C.2 Advertising and Promotion

Strategy Overview
Open Doors Community School's marketing approach is a targeted plan with three primary objectives:

1. Create a brand for Open Doors Community School (ODCS) that supports the values and vision of the community school model and builds on the work of Arizona Youth Partnership (AzYP) in Marana.
2. Create and maintain top of mind awareness of ODCS in the community of the target population.
3. Implementation of a successful recruitment plan for both prospective students and community support.

These objectives will be accomplished by delivering information and messaging through various vehicles at both the grassroots and grass tops (engaging community leaders as advocates) levels simultaneously. The majority of resources will be invested in strong grassroots efforts due to the target population and location of the school. In addition to being the only K-8 charter school option within borders of the Town of Marana, our market advantage is the human and social services offered through the Community School model. By investing early in grassroots awareness, we will create strategic opportunities on a personal level to both advocate for the underserved families in Marana and recruit prospective students for our program. We will then further penetrate our market through direct marketing to our target audience.

Simultaneous grasstops cultivation is necessary to have strong community stakeholder support. Possible grasstop endorsements for ODCS to pursue would be the Marana Chamber of Commerce, Marana Town Council, Marana Town Manager, and key community stakeholders that heavily influence public decisions and opinion. The Community School model provides a natural platform to establish lasting partnerships and exchanges of expertise and resources.

The marketing plan is based on the parent organization, AzYP's history working in Marana for more than twenty years coupled with our Director of Development's public affairs experience in Marana and as the Admissions Director for a private K-8th grade school in Tucson, Arizona. The budget was built on quotes obtained by several local reputable vendors that offer discounted rates to nonprofits. (Please see attached detailed advertising and promotion budget with a more specific cost break down.)

Branding
ODCS will provide a unique array of services that will foster community engagement leading to stronger families and a healthier community. Consistently delivering messages and deliverables emphasizing the strength of ODCS's results-driven programs that remove barriers that many low-income rural youth face in Marana will establish a lasting brand for ODCS. Preliminary survey research will be conducted to test possible messages and messengers. Following the completion of the survey research, a strong identity package and communication plan will be developed.

Tool	Start Up	2012-13	2013-14	2014-15	Timeline
Survey Research (Intercept Survey & Focus Groups)	$5,000	N/A	N/A	N/A	Completed by January 2012.
Logo & Letterhead Package	$2,800	$0	$2,000	N/A	Initial design completed by February 2012.
Website and Search Engine Optimization	$5,420	$600	$600	$0	Website launch February 2012.
Admission Packets	$1,850	$1,750	$1,750	$1,750	February 2012.
Total	**$15,070**	**$2,350**	**$4,350**	**$1,750**	

Direct Mail

ODCS will implement a direct mail campaign that will educate the general public about our program offerings and provide enrollment information to prospective parents. Open house invitations will be mailed to prospective parents in the target population area. Additionally, we will promote our open house events in Homeowners Association newsletters and work with the Town of Marana's Community Development Department to target neighborhood associations in the designated low-income communities. Following the announcement of open house events, mail informational brochures will be delivered to a mailing list with household demographics that will reflect our target audience.

Tool	Start Up	2012-13	2013-14	2014-15	Timeline
Open House Invitation	$2,000	$2,100	$2,100	$2,100	Mail March 2012
Brochure/Mailer	$3,000	$2,000	$2,000	$2,000	Produced February 2012
Homeowner Association Inserts	$3,500	$2,000	$4,000	$2,600	Run March – July 2012
Total	**$8,500**	**$6,100**	**$8,100**	**$6,700**	

Paid Media

Following the initial identity launch, a paid media flight will occur from February to August. The timeline of the media flight takes into account families that will proactively begin exploring options for their children in early spring along with families making their decisions closer to the beginning of the school year in July and August. The publications chosen for the media flight are local publications that reach our target area for community awareness and enrollment opportunities.

The startup budget includes more advertisements in order to build brand recognition and community awareness. The following years are targeted more for publicizing open house dates and enrollment information about ODCS.

Tool	Start Up	2012-13	2013-14	2014-15	Timeline
Marana Weekly News	$3,600	$1,200	$1,200	$1,200	February to August

Explorer News	$5,300	$2,400	$2,400	$2,400	February to August
Tucson Newspapers	$13,200	N/A	N/A	N/A	February to August
Total	**$22,100**	**$3,600**	**$3,600**	**$3,600**	

(Note: Tucson Newspapers includes all of Pima County and is used to build the brand in the start-up year. It is not as cost effective for the following years.)

Earned Media

ODCS will build upon the already positive media relations that the parent organization, Arizona Youth Partnership has maintained through the years. In addition to press releases highlighting ODCS's program offerings, events and personal interest stories, we will organize an effective letters to the editor campaign from parents and community partners. Also, we will continue cultivating relationships with newspaper editors and writers. Through maintaining these relationships and taking the time to properly educate publications about the services and results we will provide the community, there will be opportunities for articles and editorials.

Action	Deadline
Press Kit	January 2012
Opening Press Release	February 2012
Open House Announcements	February 2012
Enrollment Press Release	March 2012, July 2012
10 Letters to the Editor	Run April to August 2012
3 Op-Editorials	Summer 2012
2 Editorials	March 2012, July 2012
5 Personal Interest Stories	August 2012-March 2013

Recruitment

In order to reach the target population of low-income rural families, the school leadership and staff will need to be highly engaged in the community and personally connect with prospective families. The team has already actively engaged supporters and prospective partnerships. Recently, presentations have been made to a local Rotary Club, the Marana Health Care Board of Directors, and the Political Action Committee for a Better Marana.

Prior to community outreach for the school through direct mail and print advertisements, ODCS plans to conduct door-to-door outreach in the rural, lower-income neighborhoods in Marana to inform families and youth of this new educational opportunity in their community . We will work in concert with the Town of Marana, Director of Community Development to attend community and neighborhood association meetingsto share about the opportunities available at ODCS. Many of these neighborhoods have limited access to the internet or the means to purchase newspapers on a regular basis. Additionally, we will host public informational meetings in the community room of Marana Health Care Center's main office in the early spring to also reach our target population.

The school will work in collaboration with Marana Health Care to ensure the families served at their Federally Qualified Health Care Center are fully aware of the educational options offered

through ODCS. Since 1990, Arizona Youth Partnership has a credible reputation for providing services to Marana. Although the ODCS will be a new concept for the community, the existing community awareness about AzYP will allow us to quickly cultivate support from community stakeholders.

In addition to advertising and hosting three open house events, ODCS will continue to pursue opportunities to speak at public events and neighborhood gatherings. We plan to have booths at community events hosted by the Town of Marana. Although many citizens participate in these community events, ODCS is prepared to organize door to door canvass efforts in order to reach the more rural areas of the community. Word of mouth will also be a powerful tool for building capacity in the years following the startup year. ODCS's Community School model also allows for a natural source of recruiting through Marana Health Center's current patients. We will coordinate opportunities to educate and deliver enrollment information to Marana Health Center's patients.

Tool	Start Up	2012-13	2013-14	2014-15	Timeline
Open Houses	$100	$100	$100	$100	March-July
Community Event Sponsorships	$300	$300	$300	$300	Year Round
Total	**$400**	**$400**	**$400**	**$400**	

Conclusion

In order to grow to full capacity, we must fulfill our promise of preparing students for academic success and making healthy life choices. Proactively providing opportunities for community involvement and immersing ourselves into the community will give us the necessary information to successfully implement our services. Additionally, we will be creating an environment that values the sharing of resources and expertise to accomplish mutually agreed upon goals for the community.

Building a strong brand supported by consistent messaging will be essential to maintaining community awareness and recruiting students. Strategically investing in direct marketing and participating in community events will effectively deliver our messages to our target audience. Following our initial academic year, our strong reputation in the community and word of mouth will drive further recruitment efforts. Concurrently, cultivating support for ODCS at both the grassroots and grass tops levels will allow us access to the resources and families necessary to build our program to full capacity in a reasonable amount of time.

	Tool	Start Up	2012-13	2013-14	2014-15	Total
Branding	Survey Research	(1) Design intercept survey to be administered by AzYP staff to parents of 3 – 12 year olds in Marana. (2) Conduct training for staff in administration of survey. (3) Input data collected from survey, analyze data and interpret results (4) Develop focus group protocol based on intercept survey results. (5) Conduct focus group with parents of 3 – 12 year olds in Marana area. (6) Analyze results of focus group and provide a report to AzYP with conclusion. $5,000	N/A	N/A	N/A	$ 5,000
	Logo & Letterhead	$800 (Logo Design) $1,000 (3,000 Letterhead) $1,000 (4,000 Envelopes)	N/A	$1,000 (3,000 Letterhead Reprint) $1,000 (4,000 Envelope Reprint)	N/A	$ 4,800
	Website and Search Engine Optimization	$4,820 (Website Design & Launch) $600 Search Engine Optimization	$600 Search Engine Optimization	$600 Search Engine Optimization	N/A	$ 6,620
	Admission Packets	$100 (Design) $1,000 (2,000 Two- Pocket Personalized Folders) $750 (Printing of Forms and Paperwork)	$1,000 (2,000 Two- Pocket Personalized Folders) $750 (Printing of Forms and Paperwork)	$1,000 (2,000 Two- Pocket Personalized Folders) $750 (Printing of Forms and Paperwork)	$1,000 (2,000 Two- Pocket Personalized Folders) $750 (Printing of Forms and Paperwork)	$ 7,100
Direct Mail	Open House Invitation	$2,000 (Design, Mail, and Print 5,000 6x4" 2-sided postcards)	$2,100 (Design, Mail, and Print 5,000 6x4" 2-sided postcards)	$2,100 (Design, Mail, and Print 5,000 6x4" 2-sided postcards)	$2,100 (Design, Mail, and Print 5,000 6x4" 2-sided postcards)	$ 8,300
	Brochure/Mailer	$1,000 Design $2,000 Printing, Mail-Prep, Postage (3,000 11x17", 2-sided, 2 fold)	$2,000 Printing, Mail-Prep, Postage (3,000 11x17", 2-sided, 2 fold)	$2,000 Printing, Mail-Prep, Postage (3,000 11x17", 2-sided, 2 fold)	$2,000 Printing, Mail-Prep, Postage (3,000 11x17", 2-sided, 2 fold)	$ 9,000
	Homeowner Association Inserts	$3,500 (Design, Printing, Advertisement Space) 5 HOA'S	$2,000 (Reprint & Advertisment Space) 5 HOA'S	$4,000 (Design, Printing, Advertisement Space) 5 HOA'S	$2,600 (Reprint & Advertisment Space) 5 HOA'S	$ 12,100
Paid Media	Marana Weekly News	Art: $600 Ad Placement: $3,000 (2) 1/2 page ads (3) 1/8 page ads	Art: $100 Ad Placement: $1,100 (3) 1/8 page ads	Art: $100 Ad Placement: $1,100 (3) 1/8 page ads	Art: $100 Ad Placement: $1,100 (3) 1/8 page ads	$ 7,200
	Explorer News	Art: $300 Ad Placement: $5,000 (2) 1/2 page ads (3) 1/5 page ads	Art: $100 Ad Placement: $2300 (3) 1/5 page ads	Art: $100 Ad Placement: $2300 (3) 1/5 page ads	Art: $100 Ad Placement: $2300 (3) 1/5 page ads	$ 12,500
	Tucson Newspapers	Art: $200 Ad Placement: $13,000 (2) 1/4 page ads	N/A	N/A		$ 13,200
Recruitment	Open Houses	$100 (3 Open House Events)	$100 (3 Open House Events)	$100 (3 Open House Events)	$100 (3 Open House Events)	$ 400
	Community Event Sponsorships	$300	$300	$300	$300	$ 1,200
					TOTAL	**$ 87,420**