



**A Collaboration of Music4Life and WSU Students to create a sound
Communications Campaign**

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Table of Contents

SITUATIONAL ANALYSIS	4
AUDIENCE	5
SWOT ANALYSIS	8
GOAL	8
STRATEGIES	10
Media Outreach	10
TACTICS	10
Events	11
TACTICS	11
Social Media Activity	12
TACTICS	12
BUDGET	14
TIMELINE	15
EVALUATION	16
FORMATIVE RESEARCH	17
Introduction	17
Brand Awareness Survey	17
Instrument & Financial Donor Survey	18
FORMATIVE RESEARCH	19
Introduction	19
Brand Awareness Survey	19
Instrument & Financial Donor Survey	19
APPENDIX I: MEDIA CONTACT LIST	21

SITUATIONAL ANALYSIS

Music4Life is a non-profit organization that seeks to provide public school districts with ready-to-play instruments to distribute to children who wouldn't otherwise be able to afford them. The organization accomplishes this goal by collecting used instruments, refurbishing them and donating them to local schools who then distribute them to families at their discretion.

Music4Life was started in 2007 by Richard N. J. Lee and David Endicott. Beginning in the Seattle Public School District, the organization now partners with eight school districts in Western Washington, operating via booster clubs that work closely with school superintendents and band directors.

Music4Life has also built strong connections in the local community. The organization currently partners with businesses such as Kennelly Keys for discounted repair rates and local government and community organizations for outreach and events. It also works with Lamar Outdoor for billboard advertising and KING for television and radio. Music4Life does not currently have any sort of "competition," and it has been prominently recognized and supported by mayors and city councils in King and Snohomish County.

However, Music4Life has a small staff and a limited budget, which limits its potential output. Furthermore, student demand could outweigh supply. Though Music4Life has existed for over ten years and has accomplished a lot of good during that time, its reach is still relatively short. Though the "May is Music4Life Month" proclamation is exciting, it was only first enacted in 2018.

This campaign would look to solve the problems of limited output and short organizational reach by connecting with new potential donors and raising general awareness of the brand. Music4Life simultaneously needs to draw attention from donors and recipients. Public relations and marketing work should reach donors with a call to action to contribute money or instruments, and it

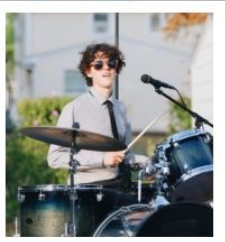
should reach the public with the information that there is an option for them if they can't afford an instrument.

AUDIENCE

In this campaign, the audience for Music4Life contains three key segments: Adults with gently used instruments; moderate/high-income adults with a vested interest in instrumental music and/or children's and educational issues; and children and their parents who are interested in music education but cannot afford an instrument.

To represent these audience segments, three user personas have been prepared. While these fictional characters don't represent the total breadth of these audience segments, they are a helpful aid in encapsulating the key values for each, guiding the messaging strategies used for each segment.

The Student



Bio

Cody is a middle schooler who is extremely passionate about music. He enjoys spending time with family and friends, but nothing compares to the time spent with his guitar. Although he doesn't know how or what he wants to do, he knows that wherever life takes him, he wants to be playing music.

Motivation

Incentive	20%
Fear	10%
Growth	15%
Power	10%
Social	85%



Frustrations

- Not having enough time to play music
- Being underestimated
- Resources for musical growth is limited

Goals

- Be in a band
- Have fun
- Share his talent with the world

Brands & Influencers



Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Preferred Channels

Traditional Ads	10%
Online & Social Media	90%
Referral	20%
Guerrilla Efforts & PR	5%

Cody Smith

Age: 14
Work: Middle School Student
Location: Everett, WA

"Music just has a way of letting me forget the rest"

Creativity

Strong Willed

Passionate

Trustworthy

Caring

Goal Oriented

Relatable

Carefree

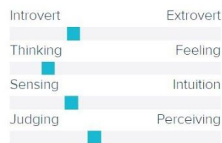
The Hobbyist



"My passion for instruments is only measurable by my love for my wife"

Age: 58
Work: Software engineer at Microsoft
Family: Married
Location: Mill Creek
Character: The Hobbyist

Personality



Critical thinker Loving Introverted

Goals

- To find a place to donate some of his past ventures with learning new instruments
- To be able to help in the education of programs for kids
- Wants to volunteer more to help out the community

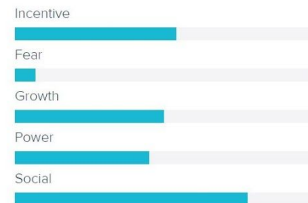
Frustrations

- Does not like some of the volunteering opportunities around his community
- Has instruments that are not being used and does need them anymore and doesn't want to sell them or let them collect dust
- Can't communicate his wants to other volunteers around his community

Bio

I'm John Smith a man whose passion for instruments is only measurable by my love for my wife. I've been working for years now as a software engineering and a hobbyist of all things instruments. lately, though I haven't been able to play all of them and realize I'm getting too busy again to be able to continue with most of my instruments so I would like to donate some. Also because of my reduced time playing I've picked up my passion to give back to the community in the form of volunteering for an organization, I think deserves my expertise

Motivation



Brands & Influencers



Preferred Channels



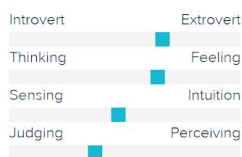
The Humanitarian



Bob Roberts

Age: 50
Work: Project Manager, Amazon
Income: Moderate/High
Family: Married, adult children
Location: Edmonds, WA

Personality



Sensitive Generous Caring

Goals

- Concerned with children's education issues.
- Desires to contribute to something bigger than himself.
- Desires the satisfaction of charity.

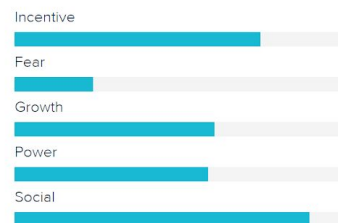
Frustrations

- Not seeing his money put to good work.
- Technical difficulties in donation processing.

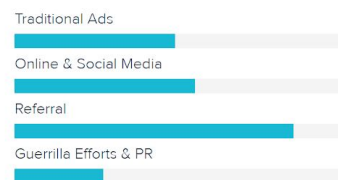
Bio

"Bob Roberts" is the type of person who would donate financially to Music4Life. He may be interested in any combination of instrumental music or children's and education issues. He would be likely to contribute a higher dollar amount and attend a fundraising event.

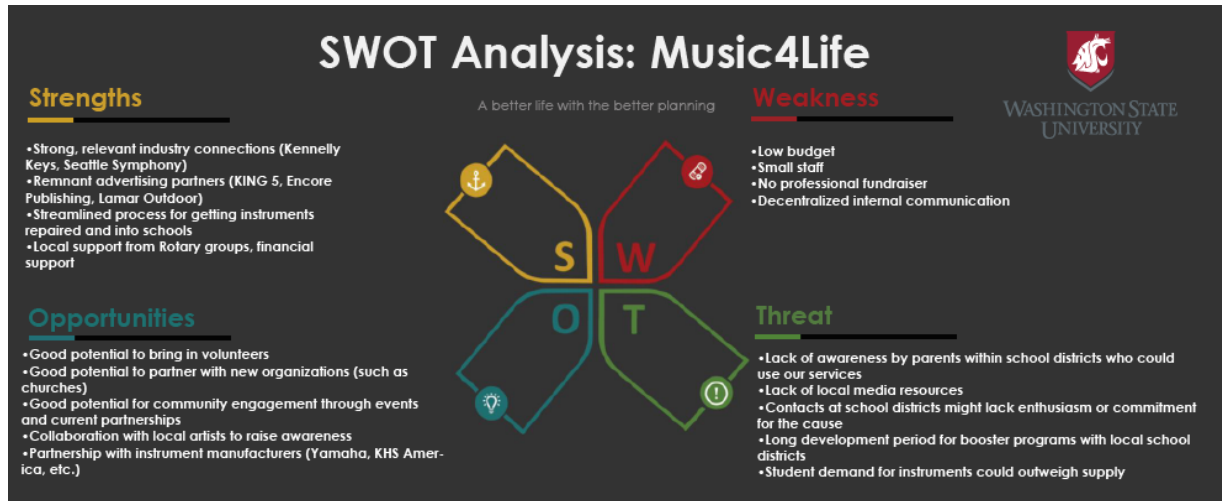
Motivation



Preferred Channels



SWOT ANALYSIS



GOAL

While students may have an interest in instrumental music, the instruments themselves are costly, preventing many from pursuing an activity that could greatly enrich their lives. The goal of Music4Life is to eliminate that barrier of entry by providing public school districts with ready-to-play instruments to distribute to children who wouldn't otherwise be able to afford them.

OBJECTIVES

In this campaign, Music4Life has two primary objectives:

- 1) To grow monetary or instrument donations.**
- 2) To raise awareness so students and parents know that there is an option for them if they aren't able to afford an instrument.**

While Music4Life would also seek to gain support through volunteer work and other partnerships and donated services, this campaign will focus on reaching the general public instead of other organizations or businesses.

STRATEGIES

Media Outreach

Since Music4Life works with school districts at a local level and is geographically restricted to Western Washington, local media outlets should be contacted with press releases and/or story pitches -- especially as Music4Life Month approaches.

TACTICS

A) Media List.

Agency X has created a media contact list with relevant local contacts in print and digital. One contact that is especially promising is Live in Everett, as they have a vested interest in music-related events (such as the Music4Life concert in May) and the overall betterment of the city. Furthermore, the staff also has connections to Agency X's Washington State University.

The full media list can be found in Appendix I.

Events

Music4Life does already plan and host events, but our recommendation would be to establish some sort of regularity in their scheduling. When trying to reach donors, face to face appeals can be more persuasive. When trying to raise brand awareness, face to face interactions can be more memorable. Events would give Music4Life to make these persuasive appeals and cement itself in the mind of the general public.

TACTICS

A) Music4Life Month

Music4Life should take advantage of its support from King and Snohomish Counties and hold several events in the month of May. In 2019, Music4Life is holding a benefit concert at the Historic Everett Theatre and, pending its reception, should be considered in following years.

B) Exclusive fundraisers

This March, Music4Life held its second annual exclusive “friend-raiser” event in Seattle to court larger monetary donations. These events should be increased to quarterly, with a different booster club taking hosting responsibilities each quarter.

C) Booths at community events

Music4Life booster clubs should look for ways to become involved in community events in their city, such as street fairs or city-wide music events. One potential event could be the Fisherman’s Village Music Festival, which is held in downtown Everett every May. These booths could also lead to new partnerships and allies in the professional space.

Social Media Activity

According to the Pew Research Center, "Roughly two-thirds of U.S. adults (68%) now report that they are Facebook users, and roughly three-quarters of those users access Facebook on a daily basis" (<https://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>). Music4Life's primary audience for future donors and beneficiary's of its services are adults, so it would be advantageous for Music4Life to leverage Facebook to raise brand awareness and potentially reach future donors. While Music4Life does already use Facebook, we recommend the following tactics to improve their social media efforts.

TACTICS

A) Coordinate social media presence.

Music4Life currently has separate Facebook pages for each of their booster clubs. While this could be advantageous so district-specific messages can be communicated directly to geographic segments, it could also create a poor overall impression on people if their specific booster club doesn't have an active social media presence.

Therefore, we recommend coordinating social media activity across all booster clubs to present a coherent brand message. This way, if a new potential patron or parent searches for Music4Life on Facebook, they are presented with current, relevant information and perceive Music4Life as an active organization.

Action steps that can be taken in this tactic would be to create a "social media calendar" with recommendations for what type of posts to post on what day of the week. For example: "On Monday's, find and share an article about music education. On Tuesday's, share a parent or child testimonial on how Music4Life has impacted them.

On Thursday's, write a post about the history of Music4Life." A centralized means of communication for social media coordinators should also be implemented for the sharing of articles and events that would be relevant across booster clubs.

B) Facebook ads.

Some portion of Music4Life's communication budget should be allocated to Facebook advertising, especially leading up to fundraising events and "May is Music4Life Month."

At this juncture for Music4Life, an extensive social media ad campaign might not be beneficial or feasible, so basic post boosting would be a good starting point giving the limited budget and manpower of the organization. Concise posts with custom crafted visuals should be "boosted" to the audience segment of "People who like this page and their friends." This will promote the post's standing in Facebook's news feed and will keep the organization and its events at the forefront of patron and parents' minds.

The duration and specific dollar values behind each boosted post are left to the discretion and budgetary restrictions of Music4Life.

BUDGET

Music4Life Campaign Budget



Exclusive fundraisers: \$1,800/event; \$5,400 annually

Food: \$750

Flyers: \$600

Miscellaneous costs: \$250

Compensation for performer(s): \$500

Facebook ads: \$1,800 annually

\$50 per booster club, per quarter

\$5/day, 10 days

Booth for community events: \$700

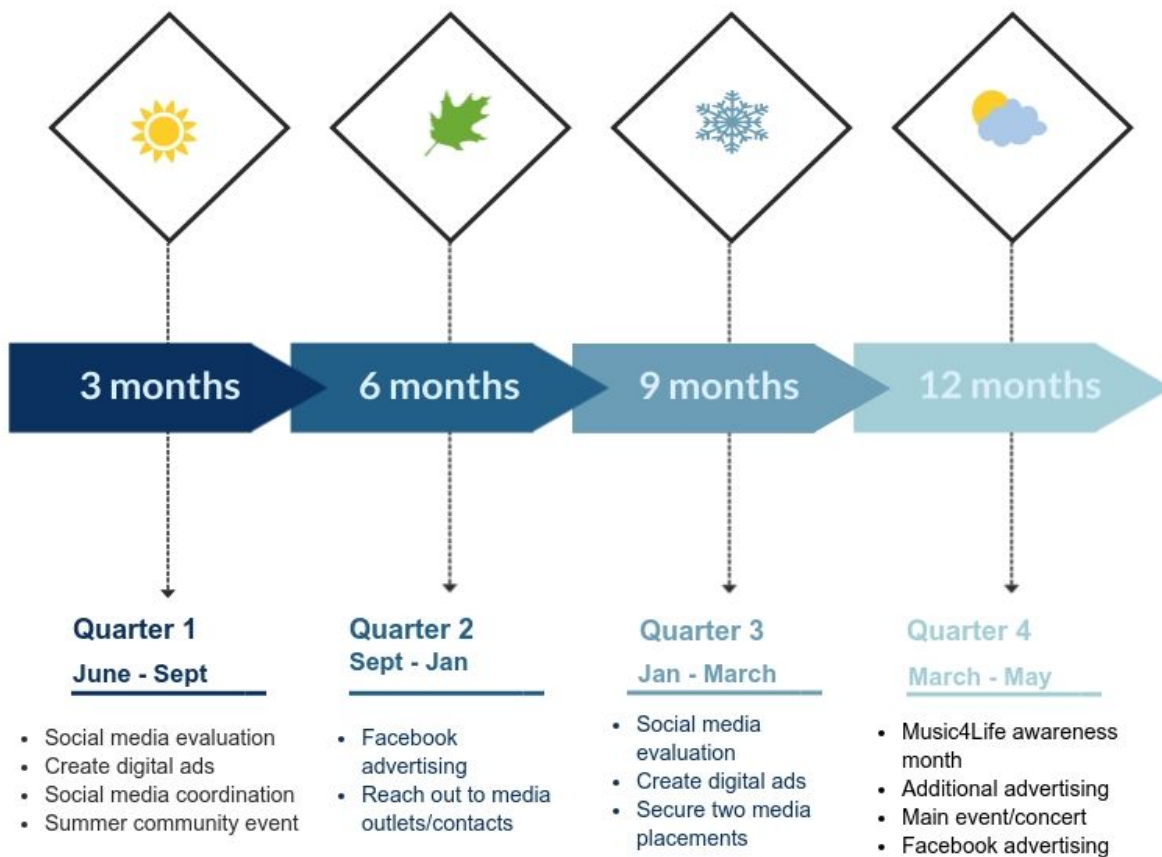
Portable outdoor canopy, table, table dressings: \$300 (one-time)

Printed materials: \$300

Booking fee: \$25/event (4 events/year)

TIMELINE

MUSIC4LIFE



EVALUATION

Growth in donations will be measured by the combined total number of monetary and instrument donations. The goal would be to increase the current number by 10% at the end of the campaign. Quality of instrument donations and growth in the dollar amount of monetary donations should also be considered, but not as the primary metric.

Growth in awareness will be measured by social media engagement -- that is, likes, comments, and shares. Social media should be evaluated every other quarter to examine the effectiveness of boosted posts. An initial social media evaluation should also be conducted to see the organization's current statistics regarding engagement.

FORMATIVE RESEARCH

Introduction

The following is a report of how our agency would implement a research plan for Music4Life. The primary goal is to raise overall awareness which will, in turn, increase instrument and monetary donations as well. The first survey measures general brand awareness. The second survey is designed to gain insights from donors, both musical and monetary, so these audiences can be more effectively reached by marketing and public relations messages. The scope of this survey could begin with the current school districts working with Music4Life. Current school districts involved are Auburn, Bremerton, Edmonds, Everett, Highline, Kent, Northshore, Seattle and Shoreline. The main limitation of this survey is that it is self-administered, which always has the risk of a lack of response and therefore lack of data.

Brand Awareness Survey

The focus of the brand awareness survey is to help gauge public awareness of this program. Music4Life has been around since 2007 and has made huge strides since then. With this survey, we would like to gauge how the public views Music4Life, or if they have heard of the program overall. A goal for this survey would be 50 responses. We are working closely with Mark Wilder from the Everett booster club, and we will be sending him the survey to further distribute outside of our own circles.

Link to Brand Awareness Survey: <https://goo.gl/forms/Z7AbOKGLVkJTKSoQy2>

Instrument & Financial Donor Survey

The focus of the donor survey is to gain insights concerning donor motivations and attitudes. A number of factors may influence an individual's decision to become involved with Music4Life. This survey aims to see what factors tend to be more influential so marketing and public relations efforts can target these motivations, leading to more effective communications. A secondary function of this survey also is to gauge donor interest in volunteer involvement so Music4Life can grow their volunteer base from individuals who are already connected to the organization.

Distribution of the donor survey is entirely the responsibility of Music4Life, as Agency X does not have access to donor lists and their contact information.

Link to Donor Survey: <https://forms.gle/XqoiYWAjTpuNkTWNA>

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APPENDIX I: MEDIA CONTACT LIST

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