

**FLOW Media Group**  
**Outreach360 Communications Plan**  
**Due: 12.05.17**

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## INTRODUCTION

Outreach360 (O360) is a company dedicated to giving children the opportunity to live a life of choice. Through the participation of volunteers across the US and Canada, O360 has been able to provide over 22,000 hours of service to children in Nicaragua and the Dominican Republic. By partnering with **FLOW Media Agency (“FLOW”)**, O360 has the potential to increase their impact even more, especially within the high school demographic.

## SITUATION ANALYSIS

### Strengths:

O360 has multiple comparative strengths within the voluntourism market. One of these is owning their own facilities and having an in-country staff. Decision makers for high school volunteers' main concern is the health and safety of their minors. O360 makes sure to provide their own ground transportation and facilities in safe neighborhoods. In the facilities, O360 employees provide clean water for drinking and cooking to ensure students will not get sick.

O360's prices are another strength, which are half those of major competition. O360 base price for one week is \$900 (~\$128 per day), and with scholarship programs can be even cheaper. This price does not include airfare, but flights are tax deductible. The price for an 11-day trip to Nicaragua with competitor International Service Learning is \$1,895, a total cost that's more than double of the cost to volunteer with O360, and the 35% more expensive per day (“ISL”). EF Tours, the market dominator, has multiple trips to both Nicaragua and the Dominican, all for 8 days, and guarantees the lowest price. Their trips range from \$2,640 (\$330/day) to \$3,210 (\$401.25/day). Total costs are over three times that of O360 (“Service Learning Tours”).

### Weaknesses:

There are some weaknesses in O360's model, but this only provides more opportunities

later on. The first is the lack of emphasis on the “tourism” part of “voluntourism.” Competitors’ programs tend to have more days of excursions than the programs at O360.

A second weakness is the current website design. It is cluttered, making it difficult to find information that decision makers might need to see. In the same digital realm, O360’s search engine optimization (SEO) appears very weak. The company is not in the first page of Google results for the following search terms: “voluntourism opportunities,” “voluntourism opportunities for high schoolers,” “volunteer opportunities for high schoolers abroad,” or “volunteer opportunities for high schoolers Latin America.”

#### Opportunities:

O360’s weaknesses can be transformed into opportunities. For example, the company should put more effort into communicating its excursions for each of its destinations. Additionally, reworking the website will help convert non-users, as this is likely their first point of contact. Using buzzwords in this rework will also aid in SEO. O360’s website is in the first page of results for the extremely specific search terms “volunteer opportunities for high schoolers Dominican Republic” and “volunteer opportunities for high schoolers Nicaragua,” so they should be able to borrow from the tactics used here to build on SEO. Other opportunities include leveraging the leadership experience students will gain in their messaging.

#### Threats:

As the voluntourism market grows, so does the trend of studying abroad in high school. For students who are looking to get a global experience, they may choose a semester or year-long study experience over a shorter term volunteer opportunity. A good way to combat this is the Camino intern program, giving high school students a longer term option to follow their week with their volunteer group, if they so choose.

Other threats include legal issues, such as the possibility of travel restrictions (from the US or one of the destination countries), although this would hopefully affect some or all direct competition as well. A second legal issue might include regulations on high schoolers traveling without a certain number of chaperones or without parents. This would most likely vary from school to school or state to state.

A final threat comes from voluntourism ranking entities such as Charity Navigator. Non-users interested in finding these opportunities may use these sites to learn more and decide on the legitimacy of different volunteer firms. Some of these ranking entities may not communicate when they make updates to the process of rank calculations, which means ranks can drop if O360 does not provide what they may need. The way to counter this is to keep up with the ranking entities' sites (e.g. checking on them at least quarterly).

#### Competitor Analysis:

Voluntourism is an incredibly popular market, combining volunteering with the chance to vacation in a foreign country. O360 has a lot of competitors in the field, including Geo Visions, EF Education, and Global Vision International. Geo Visions is focused primarily on teaching English to families in Brazil, France, Germany, Italy and Spain. They have a smaller selection of high school programs that are more comprehensive in learning experience and volunteering, but their main target audience is people over the age of 18. Their positioning is the idea of people finding a temporary home in their host country and within their host family. In return, they teach conversational English to their host families ("Geo Visions").

EF Education is a larger organization that spans across a multitude of different areas with its concentration lying within educational travel. In fact, its slogan is, "The World Leader in International Education." They base programs by age and offer opportunities such as service-

learning tours, high school exchange, and global leadership summits. Messaging is centered around safety and experience, dedicated support, low pricing, and educational impact. They encourage open minds, freedom to choose, and boosting confidence (“EF Education”).

Global Vision International emphasizes cultural engagement, safety, support, and making a difference. Their slogan is, “Make a sustainable impact, discover new countries and engage in a meaningful cultural exchange.” They offer general volunteering abroad, internships, service learning, and under 18 programs. Their website provide a search engine to find the best program fit for the individual using it. Their approach to locals is very respectful and indicates that the locals are in charge. Overall, their vision is to create peace and justice (“Global Vision International”).

### **TARGET MARKET JUSTIFICATION**

The consumer segment **FLOW** aims to target focuses primarily on private school family units, consisting of both the college-bound teenager and the decision making parent or guardian. This target market was selected because of the importance placed on college, the impact volunteering has on this process, and the developing interest in travel.

The majority of high school students are familiar with the college application process, with 69.2% of all high school students in the US immediately enrolling at a university the following fall (“The NCES Fast Facts”). What is particularly interesting is the difference in these statistics a private education can make. The Council of American Education reports that students that attend private school are twice as likely to attend college and achieve a degree than public school students (“Private School Students”). This is part of the reason that private school students are such a desirable demographic for O360.

Getting into college is getting increasingly more competitive. Admissions rates are consistently dropping, with universities like Stanford admitting fewer than 5% of its applicants (Anderson). This means that prospective students need to do more to make themselves stand out. A way students can do this is through volunteer service, something more than half of admission officers say moves the needle when it comes to accepting students (Barge).

This may be why 55% of teenagers today volunteer, a severe jump from the 27% of adults volunteering. The average student volunteers 29 hours of their time a year. While some students find opportunities on their own, the majority of them (64%) do so through religious organizations, school based groups, or youth leadership organizations (“Youth Helping America”). While there are multiple reasons why students volunteer, three quarters of teenagers cite the fact that their friends are volunteering as a reason they continue to be so involved (Hall) with another 33.4% saying that their high school has a volunteer requirement (“2012”).

In addition to this, private school teenagers are 25% more likely to volunteer than public school kids and are more likely to have volunteer requirements. Volunteerism is also increasingly seen within wealthier families more so than low-income families, with the percent of families volunteering differing from 70% to 44% (Hall). Private schools are normally very expensive, which results in only higher income families being able to afford the costly tuition. Because O360’s trips are costly, **FLOW** is concentrating on private schools (Yadoo).

The aspect of travel O360 provides also helps justify the target market. Millennials are more interested in traveling abroad than older generations by a 23% margin, and 20% of all international travelers are ‘young people’ (Machado). The type of travel younger generations are interested in also matches what O360 offers. The World Youth Student and Educational Travel Confederation reported that young travelers aren’t looking for a weeklong trip in more traditional

locations like Paris or London. Instead, they are interested in remote destinations, staying in hostels, and long backpacking trips (Machado). Teenagers want something unique and exciting that wins them social currency amongst their friends. Rather than pure leisure, young people are traveling for work, educational experiences, and to gain a better understanding of different cultures. In fact, trips solely for leisure have dropped from 75% to 47% since 2007 (Mohn). Teenagers desire trips that add value to their lives.

While it is important to reach out to teenagers themselves, as 66% of teenagers are likely to find an organization to volunteer with by talking to their peers, it is also imperative that final decision makers, such as parental figures, are also included in the target market of private school family units. A reason for this is that students are unable to attend O360 without consent of a parental figure, for legal reasons. In addition to this, parental figures are major influencers in students decisions, although this effect lessens the older the student becomes (Pickhardt). And with the financial cost of the trip, it is likely the parental figure would be the one making the final decision as to whether or not they see the trip reaping enough return for their child.

These factors, combined with the fact that there are approximately 4.5 million students in primary and secondary private education ensure **FLOW** that high school students are the best demographic to target (“Statistics About Non-Public Education”). The want for a college education, the benefits volunteering gives students, and the desire for teenagers to travel combines to make high school students the ideal candidates for O360 volunteer trips.

## **COMMUNICATIONS STRATEGY**

### Agency Information:

The name of our advertising agency is **FLOW Media Agency**. The name stems from our goal as a company to be in a stage of constant motion and adaptation to the current trends and

technologies in the marketing world. We aspire to be a go-with-the-flow, energetic, and fun company, and **FLOW** hopes that this energy translates into the work that we produce.

We are focused on bringing this excitement and creativity to our clients. We are adept with social media strategy, using fun branding and creative messaging to engage a client's target audience and build a well-rounded voice and image. Our logo (see appendix Objective 2-F) hopes to encompass these traits that **FLOW** considers integral to our success.

#### Overarching Goal:

The main priority of **FLOW** is to increase volunteer weeks by 20%, resulting in a total of 625 weeks within the high school market from new and returning volunteers. To achieve this, **FLOW** has four main objectives and strategies, aimed at everything from high school partnerships to representation on external third-party websites. But at an even higher level, **FLOW** aims to focus on a campaign that appeals specifically to the younger target market.

The campaign we intend on running emphasizes "building tomorrow's future." We will focus on two of the biggest benefits of O360's service trips. On the service orientated side, O360 helps children in underdeveloped countries get an education, which helps the children participants volunteer with grow and get the opportunity to expand their horizons. The children served, however, aren't the only ones who reap the benefits of building tomorrow's future. The high school students who join O360 on these service trips get the chance to enhance their leadership skills, develop relationships with people that will enrich their future, and also be able to increase their chances of being competitive in a college application environment.

With this overarching goal, the campaign contributing to "Building Tomorrow's Future," **FLOW** aims to develop the strategies and tools necessary to help O360 increase volunteer weeks by 20% while maintaining their impressive volunteer retention rate of 87%.



### **Objective #1 and Strategies:**

**FLOW's** first objective is centered around new business opportunities for O360. Our goal is to form partnerships with 10 new high schools over the course of the next fiscal year. Each school would bring a group of 12-15 students, resulting in a total of approximately 120-150 new volunteer weeks per group.

To accomplish this goal, we propose advertising on channels that connect directly with parents, maintaining a consistently updated volunteer and school contact database, and developing an in-depth communications plan with deliverables to guide how to interact with schools, teachers, parents, and guidance counselors.

The first part of this goal involves placing advertisements for O360 in publications like those of the National PTA. Here, parents and people in the education industry will become aware of O360 as a brand and also have an easy way to get more information by clicking the advertisement. This allows O360 to reach many within their target market, individuals they might not have had access to otherwise (see appendix Objective 1-B for National PTA statistics). The National PTA offers a variety of advertising packages (see appendix Objective 1-C for options and pricing). They also have the option to be content contributors, where individuals can submit articles for their publications free of charge (see appendix Objective 1-D for submission guidelines). They recommend articles based on interviews and “how-to” articles, content that O360 already possesses.

We recommend doing both options to effectively utilize both visual and verbal techniques and create strong, lasting impressions. The paid advertisements should utilize the means-end chain model. The executional framework that would work best is testimonials (see appendix Objective 1-E for an example). It is important to consider that within our target

market there are multiple decision makers: the students, parents, teachers, and administrators. This means that the advertisements should use different terminal values dependent upon on each decision maker. The ads geared toward students need to focus on values such as fun/exciting life and freedom. The ads geared toward the adults need to focus on values such as security and personal accomplishment. The paid ads should also utilize affective messaging strategies while the contributed articles should utilize cognitive and conative messaging strategies.

The next part of this objective is maintaining a consistently updated volunteer and school contact database. This has two benefits. The first benefit is if educators and counselors move to a new school district, O360 has the potential to move with them. By nurturing relationships with individuals, O360 can expand their network as people naturally move. The second benefit is that O360 can begin to group individuals into segments. By organizing and attaching personas to their past and potentially future volunteers, O360 has the ability to tailor their messaging for communications, which will give them the opportunity to personalize emails to encourage a higher engagement rate.

The final part of this objective is the development of a communications plan that clearly outlines how to approach new high schools. This would include everything from sample emails sent to decisions makers (see appendix Objective 1-A) to flyer and brochure templates handed out to students at schools. Should an O360 employee get the opportunity to present on the opportunities available to students, this communications plan would also include the different points to cover depending on audience. This will allow O360 to more consistently deliver the same message to potential volunteers, as well as figure out what works well and what could be changed to improve the recruiting process.

By adopting these three steps, O360 will be able to achieve the objective **FLOW** is setting of forming partnerships with 10 new high schools. With each group containing somewhere between 12-15 people, this sets up O360 to be successful in achieving their goal of increasing new volunteer weeks by 20% in the upcoming fiscal year.

### **Objective #2 and Strategies:**

The second objective is to increase brand awareness. This will be implemented through improved social media strategy, website design, a brand ambassador program, and school presentations. The goal is to gain a 15% increase in newsletter signups, a 20% increase in website visits, and a 10% increase in following across all social media platforms. Social media is one of the main ways organizations are able to push messages. Most have access to social networks, but it's up to the organizations to accurately target the right people with the right message.

Website design is crucial, and no matter how many people are driven to a site, conversions don't take place unless the site design appeals to the consumer. Improving website design that demonstrates a cleaner, more straightforward user experience will be beneficial in increasing the number of people who view the website and keep coming back for more (see appendix Objective 2-A-E). Utilizing best SEO practices will also be implemented to increase site traffic (see appendix Objective 2-J). Brand ambassadors will work as important voices for O360. They will use their own voice and experiences as volunteers to spread the message of the organization and help recruit new volunteers through word of mouth. Written content from brand ambassadors to publish on the blog and website will also be utilized to help recruit new schools to the group volunteer program.

### **Objective #3 and Strategies:**

**FLOW's** next objective is to have at least 510 volunteer weeks provided by returning volunteers, piquing their interest to return using the development and incubation of new programs. Right now, O360 has an incredible retention rate at 87%, and with the introduction of new programs, the gap can be closed even further.

The first step to achieve this is to increase visibility with high school volunteers. According to *The Dragonfly Effect*, creating a fun way to engage is critical in getting customers to act as desired (Aaker). O360 could increase high schoolers' experience in foreign countries by implementing game-type competition. Having a "volunteer of the day" leaderboard at home base could heighten motivation, and team leaders could also be encouraged to bring said leaderboards back into the U.S. and their home school. This would be virtually free of cost, only needing to purchase a whiteboard for each O360 home base to create the leaderboards, and time for weekly social media posts (see appendix Objective 3-A for example).

O360 can also offer financial incentives for returning volunteers, such as a small scholarship for repeat trips. Since there are so many repeat customers already, this should not be a significant amount. However, emailing high schoolers a \$25 discount code redeemable for one year could be the push they need to ask their team leader to sign up for a second trip. One benefit of this method is that it is measurable. O360 can see exactly who signed up for a second trip, ask them why, and make sure they continue to do so. An added benefit is that this will keep O360 in high schoolers' evoked set should they be searching for a similar experience in the future (Lei).

Successful campaigns appeal to emotions, and O360 makes it easy to do this. In addition to emails giving out discounts, physical mailings can be used to distribute thank you notes from the children at O360 schools. Also, photographs from trips can be put on Facebook, and high school students should be encouraged to go online and tag themselves. In both of these

situations, emotional appeals creating nostalgia will help persuade high school students to take repeat action (Baack & Clow 167).

With high school students having interest in a second trip, team leaders will also have to be persuaded to take a second trip. Some of the tactics to accomplish this are similar to those of capturing high school students, such as discounts as well as appealing to emotions with thank you cards and photos. Since adults tend to have more stable values, it is possible to focus more on the Means-end Theory, appealing to values of education and equality (de Souza Leao). The testimonial of O360 students' thanks along with the images of high schoolers acting as spokespeople are ways to execute this (Baack & Clow 175-176). Team leaders will be able to see how they are impacting foreign children as well as the ones closer to home, while keeping both groups close to their heart.

Reminding team leaders that they are important to O360 is also imperative in motivating repeat trips. A swag bag could be a simple way to accomplish this. A bag including a branded t-shirt, Frisbee, fidget spinner, and lanyard would cost \$3.75 (see appendix Objective 3-B). Other less expensive tactics are available and should be utilized. For example, emails should be sent at crucial times for booking trips, which happen months before major breaks for high school students. These include winter holiday breaks, spring breaks, and summer breaks. The messaging should appeal to values, and should remind team leaders what O360 offers, why it is better than competitors, and invoke emotions. Evoking emotions is necessary as the new norm of brands' attention grabbing information shifts in this direction (Kompell). The appeal to values will use the Means-end Theory as mentioned above, this time using an informative execution reminding customers what they got out of their first trip, and why they would benefit again (Baack & Clow 173).

These tactics will reinforce the corporate image of O360. A stronger corporate image makes for more positive assurance from consumers. Changing corporate image could confuse current customers, but this plan only strengthens tangible elements of corporate image while keeping all intangible elements consistent. The logo will be consistent across platforms while marketing communications will be individualized for different groups. New customers will feel more comfortable in their purchase decision, but just as importantly, returning customers will feel like their experience is fresh and targeted just for them (Baack & Clow 27).

#### **Objective #4 and Strategies:**

The final objective is to raise O360's ranking on Charity Navigator to above 80%. The current overall rating is 71.10%. This total is composed of two parts: financial, rated currently at 84.97%, and accountability and transparency, rated currently at 62%. Raising the ranking will be done by increasing the transparency of the organization.

To achieve this, frequently asked for documents such as independently audited financial statements, tax forms, and compensation policies must be easily located on O360's website. The majority of these documents are on the website, but finding them proves difficult. Supplementary documentation must be added and the link to these documents must be clear and visible on the homepage. Also, when searching for "O360 nonprofit transparency" on Google, the link that comes up takes the user to an error page. These broken links could be the reason charity rating services were unable to locate the necessary information. These links need to be fixed to ensure this problem does not persist. Additionally, to ensure faster results, the charity ranking organizations that have given O360 poor rankings should be reached out to directly and provided with all supplemental information and documentation. This includes a link to where the

information can be found on O360's website as accessibility of information on the website is also a factor used in determining ranking.

## **CREATIVE AND MEDIA PLAN**

**FLOW** will utilize a wide array of platforms and media options to reach our target market of high school students. Emphasis will be put on building out and refining the social media presence of O360. Initially, it will be ensured that all social media platforms are using similar imagery and messaging, sending a cohesive message that does not change from platform to platform (see appendix Objective 2-G-H). Rather than simply linking to the O360 website, content will be posted utilizing the voices of the volunteers and students through sharing videos, testimonials, and blog posts. The YouTube channel for O360 is a strong asset that the organization currently has, and videos should be shared beyond the YouTube channel. More videos will be embedded on the O360 website as well as sharing them more as dedicated content on Facebook, Twitter, and Instagram. On Instagram, efforts will be made to increase engagement through strategies such as "Volunteer of the Week" posts, Instagram story takeovers by student groups, and dedicated profiles of students from the Dominican Republic and Nicaragua.

**FLOW** will also put a focus on refining the O360 email strategy. A more specific messaging strategy will be created that has a series of emails made for members of the target market and key decision makers such as parents and administrators. These emails will help push potential volunteers down the funnel to join a volunteer program. **FLOW** will also create a series of general interest email blasts for people who have signed up on the website or social media.

As mentioned before, highlighting the voices of volunteers and sharing their stories to spread the mission of O360 will be a great way to shed light on the work that O360 does. Through the brand ambassador program, students will be able to create blog entries, write

stories, and share their experiences. These personal stories will help capture the interest of students and parents who want to know what the volunteer experience is like from people who have already participated in the program.

Another important aspect of staying up to date with media outlets is to create a schedule for O360 to regularly update their website. It is crucial that the website hosts only relevant and up-to-date information so as not to confuse or mislead visitors. The imagery will be updated regularly, as will the blog and any informational sections of the website as schedules and planning changes. The website will also be regularly reviewed to make sure it is optimized for user experience and that visitors are able to click through and discover the information they are looking for. A big part of helping the website to be discoverable is the implemented use of SEO. By utilizing keywords and optimizing the website, **FLOW** will be able to help bring new organic visitors to the O360 website.

### **CAMPAIGN EVALUATION/CONCLUSION**

**FLOW's** plan will bring 625 new volunteer weeks to O360 over the next fiscal year from both new and returning volunteers. Forming partnerships with ten new private high schools to bring teams of 12 to 15, increasing brand awareness through social media and general outreach to gain followers and website views, maintaining and improving retention rate to have at least 510 of the new volunteer weeks come from repeat business, and getting O360's charity navigator ranking to at least 80% will aid in achieving this goal. All specific tactics were developed using proven advertising theories, such as the Means-end Theory, Jennifer Aaker and Andy Smith's ideas on engagement, and emotional and nostalgic appeals. The inexpensive plan outlined here will lay the foundation for O360 to create continued success in their mission to give customers the opportunity to transform the world, one child at a time.



## APPENDIX

### Objective 1

#### A. Email to Possible Team Leader from Lead Form:



Hello Katherine!

Thank you for your interest in Outreach360!

We know your child's safety is your #1 priority, and we want you to know – **it's ours, too**. Click the link below to download our [Leading a Powerful Service Learning Trip](#) guide to answer some of frequently asked questions about safety and other topics. If you have any additional questions, feel free to ask using our live chat on our website, sending an email, or giving us a call.

Looking forward to empowering your child to help us **Build the Future!**

**DOWNLOAD GUIDE**

Sincerely,  
Bryan Linck

...



**Bryan Linck, MBA**  
Vice President  
[bryanlinck@outreach360.org](mailto:bryanlinck@outreach360.org)  
[1-480-282-8513](tel:1-480-282-8513)  
[7954 West Feltlock Trail](#)  
[Peoria, AZ 85383](#)  
[outreach360.org](http://outreach360.org)

Contribute to a life of choice for \$5/month; [Become a Touch the Future Monthly Sponsor](#).

Email to Parent of Possible Volunteer:



Hello Katherine!

Thank you for your interest in leading a high school service learning trip abroad with Outreach360!

Click the link below to download our [Leading a Powerful Service Learning Trip](#) guide to answer some of frequently asked questions. If you have any additional questions, feel free to ask using our live chat on our website, sending an email, or giving us a call.

Looking forward to empowering your team to help us **Build the Future!**

**DOWNLOAD GUIDE**

Sincerely,  
Bryan Linck

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[outreach360.org](http://outreach360.org)

Contribute to a life of choice for \$5/month: [Become a Touch the Future Monthly Sponsor](#).

B. Selected National PTA Statistics:

General:	Media:
<ul style="list-style-type: none"><li>• 3.7 million members</li><li>• 24,000 local units</li><li>• 120+ years in operation</li><li>• 16.5 million students served</li><li>• 59% Title I schools</li></ul>	<ul style="list-style-type: none"><li>• Our Children Magazine Online: 51,939 annual page views</li><li>• Our Children Magazine Print: mailed to over 26,000 PTA leaders</li><li>• PTA.org annual sessions: 1.32 million</li><li>• PTA.org annual page views: 3.17 million</li><li>• Weekly Newsletter: audience over 236,000</li></ul>

### C. National PTA Advertising Package Options and Pricing:

#### \$4,000 – Option 1

##### Assets Include

- Six months on PTA Marketplace
- 10x10 in-line Convention Booth (\$250 corner upgrade)
- Half-page ad in one print Our Children or one insert
- 30-day posting on **PTA.org** or **PTAOurChildren.org**
  - 60-day posting if not published during the months of August, September or October

#### \$6,000 – Option 2

##### Assets Include

##### Option 1, plus ...

- Upgrade to 12-month posting on PTA Marketplace
- Rights to send one physical mailer to Convention attendees using third-party mailhouse
- Upgrade to a full page ad in one print Our Children, or two inserts or a half-page ad in two print issues of Our Children
- One side bar ad on **PTAKit.org** (live for 12 months)
- 90-day posting on **PTA.org** or **PTAOurChildren.org**
  - No restriction on back-to-school time frame

#### \$10,000 – Option 3

##### Assets Include

##### Option 2, plus ...

- **Convention Boost:** Dedicated “square” on Convention BINGO game or one push notification delivered by the Convention phone app
- Reserved table at Awards & Reflections Celebration Dinner (Value: \$1,000)
  - Educational article (500-750 words) to be published on **PTAOurChildren.org**
- **Engagement Boost:** Targeted advertising within one state PTA
  - Subject to agreement with State PTA. Opportunities vary based on state.
- Sponsorship of one Our Children e-newsletter
  - 120-day posting on **PTA.org** or **PTAOurChildren.org** (no restriction on back-to-school time frame)

## D. National PTA Content Submission Guidelines:



## Submission Guidelines

### About Our Children Online Magazine

Our Children Magazine is the unique voice for parents, published by National PTA. This online publication was created for the parent who's always on the go and looking for the best parenting, wellness, education and PTA community info to help their child excel at school and in life. If parents should know it, we want to cover it! Originality, creativity and interactive twists on informational content are encouraged. Our readers really enjoy a good "how-to, can-do" angle. You can view our monthly content themes on our [editorial calendar](#).

### What are the Our Children Editors looking for?

When it comes to new articles for our online magazine, we are generally looking for info from experts in a variety of fields, features by journalists—and of course stories from moms and dads who want to share their experiences to help other parents. We like articles that are based on research and interviews, presented in a friendly, approachable manner and written with parents in mind. We particularly enjoy articles that include bulleted or numbered lists, checklists or a Top 10 (or Top 3 or more) list. Depending on the subject and format, our articles are generally:

- 500 – 750 words for online
- 750 – 1,500 words for print

### We are especially interested in original content on the following topics:

- Parenting
- Education
- Family Fun (Crafts, Activities, Recipes)
- Wellness (Health & Safety)

### Here are a few tips to guide you as you write:

- Start your article with an interesting lead paragraph that will get your readers attention.
- Keep your sentences short. Run on sentences are hard to understand. 20 words or less in a sentence is the goal.
- Use a conversational, casual tone that speaks directly to parents.
- Use examples and provide tips for parents.
- Use bullets and/or key points to break down ideas.
- You can reference articles, stats and/or use favorite quotes, however, embed them in the article and include hyperlinks instead of a list of research sources at the end of the article.

### What to include with your submission:

- Headline (10 words or less)
- Author bio (one-line bio)
- Keywords (4-5 topical words) — And use them in your lead paragraph and throughout the article
- Images (high-res .jpg or .png files; infographics are great!)

Please email your final submission to [ourchildrenmagazine@pta.org](mailto:ourchildrenmagazine@pta.org).

E. Sample National PTA Ad:



“The smiles on the faces of the children as they explore the value of learning are what brings me back to Outreach360 time after time. I feel as if I have received from the kids even more than I ever gave them.”

- Anna, four time volunteer

The leadership & volunteer opportunity of a lifetime.  
The chance to change a child's life.  
Volunteer with us at Outreach360 this summer.

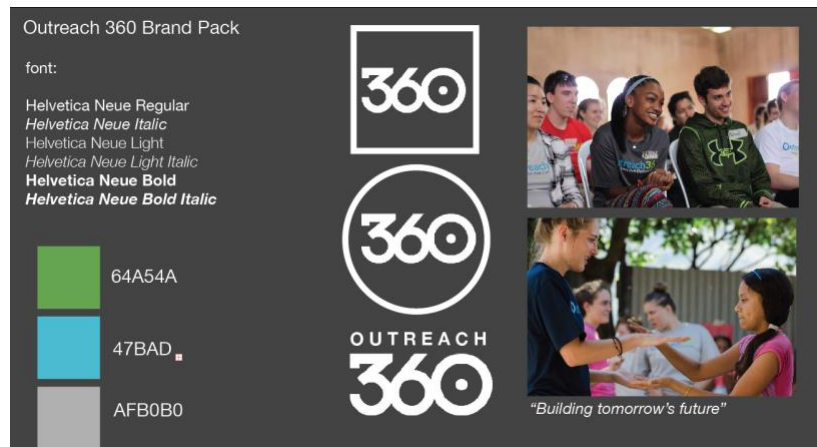
Learn more at [Outreach360.org](https://www.Outreach360.org)

OUTREACH  
360

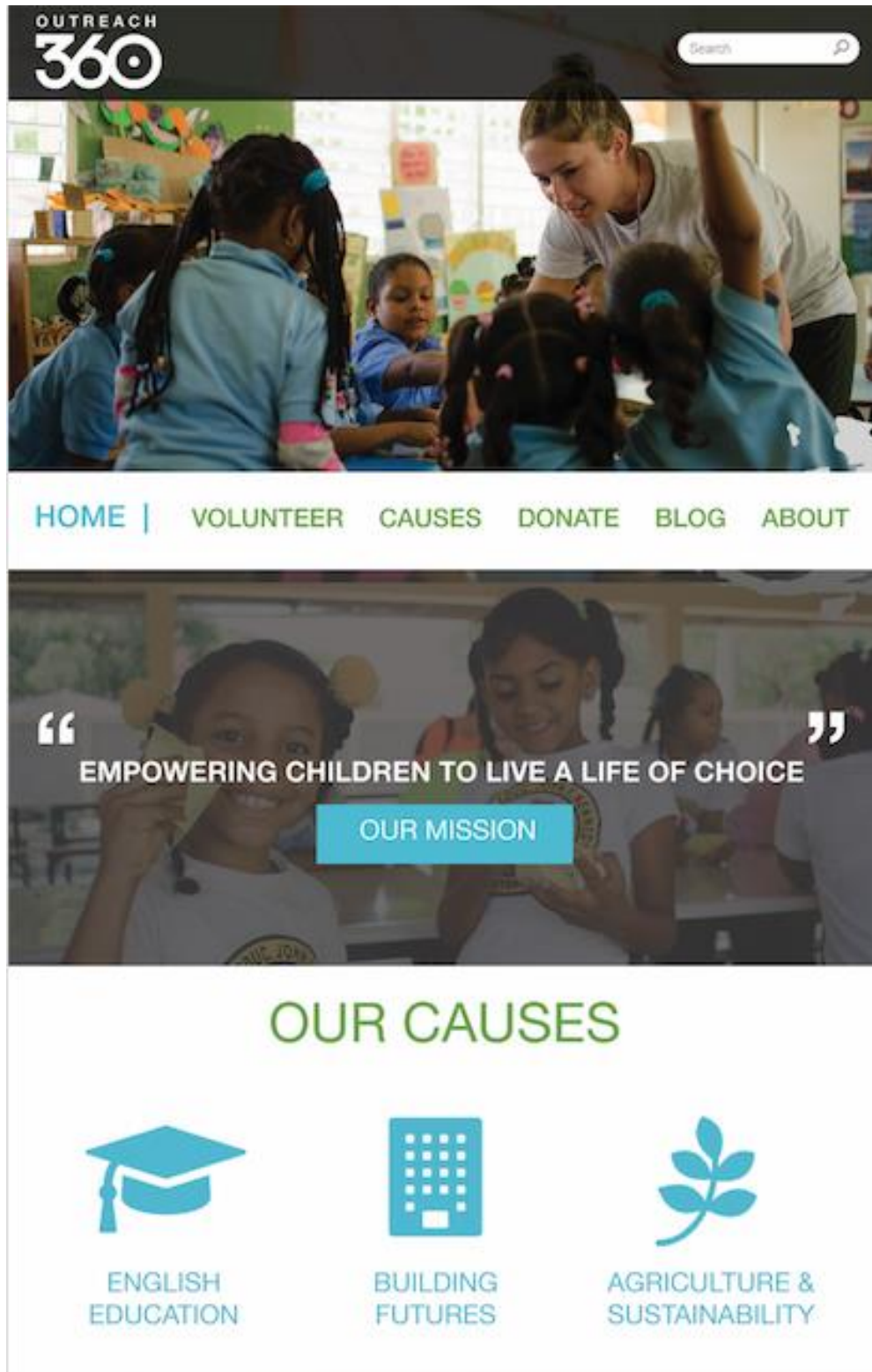


## Objective 2

### A. Outreach360 Brand Pack:



B. Outreach360 Website Homepage Redesign:





## VOLUNTEER OPPORTUNITIES



FAMILY



HIGH SCHOOL



COLLEGE

ABOUT US

Outreach 360

P: 1 (602) 375-2900

FAQ

7954 West Fetlock Trail

F: 1 (602) 926-1439

CONTACT US

Peoria, AZ 85383





### C. Outreach360 High School Teams Webpage Redesign:





“ The smile of the faces of the children as they explore the value of learning are what brings me back to Outreach360 time after time. I always leave feeling as if I have received from the kids even more than I gave them.

- Anna Boyd, Salt Stephens Episcopal School

### Interested in volunteering with us? Sign up for our email newsletter

First Name

Last Name

Phone Number

Email Address

School Name

☐ Please send me the free Service-Learning Guide

Questions or Comments:

**SUBMIT**

## HELPFUL LINKS

[Informational Webinars](#)

[Guide for Parents](#)

[Volunteer Guide](#)

[Volunteer Cost](#)

[Transportation](#)

[Health & Safety](#)

[Accommodations](#)

[Making a Difference](#)

[Available Volunteer Weeks](#)

[A Typical Week](#)

[FAQ](#)

ABOUT US

Outreach 360

P: 1 (602) 375-2900

FAQ

7954 West Feltlock Trail

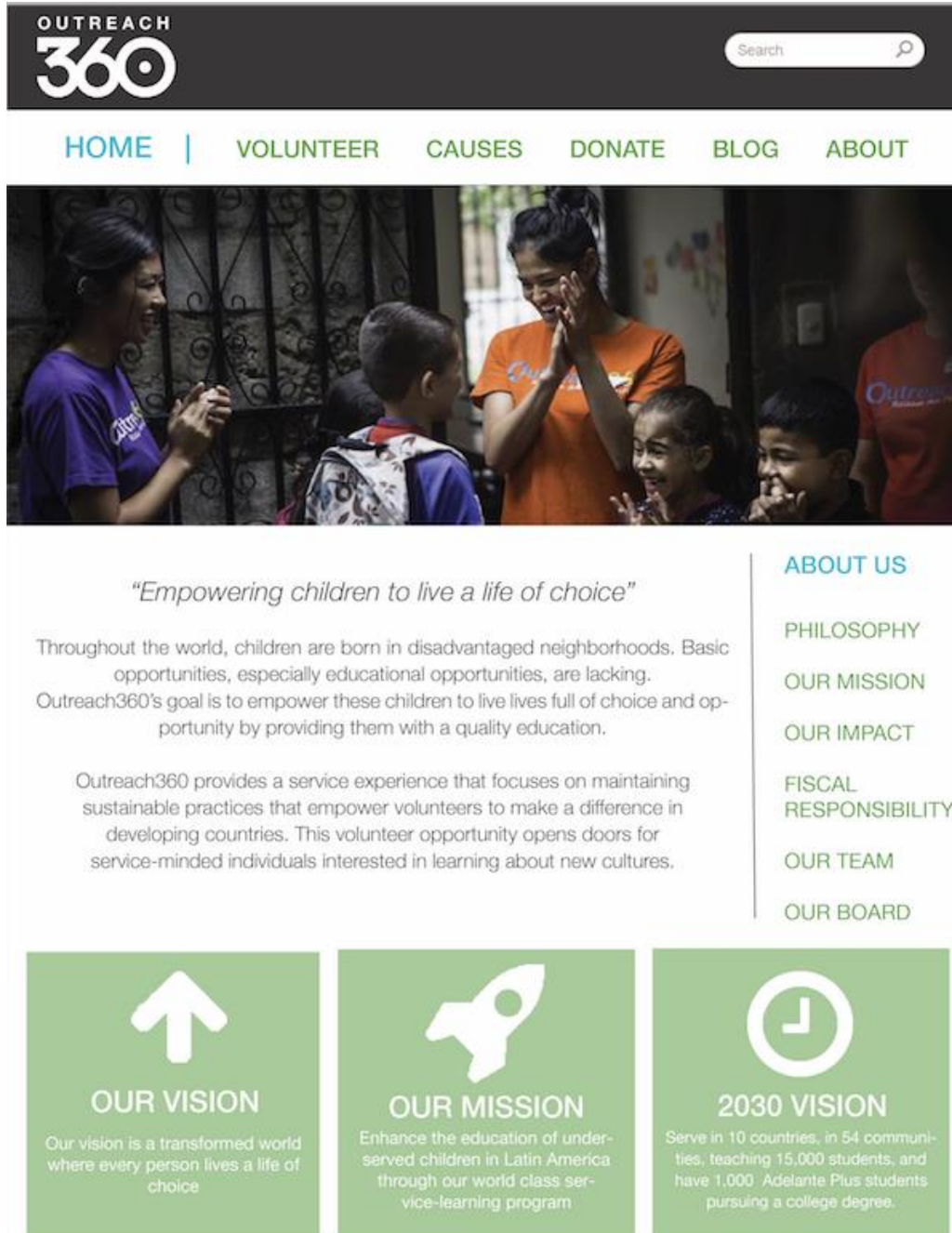
F: 1 (602) 926-1439

CONTACT US

Peoria, AZ 85383



## D. Outreach360 Vision & Mission Webpage Redesign:





# 10 Principles for Successful Volunteering

## 2. You are Outreach360

There is no big staff of Outreach360. The majority of funds and labor come from the volunteers. You aren't here to "help" Outreach360, "you are" Outreach360.

## 4. This Is It

This is a unique opportunity to live in the present and forget about worries at home and forget about tomorrow; just enjoy the present moment.

## 6. Poco a Poco (Little by Little)

You can't change the world in a week. But, you can make a world of a difference in one or more of these kids lives. great things happen little by little.

## 8. Serve, Don't Help

There is a subtle difference between serving and helping. We share our strengths and blessings with them, and they share their blessings with us. It's a two-way street.

## 10. You Are Responsible

The experience you have here is up to you. Use the team leader as a resource and communicate with them. They will support and facilitate your work. But you are ultimately responsible

## 1. Acknowledge Yourself

Very few people are willing to do what you have done. Celebrate the difference you are making!

## 3. It's Not About You

Focus on the big picture, the difference you are making as a group. Take the focus off of you, and enjoy the impact the kids are receiving

## 5. Communicate Love

It is not necessary to know Spanish to be involved. We've had volunteers who spoke no Spanish make a huge difference and have a great time. The experience is totally what you make of it.

## 7. Jump Right In

You've got a short period of time here. Jump right in, be assertive, do what you came here to do. If you wait till you get it all figured out, your time will be over.

## 9. Be Flexible & Creative

Living and working here requires flexibility and creativity. Practice it, enjoy it! You have all the skills you need to be effective and productive at the Learning Center.

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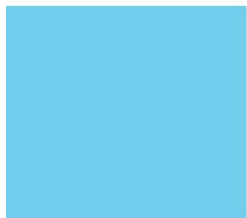
Peoria, AZ 85383



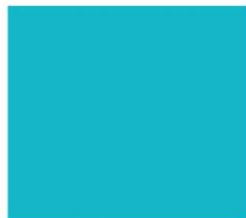
E. Interactive Map from Outreach360 High School Teams Webpage:



F. FLOW Media Group Logo & Brand Colors:



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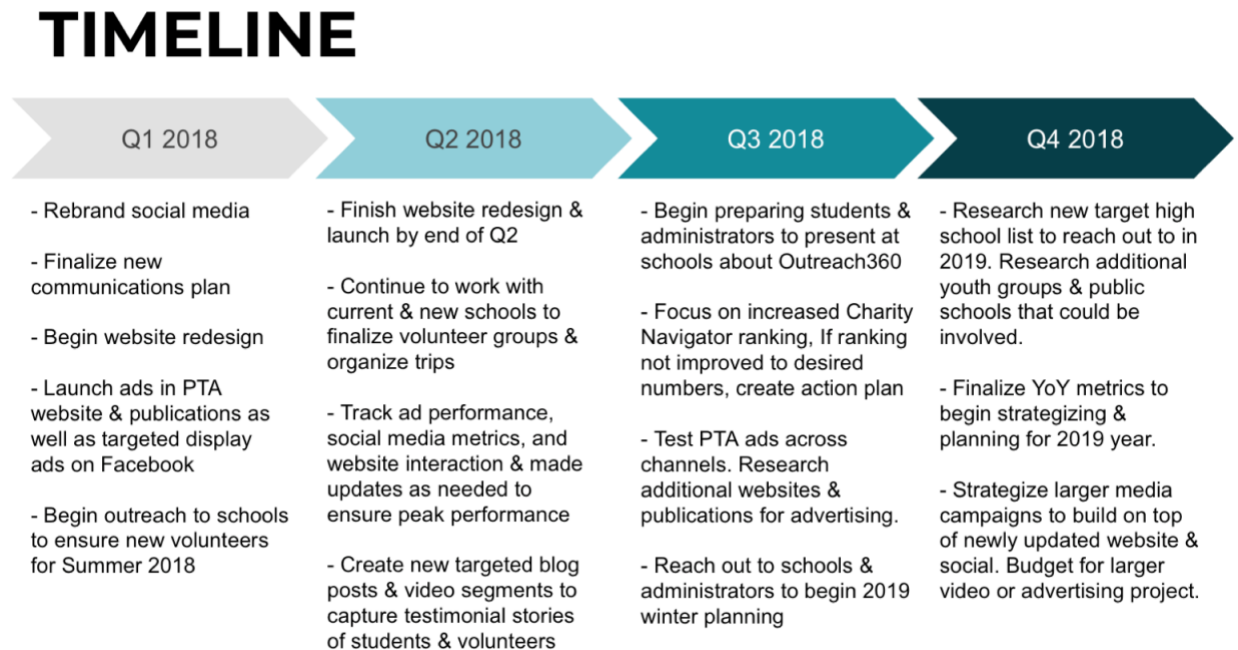
### G. Outreach360 Facebook Page Update:



### H. Outreach360 Twitter Page Update:



## I. I. Project Timeline:



## J. SEO Style Guide:

### SEO Optimization Guide

#### Top Five SEO Necessities Before You Post:

1. Is the keyword in your title? (The earlier the better!)
2. Is the keyword in the first paragraph? Or very early in the post?
3. Is the keyword hyperlinked to a relevant page?
4. Are your images optimized? Did you save them with the keyword in the name?
5. Is your post between 1000-1500 words? (Or at least close?)

### **Blogs:**

#### Title:

- Please craft a unique and attention grabbing title. Please don't rehash any existing titles!
- Don't force the keyword, but if it could be in the title, that's a major SEO boosting factor
- Keywords do best when they are at the front of the headline
- Shorter is nicer

#### Keywords/SEO:

- Use keyword no more than three times in entire post if blog post is less than 500 words; if the blog post is 500-1000 words use the keyword no more than five times

- Do not make the blog post focused on the keyword. It does not have to be the topic of the entire post. If writers know this and deeply understand this, our blog will be filled with more creative, new and substantial content.
- Don't force the keyword
- Primary and secondary keywords should be used throughout the piece, especially in the first two paragraphs (preferably the first)
- Primary and secondary keywords should be anchor text (text you hyperlink to other related pages on the site) linking to relevant lead gen content on our website that we're trying to increase in the rankings
- Keywords are awesome in the headers and sub-headers
- We'll provide links to relevant parts of the website. Please link the target keyword with that link somewhere in the post.
- Have the post be over 450 words whenever possible, as blog posts that are over 1500 words have a higher chance of making the first page of Google

#### Pictures:

- Optimize images – include keywords in the file name and fill out the alternate text field with a brief, keyword rich description of the photo
- Use videos, pictures, gifs, and other multimedia to engage readers and decrease bounce rate

#### No-no's:

- Again, please don't mention any of our competitors. They're nice people, but we have kids to feed...
- Please do not make the focus of every post Outreach360. We're looking to talk about the industry as a whole from a thought leader perspective, not only our services.
- Too many inbound links to a page with the exact same keyword-rich anchor text may cause Google to scrutinize the site more closely

#### OG Tags:

- `<meta property="og:title" content="TITLE HERE"/>`
- `<meta property="og:description" content="DESCRIPTION HERE" />`
- `<meta property="og:image" content="IMAGE LINK HERE" />`
- `<meta property="og:url" content="URL HERE" />`
- `<meta property="og:type" content="article" />`
- `<meta property="og:site_name" content="Outreach360" />`
- `<link rel="canonical" href="URL HERE" />`

#### URLs:

- Separate words by a hyphen
- Include keywords in URL if it makes sense
- Shorter URLs are preferable
- Have URLs match titles when it makes sense (doesn't have to be a perfect match)
- Stop words (a, or, but, the) aren't necessary 100% of the time – use judgement
- Only use lower case letters



- Make it reader-friendly

#### **Links:**

- Each blog post should have a link pointing back to outreach360.org. If you are writing about topics related to our services, you will want to link to the overview page of your product.
- Also include a link to an item that helps educate the user further. This also helps with our lead generation efforts. Link to a relevant guides, webcast, infographic, demo, newsletters, etc.

#### **Landing Pages:**

##### **Title:**

- Please craft a unique and attention grabbing title. Please don't rehash any existing titles!
- Don't force the keyword, but if it could be in the title, that's a major SEO boosting factor
- Keywords do best when they are at the front of the headline
- Under 65 characters
- Subheading should be persuasive, include keywords, slightly more detailed than the title
- Succinctly explain what the page is about

##### **Keywords/SEO:**

- Use keyword no more than three times in entire post
- Don't force the keyword
- Keyword should be used in the first two paragraphs (preferably the first)
- Optimize images – include keywords in the file name and fill out the alternate text field with a brief, keyword rich description of the photo
- Keep primary messaging about the fold
- Keep the CTA 'above the fold'
- Include a picture of the offering whenever possible
- Make sure there are social sharing buttons/links
- Make sure Thank You page have social sharing buttons and links as well, but that they link back to the registration page

#### **Infographics:**

- Alt Tags needed
- Image size – should fit within our site's template, displaying navigation appropriately
- Introductory and/or exit paragraph so there is text associated with the infographic
- <h1> at the top of the page describing the content on the page
- <h1> should start with primary keyword(s) for the page
- Sub sections/sub headers should use <h2> through <h6> heading tags
- Internal link to other pages; have good 'anchor text'

#### **PDFs:**

- **Always use text-based PDFs, it's the only way content can be scanned by Google**
- Make the file names contain keyword
- Should have backlinks to other parts of website
- When possible make the file size smaller
- We'll provide links to relevant parts of the website. Please link the target keyword with that link somewhere in the post.
- Set your title in the document properties
- Make your file name SEO friendly as well (keywords in name)
- Optimize images – include keywords in the file name and fill out the alternate text field with a brief, keyword rich description of the photo; approach the same way you would any image
- Write-protect your document so people can't upload the whole file to their site and change it however they like
- Add author information to PDF

## OBJECTIVE 4

### A. Instagram Weekly Post Idea:



## B. Swag Bags:

EPromos is a company that makes branded swag. They're easy to work with especially on non-profit tax breaks. The unit cost of the swag bag was calculated using the following:

- Ordering minimum 250 lanyards: \$375
- Ordering minimum 500 mini Frisbee: \$285
- Ordering minimum 250 fidget spinners: \$226.25
- Ordering minimum 150 tote bags: \$191
  - $1.5 + 1.27 + 0.52 + .46 = 3.75$

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