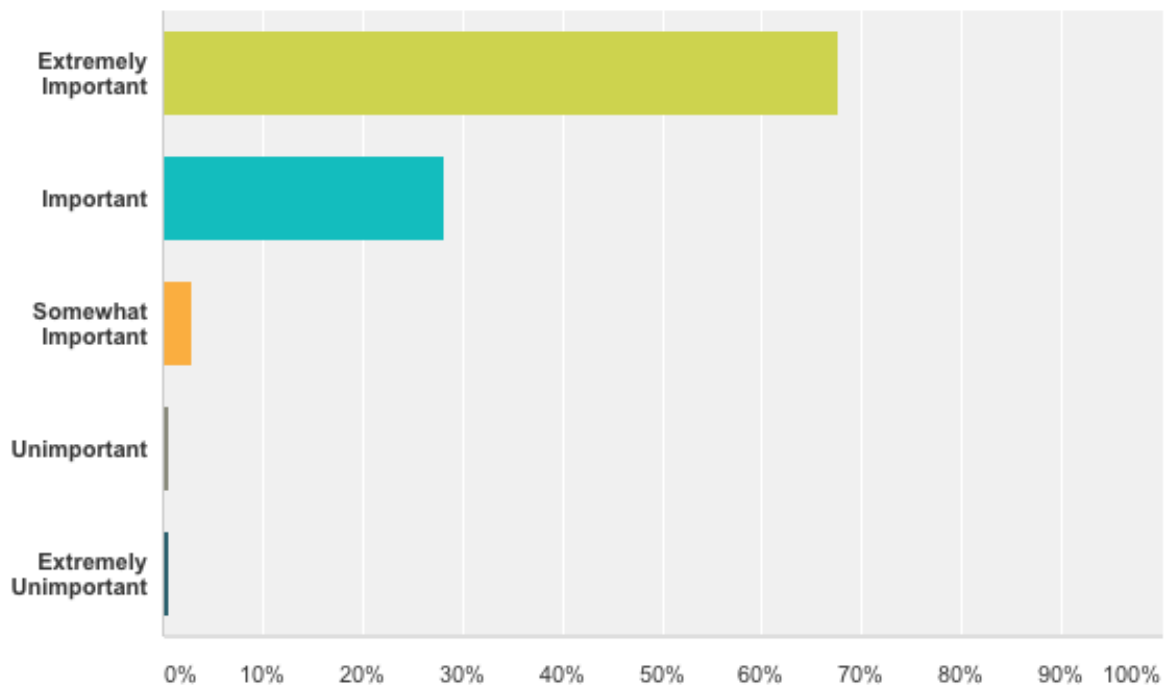
### WHAT WE LEARNED:

We learned from our post-campaign survey that we met and exceeded our objectives.

### QUESTION 1:

#### How important is your home to you?

Answered: 340 Skipped: 14



### ANALYSIS:

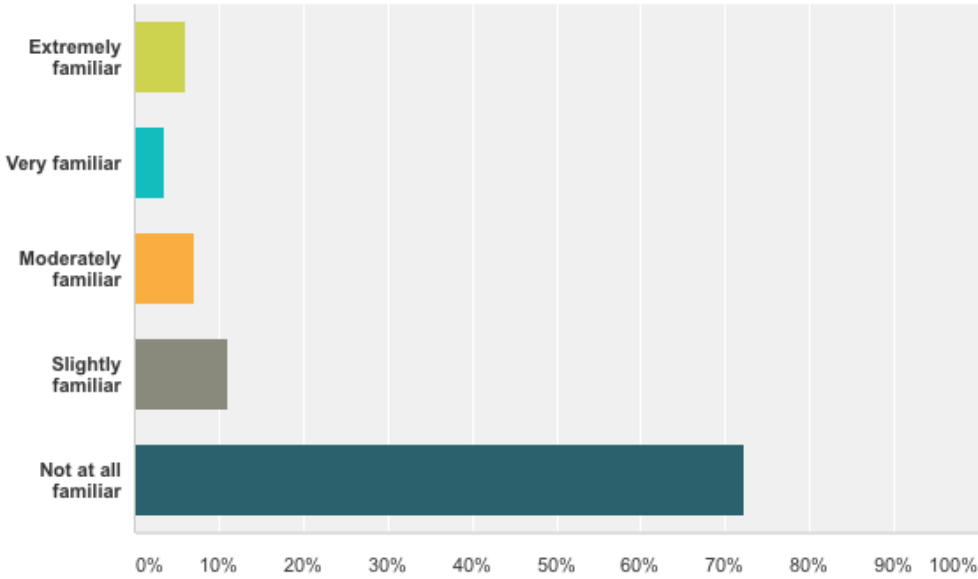
From these results, we can see an increase of those who consider home either "important" or "extremely important" in our target audience. Compared to our pre-campaign survey, those who consider home either "important" or "extremely important" increased from 93.85% to 95.62%.

## Appendix 4: Primary Research

### QUESTION 2,3:

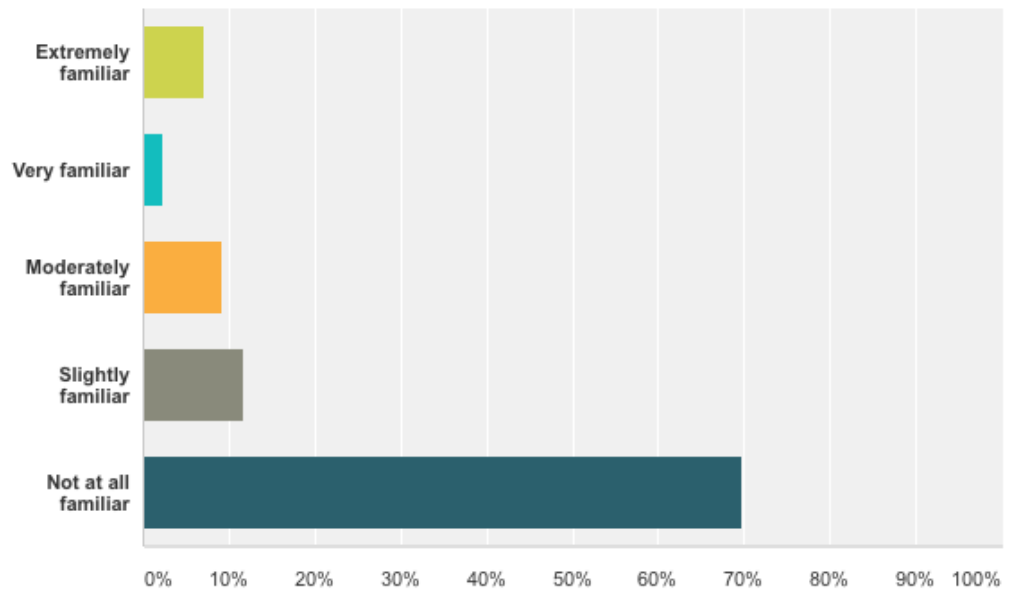
#### How familiar are you with Home Matters?

Answered: 341 Skipped: 13



#### How familiar are you with Home Works of America?

Answered: 341 Skipped: 14



### ANALYSIS:

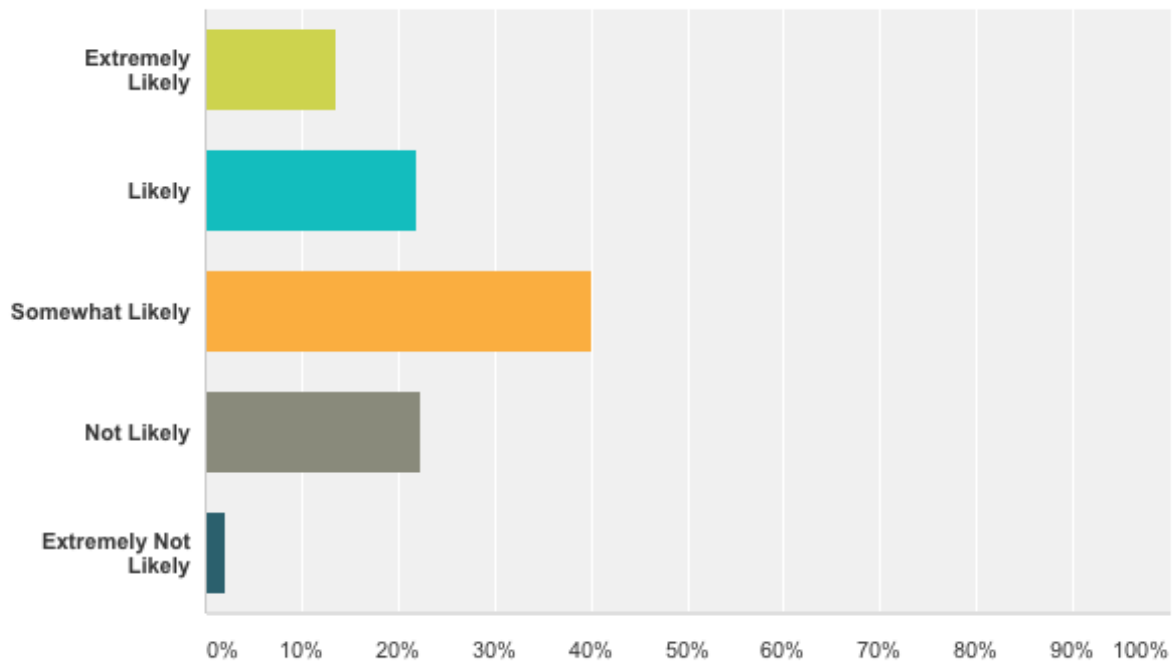
These results show an increase in awareness of Home Matters and Home Works. Compared to our pre-campaign survey, awareness for Home Matters increased from 20.4% to 27.9% and awareness for Home Works increased from 20.1% to 30%.

## Appendix 4: Primary Research

## QUESTION 4:

## How likely are you to volunteer for a housing organization?

Answered: 337 Skipped: 17



## ANALYSIS:

The results show that, compared to a pre-campaign survey, the likelihood of our target audience to volunteer for a non-profit housing organization increased from 74.09% to 75.74% (or were "likely" or "extremely likely" to volunteer increased from 33% to 35.8%)

## Appendix 5: Social Media

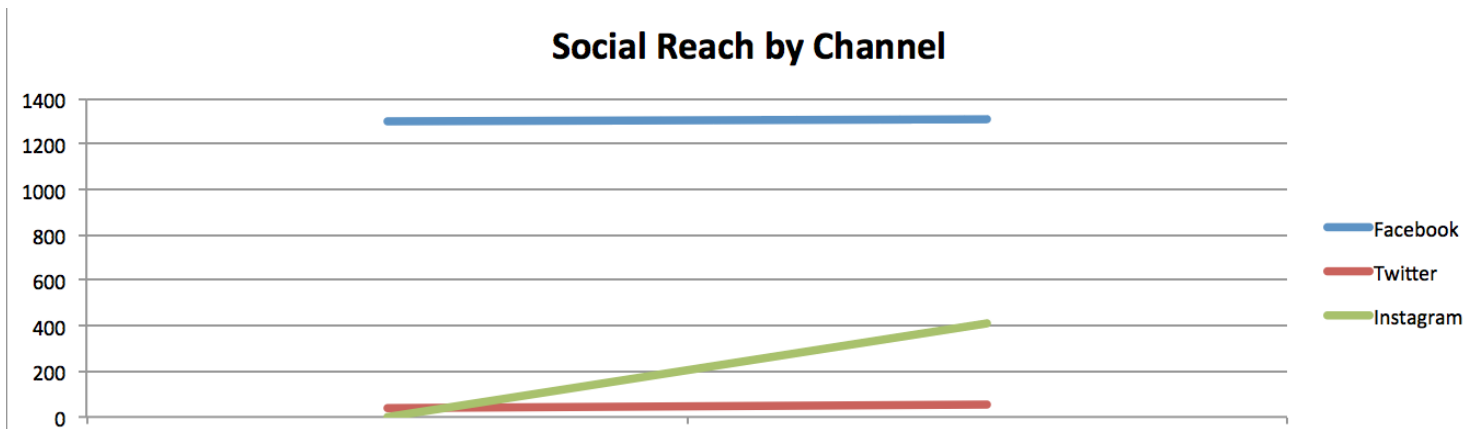
### WHAT WE DID:

Use of Social Media

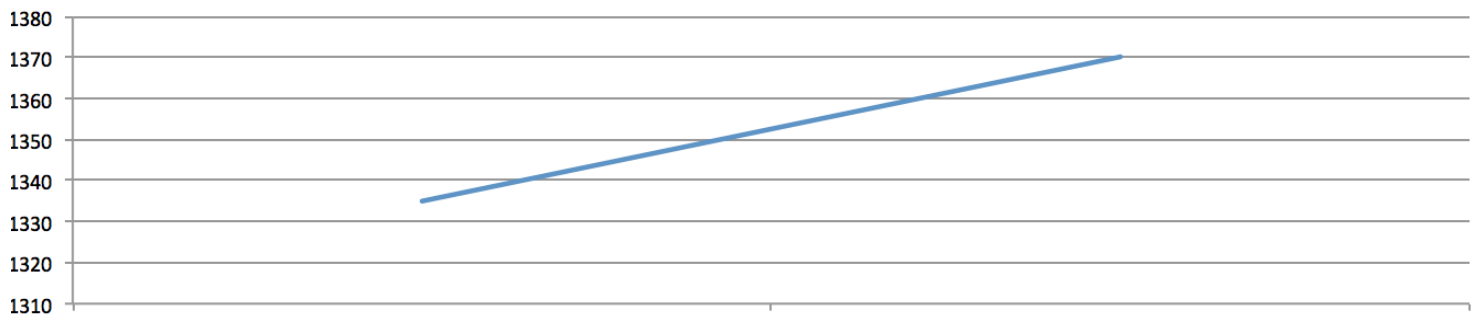
### WHY WE DID IT:

Research showed that our primary audience received most of their information through social media. We used these outlets to engage in discussions of the home and to provide information of upcoming events. We used Home Works of America's existing Facebook and Twitter accounts and created an Instagram account. Through these outlets we increased followers and reached a great amount of our primary audience.

#### Social Reach by Channel



#### Total Social Media Reach



## Appendix 5: Social Media

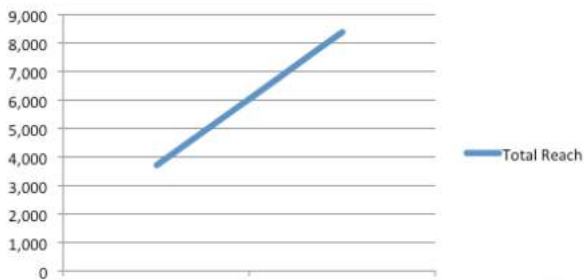
### WHAT WE DID:

Facebook

### HOW WE DID IT:

On Facebook, we shared Instagram graphics, quotes from events, information about the importance of the home and information about our two clients. As seen below, we reached 1,530 people and engaged with 231 people. The graphs shown are insights from February 2015.

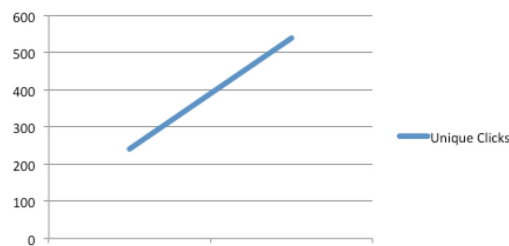
Facebook Unique Impressions



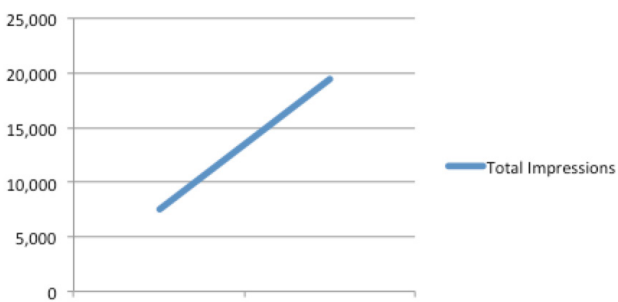
Facebook Total Clicks



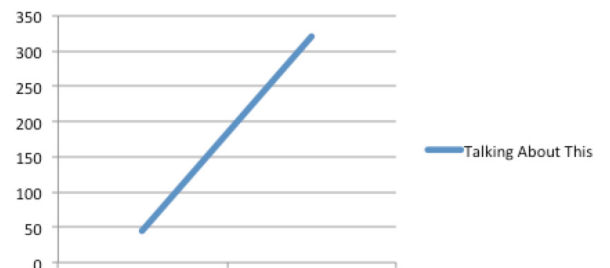
Facebook Unique Clicks



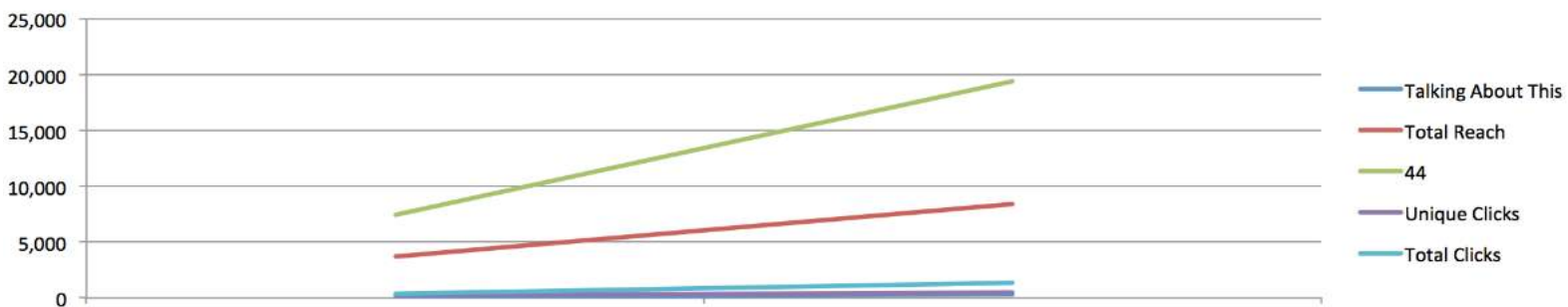
Facebook Total Impressions



Facebook Talking About This



Facebook Reach and Engagement



## Appendix 5: Social Media



### WHAT WE DID:

Twitter

### HOW WE DID IT:

On Twitter, we shared Instagram graphics, quotes from events, information about the importance of the home and information about our two clients. We used the hashtag #HomeMattersSC to localize our efforts and build awareness of Home Matters. As seen below, we reached 1,577 accounts and had a 6.2% engagement rate.





## Appendix 5: Social Media

### Twitter Analytics

#### FEBRUARY 2015 SUMMARY

Tweets **45** Tweet impressions **1,577**

Profile visits **352** Mentions **15**

New followers **21**

ENGAGEMENT RATE **6.2%**

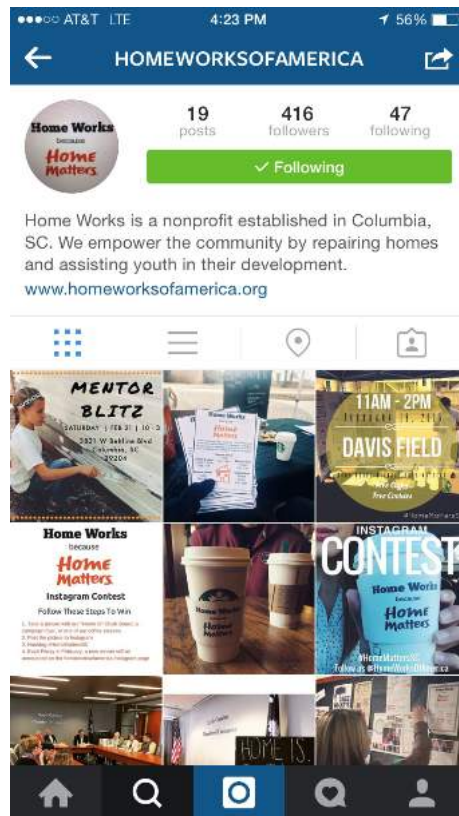


## WHAT WE DID:

### Instagram

## HOW WE DID IT:

On Instagram, we held an Instagram contest asking people to share photos of our campaign materials and why the home was important to them. We used the hashtag #HomeMattersSC to localize our efforts and build awareness of Home Matters. As seen below, we reached 416 people in our primary audience. 44 posts were made using the hashtag #HomeMattersSC



## Appendix 6: Interactive Public Art Board

### WHAT WE DID:

"Home is..." Chalk Board

### WHY WE DID IT:

We created an interactive public art chalk board to increase awareness of Home Matters and Home Works of America along with the importance of the home. We brought this board to every event and encouraged people to write what home is to them on it.





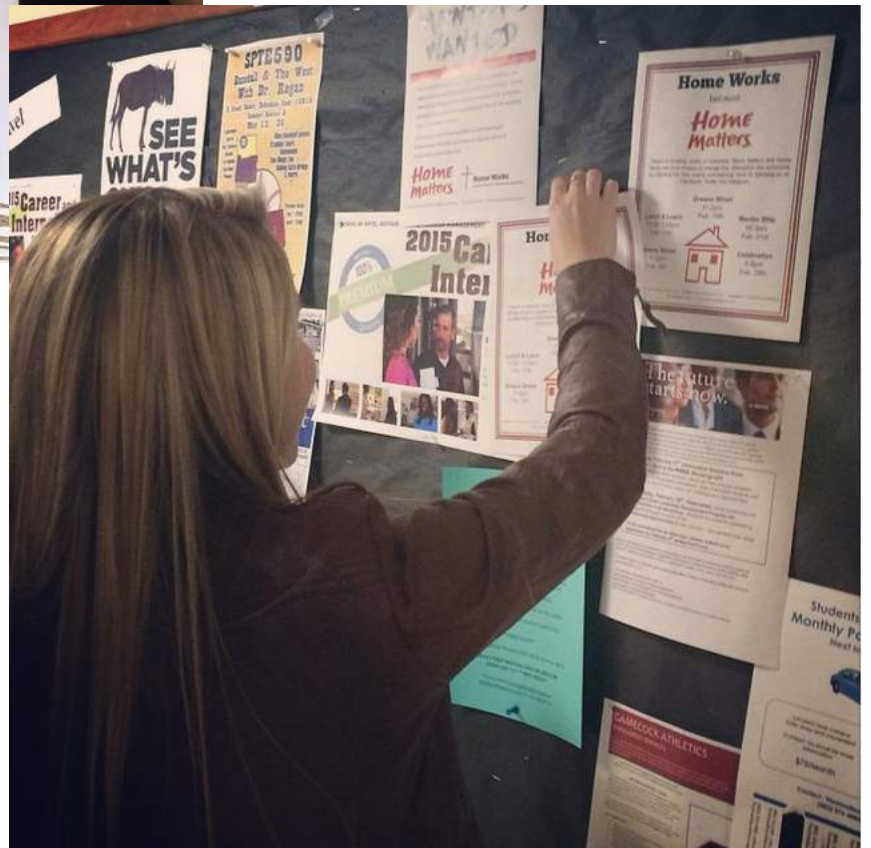
## Appendix 7: Print Collateral

### WHAT WE DID:

Flyers and Coffee Sleeves

### WHY WE DID IT:

We created flyers for every event we held, our instagram contest, and our mentor blitz. We also created coffee sleeves to be handed out at each event. These coffee sleeves included our slogan and our event schedule. We distributed these flyers and sleeves at every event and on campus and at local businesses.



## Appendix 8: Greene Street Tabling: February 4th & 18th

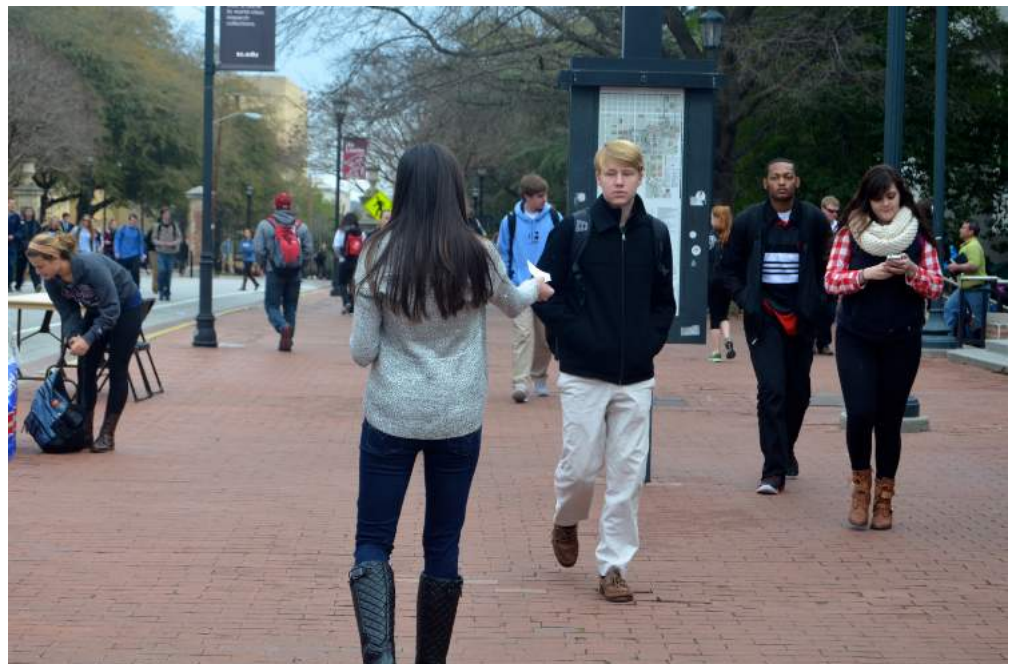
### WHAT WE DID:

We hosted two promotional events on USC Columbia campus on Greene St. to promote the Home Matters movement. We provided Starbucks coffee and cookies in exchange for social media likes and to join our mailing list.



### WHY WE DID IT:

We wanted to increase awareness of Home Works of America and Home Matters on USC Columbia campus and we wanted to be able to contact individuals who were interested in becoming mentors.



## Appendix 9: Lunch & Learn, February 11th

### WHAT WE DID:

We hosted an educational panel comprised of housing professionals to educate our target audience on the importance of the home as it relates to education, health, the economy, individual success and public success.

### PANEL SPEAKERS

#### ANNE WESTON

Assistant Head of School and Director of School Advancement at Heathwood Hall

Anne Weston began her career at Heathwood Hall in August 1978 after teaching for two years at her alma mater, Ashley Hall in Charleston. Anne has served in the classroom, on the athletic field and beyond. She holds a B.A. degree from Duke University in Science Education, an M.A.T. from the University of South Carolina in Biology, and a PhD in Health Promotion and Education from the University of South Carolina Arnold School of Public Health. Anne's longest and most recent past position of Provost and Upper School Head solidified her relationships with all aspects of the Heathwood constituency. Her current emphasis on development and alumni relations, in addition to overseeing all aspects of school advancement, is a natural progression in her Heathwood career.

Anne and her husband Chris are the parents of two Heathwood Hall alumni: Sarah, class of 2003, and Drayton, class of 2007. Anne enjoys traveling, community service (she chairs the Board of a local nonprofit, Home Works of America, Inc.), outdoor adventure, and drumming.

Anne currently chairs the Board of Home Works of America.

#### LINDSEY SMITH

Director of Public and Member Relations, Central Electric Power Cooperative  
The Electric Cooperatives of South Carolina

The Electric Cooperatives of South Carolina, Inc. (ECSC) is the statewide service and trade association for electric cooperatives in the state. Our members are 20 consumer-owned electric cooperatives, one wholesale power supply cooperative and one materials supply cooperative.

Together, they operate the largest electric distribution system in the state. More than 1.5 million South Carolinians in all 46 counties use electricity from electric cooperatives.

ECSC provides member cooperatives with communications and legal services, personnel training, safety programs and public and government relations..

ECSC and similar organizations in other states are commonly known in the electric cooperative industry as "statewide associations" or "statewides." Electric cooperative associations -- like the medical association (physicians), the bar association (attorneys), or the Association of Realtors -- often provide a variety of services for their members including government relations, legal services, public relations and advertising, employee safety and training programs and insurance services.

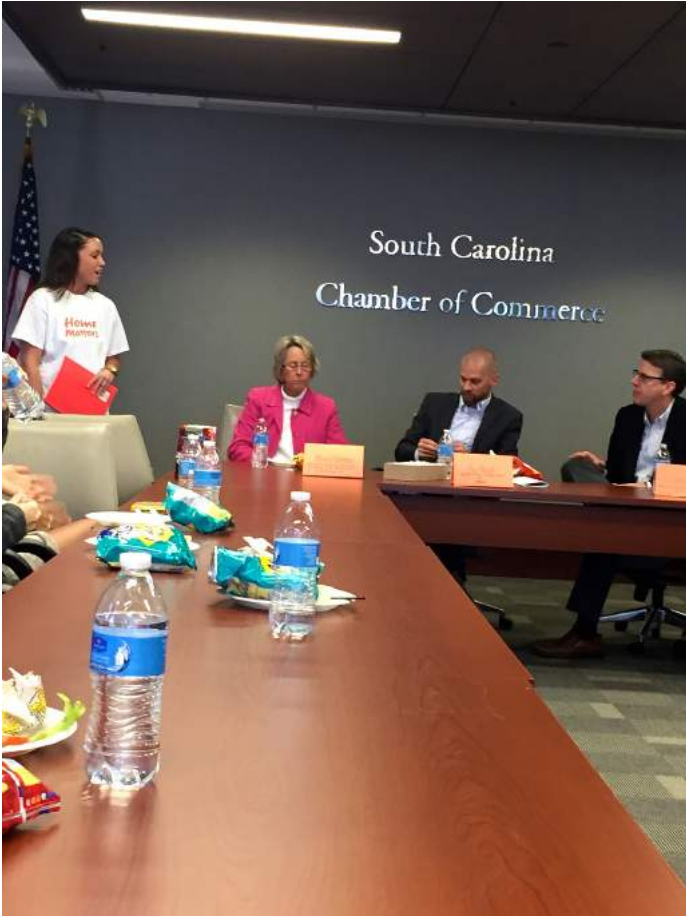
#### JIM POWELL

Executive Director of Home Works of America

Jim focuses on organization, business processes, financial management, marketing, fundraising, and community partnership development for Home Works of America. He spent the last decade as a lead pastor and church planter in Pennsylvania. Jim is a native of Florence, SC, and has degrees from Carson Newman College, Jefferson City, TN, and Trinity Evangelical Divinity School, Deerfield, IL. Jim and his wife, Kori, have five children and live in Blythewood SC. Jim also serves as an associate pastor of Blythewood Presbyterian Church.



Appendix 9: Lunch & Learn, February 11th





## Appendix 10: Mentor Blitz, February 21st

### WHAT WE DID:

We hosted hands-on mentoring event to help get Home Works of America ready for their next housing blitz.

### WHY WE DID IT:

This event was intended to educate our target audience about the importance of volunteering for a housing organization and the importance of mentoring youth. We hoped this event would encourage participants to become more involved in Home Works of American and the Home Matters movement.



## Appendix 11: Celebration Event, February 28th

### WHAT WE DID:

Celebratory Event

### WHY WE DID IT:

We hosted a celebratory event to culminate the entire campaign and promote the work Home Works of America does and increase awareness of the importance of the home. We invited our client, volunteers, individuals who signed up for email lists, along with our team to celebrate with a slideshow, food, and conversation.



## Appendix 12: Corporate Donor Packet

### WHAT WE DID:

We created a sponsor packet to help assist Home Works with providing information to current and future sponsors.

### WHY WE DID IT:

The sponsorship packet will benefit Home Works of America by helping them to acquire new sponsors. The team chose to include materials that were suggested in the executive interviews to provide a concise and informative document about Home Works. The team chose to include information about verified tax status, organizational mission and the ability to illustrate quality outcomes because our primary research indicated that those are important components for business owners when they make decisions about organizations to sponsor.