

# **Public Relations Plan**

**The Methodist Children's Homes of Mississippi**

**Camp HOPE**

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**PR Plan**

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## **Introduction**

### Mission Statement

- “Through Jesus Christ, Methodist Children’s Homes brings hope and healing to hurting children.”
- Vision: To become the national leader in providing innovative, therapeutic services to children and families

### Problem Statement

The Methodist Children’s Homes provides quality care and assistance for foster children and families in need, but desire more young adult volunteers to mentor the children and walk along side them as they grow.

## **Situational Analysis**

### **Client**

The Methodist Children's Home of Mississippi (MCHM) is a nonprofit community mental health center for children that offers therapeutic residential care, therapeutic foster care, therapeutic day treatment and community counseling services. Founded in 1896, MCHM was originally an orphanage located in Water Valley, MS. It has grown and expanded to several homes across the state of Mississippi, with the primary campus now located in Jackson. MCHM has cared for more than 11,000 children across the state. It serves the top 5% of foster children, considered therapeutic children. These children have experienced the worst of the worst and have considerably more needs than most of the other children in the foster system. This home is generally the tenth placement for these kids.

MCHM has a clear mission statement: "Through Jesus Christ, Methodist Children's Homes brings hope and healing to hurting children." Their theme is simple: "Children first, family always." It offers fully functional group homes to the children, placing several kids at a time under the watchful eye of a trained professional. The Methodist Children's Home ensures it will do what is right, honest, and respectful, be kind and loving in all interactions, commit to helping those we lead and those we follow, create an environment that promotes physical, emotional, and spiritual well-being, and work together in a way that maximizes accountability, stewardship, and communications.

Over all, MCHM hopes to see children and youth find reconciliation with their biological families, love within an adoptive family or success as a productive, independent individual. It sees this through by first, offering therapeutic residential care, in which they provide a safe home, spiritual guidance, and therapy to prepare children and teens who have been abused or neglected

for the future. Within the therapeutic residential care program, volunteer foster parents are provided to give the foster children stability, consistency, and a loving, therapeutic environment. Lastly, it provides a therapeutic day treatment and community counseling service, which offers counseling and treatment for children and teens who have been abused and neglected. The home houses children between the ages of 10 and 21 and can house up to 50 children at one time.

The Methodist Children's Home of Mississippi is kept alive by the support of volunteers- volunteers who donate monetarily but equally as important, volunteers who donate their time, care, and love. The children who come into the care of MCHM lack one major resource that most children grow up having access to: access to adults and young adults who care for them and help them to grow into their best selves. Significantly more volunteers who come to spend time with the children are female, leaving the boys without mentors to teach them and spend time with them.

The lack of a male mentor in the life of a young boy can have devastating results. Benefits in the young boys having adult male mentor include learning healthy reactionary habits of men, growing them in character, and breaking the bad habits formed by boys who grow up without men in their lives. With only women volunteers, these boys are not fully learning what it means to grow up into a good man. Male volunteers and mentors are needed to spend time with the boys and guide them through childhood.

In order to spark interest in young men and women located in Jackson, Miss., to mentor these children, a weekend long soccer camp called Camp Hope will be held for the residents of MCHM as well as offered to other foster families in the Jackson area. The coaches of Camp Hope will be college male and female soccer players from the surrounding colleges in Jackson. The goal here is to create interest in serving these children with a fun event that lets the soccer

players use their specific gifts and talents to impact the kids and hopefully form lasting relationships with them.

## **Organization**

### *Internal*

#### **Strengths:**

- Mission: the MCHMS mission of healing hurting children is a solid mission that emotionally grips supporters
- Inviting: MCHMS wants new and friendly faces on campus to hang out with students
- Christian based: MCHMS is based on Christ-centered love
- Consistency: in raising support, there are several main and consistent supporters

#### **Weaknesses:**

- Lack of communication with Public: more than two newsletters needed per year to keep public informed
- Lack of promotion: with the main campus located in Jackson, MCHMS should have a more widely known presence here
- Lack of staff: more qualified doctors are needed to treat the children

### *External*

#### **Opportunities:**

- Growth: Jackson is a generous community, and once they learn more about MCHMS, the organization should see growth in volunteers, donors, and foster families
- Outreach: MCHMS is loving the “least of these” in a tangible way
- Return: Children who have gone through the program have the opportunity to fully support it

**Threats:**

- Crisis: the children MCHMS handles are the toughest cases, there is always the opportunity for a crisis
- Over Fundraising: with fundraising comes the threat of depleting resources by asking the same groups to donate too many times
- Competitors: Mississippi Children's Homes Services, Sunnybrook Children's Home, Canopy Children's Solutions, Baptist Children's Village

### **Goal and Objectives**

**Goal:** To become the state leader in providing special therapeutic services to children and families in need.

**Informational Objective:**

1. To increase awareness of Methodist Children's Home of Mississippi by 15% in six months by target public.

**Motivational Objective:**

2. To host a one day soccer camp coached by male and female college soccer players and attended by at least 75 children associated with the Methodist Children's Home of Mississippi and with foster care in the state of Mississippi.



### **Target Publics**

The target publics have been determined by examination of who the event “Camp Hope”, will be geared towards and who will either influence or be influenced by the primary public involved in the event.

***Primary Public:*** Male and female soccer players from colleges in Jackson, MS, specifically including Millsaps College, Belhaven University, Mississippi College, and Jackson State University.

***Secondary Public:*** Soccer coaches for the men’s and women’s teams at Millsaps College, Belhaven University, Mississippi College, and Jackson State University.

***Secondary Public:*** Campus ministries at the aforementioned colleges, namely Fellowship of Christian Athletes.

### **Strategies**

- Raise awareness of the Methodist Children's Home of Mississippi among college athletic cohorts in Jackson, Mississippi through face-to-face interaction
- Increase awareness through a social media contest
- Create promotional t-shirts to be worn by all who participate in Camp Hope to promote the Methodist Children's Home of Mississippi
- Promote "Camp Hope" and the Methodist Children's Home of Mississippi through various forms of social media and publication
- Raise awareness by hosting events for the Methodist Children's Home of Mississippi in the Jackson, Mississippi, community

## Theme/Key Messages

### Key Messages:

- *To the soccer coaches:* Your teams will benefit greatly from service beyond self, and the skills you have taught them can create a fun weekend for our children.
- *To the soccer teams:* Methodist Children's Home of Mississippi is the most fulfilling way to spend your time serving. Starting with this soccer camp could open a door for you to mentor these children and change their lives forever.

### Theme:

*"Children first, family always."*

### **Tactics**

**Tactic #1:** Contact coaches to insure interest by Nov. 1, 2018. Call, email, and set up meetings with the men's and women's soccer coaches at Mississippi College, Belhaven University, Millsaps College, and Jackson State University to pitch the idea of using their talented players to coach a soccer camp for MCHM. Collect important dates of weekend games that would interfere with the date of Camp Hope. This tactic will serve objective 1.

**Tactic #2:** Reserve the soccer field. Reserve several fields for the assigned date at Traceway Park in Clinton, which will be a big enough space to set up many drills and scrimmage games. This tactic will serve objective 2.

**Tactic #3:** Set up a personal meeting with each team to pitch. Go to each team to personally present MCHM, its purpose, the need for involvement, and the idea of a soccer camp. Use ethos to help the students remember all of the older friends who have helped get them to where they are in life. This tactic will serve objectives 1 and 2.

**Tactic #4:** Collect contact information. Collect the name, phone number, and email address of each student interested in coaching the camp in order to send Camp Hope updates and news as well as MCHM updates and news. This tactic will serve objectives 1 and 2.

**Tactic #5:** Develop flyers for the event and post them throughout the surrounding area's public places. The flyer should include time, location, and details of the event. This tactic will serve objectives 1 and 2.

**Tactic #6:** Create soccer team rosters based on the number of coaches, number of boys and girls who will play, etc. This tactic will serve objective 2.

**Tactic #7:** Order a t-shirt for each student volunteer that offers his or her time as well as for each child signed up for the event. This tactic will serve objective 2.

**Tactic #8:** Buy food and water for Camp Hope. This will include lunch and dinner for Saturday as well as water coolers to provide drinks. This tactic will serve objective 2.

**Tactic #9:** Provide a pre, and post-test to test awareness of organization. This tactic will serve objective 1.

## Budget

### Personnel Costs:

- The event will be run by volunteers and full time staff from MCHM, therefor there will be no extra personnel costs needed.

### Print:

- Flyers [500 x .20].....\$100
- T-Shirts [300 x 10].....\$3,0000
- Banner.....\$371.5
- Field Signs [15 x 15].....\$225

### Event Costs:

- Field Reservations.....\$800
- Food
  - Lunch
  - Subway [150 x \$4.99].....\$748.50
  - Dinner
  - Pizza [140 x 5].....\$700
- Drinks
  - Ice.....\$50
- Napkins.....\$15
- Cups.....\$50
- Insurance.....\$250
- Miscellaneous Charges.....\$700
- Total.....\$7,000**

### Timeline

	<b>Nov.</b>	<b>Dec.</b>	<b>Jan.</b>	<b>Feb.</b>	<b>Mar.</b>	<b>Apr.</b>	<b>May.</b>
<b>Contact Coaches</b>	<b>XXX</b>						
<b>Set Meetings with teams</b>	<b>X</b>	<b>XXX</b>	<b>XX</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Reserve Traceway Fields</b>		<b>XXX</b>					
<b>Send newsletter emails to target public</b>		<b>XX</b>	<b>XX</b>	<b>XX</b>	<b>XX</b>	<b>XX</b>	<b>XX</b>
<b>Post flyers in Jackson Community</b>			<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	
<b>Make TShirts</b>			<b>X</b>	<b>X</b>	<b>XX</b>	<b>XX</b>	<b>XXX</b>
<b>Social Media Campaign</b>			<b>XX</b>	<b>XX</b>	<b>XXX</b>	<b>XXX</b>	<b>XXX</b>
<b>Train Volunteer Coaches</b>					<b>XX</b>	<b>XXX</b>	<b>XXX</b>
<b>Evaluation</b>	<b>XXX</b>						<b>XXX</b>

## **Timeline-Monthly Overview**

### **November**

- Contact coaches to pitch idea and set up meeting times with each soccer team.
- Arrange a date for each meeting.
- Give out a survey to gauge public awareness of MCHM.

### **December**

- Hold initial meeting with each soccer team.
- Reserve fields at Traceway Park.
- Send out email newsletter to target public.

### **January**

- Attend a briefing with each soccer team.
- Send out email newsletter to target public.
- Post first spray of flyers in the Jackson area.
- Begin communicating with tshirt printer about shirts.
- Begin social media campaign for Camp Hope.

### **February**

- Attend a briefing with each soccer team.
- Send out email newsletter to target public.
- Post another spray of flyers in Jackson area.
- Solidify the tshirt design and cost.
- Continue social media updates for Camp Hope.

### **March**

- Attend a briefing with each soccer team.



- Send out email newsletter to target public.
- Post another spray of flyers in Jackson area.
- Continue social media updates for Camp Hope.
- Begin “Coaches Training” with soccer teams at monthly meetings.

## **April**

- Attend a briefing with each soccer team.
- Send out email newsletter to target public.
- Post another spray of flyers in Jackson area.
- Order the tshirts for the numbers accounted for. Plan for an excess of late participants.
- Continue social media updates for Camp Hope.
- “Coaches Training” twice this month.

## **May 1**

- Attend last monthly briefing with each soccer team and complete last casual “Coaches Training.”
- Send out email newsletter to target public.
- Continue social media updates for Camp Hope.
- Pick up tshirts on May 1.

## **May 2**

- Contact food vendors.
- Pick up banner.

- Pick up soccer supplies loaned by supporting soccer teams. This list includes balls, cones, pennies, and goal keeper gloves.

**May 4**

- “Coaches Training” at Traceway Park on Friday May 4, to go over field assignments, logistics of Camp Hope, the schedule, etc.

**May 5 (Day of Event)**

- 6 a.m. - Arrive at Traceway Park to set up.
- 7 a.m. - Coaches and volunteers arrive.
- 8 a.m. - Check in begins.
- 8:45 a.m. - Practices begin.
- 11 a.m. - Pick up lunch.
- 12:30 p.m. - Lunch break.
- 2 p.m. - Resume practice.
- 5 p.m. – Pick up dinner.
- 5:30 p.m. - Break for dinner.
- 6:45 p.m. - Begin scrimmages.
- 8 p.m. - End Camp Hope with a water balloon fight!
- 9 p.m. – Clean up after event.

**May 6**

- Give out post survey to complete evaluation.

## **Evaluation**

### **Evaluation of Objectives:**

**Objective 1:** Increase awareness of Methodist Children's Home of Mississippi by 15% in six months by target public.

- The way we will evaluate this objective is by providing a pre-event survey in November of 2018. This survey will be given to the target public- the men's and women's soccer teams of Millsaps College, Belhaven University, Mississippi College and Jackson State University. There will also be a post-event survey given on the day after the event. If the amount of awareness increased by 15%, we will consider this objective completed.

**Objective 2:** Host a one day soccer camp coached by male and female college soccer players and attended by at least 75 children associated with the Methodist Children's Home of Mississippi and with foster care in the state of Mississippi.

- This objective will be evaluated by counting the attendance of the event. If at least 75 children associated with Methodist Children's Home of Mississippi and the foster system in the state of Mississippi attend, we will be satisfied with this objective.

### **Evaluation of Tactics:**

**Tactic #1:** Contact coaches to insure interest by Nov. 1, 2018. If we set up contact with each coach and arrange a suitable meeting time for each team, we will consider this tactic completed.

**Tactic #2:** Reserve the soccer field. If the field at Traceway Park is reserved by the end of December, we will consider this tactic completed.

**Tactic #3:** Set up a personal meeting with each team to pitch. Go to each team to personally present MCHM, its purpose, the need for involvement, and the idea of a soccer camp. Use ethos to help the students remember all of the older friends who have helped get them to where they

are in life. If this meeting results in interest in the home, the event, and commitment by the players, we will consider this tactic completed.

**Tactic #4:** Collect contact information. Collect the name, phone number, and email address of each student interested in coaching the camp in order to send Camp Hope updates and news as well as MCHM updates and news. If the contact information for each soccer player is collected and compiled into a database for a newsletter, we will consider this tactic completed.

**Tactic #5:** Develop flyers for the event and post them throughout the surrounding area's public places. The flyer should include time, location, and details of the event. If the flyer is created and ready to be sprayed monthly beginning in January, we will consider this tactic completed.

**Tactic #6:** Create soccer team rosters based on the number of coaches, number of boys and girls who will play, etc. If the soccer teams begin to come together so that each team can have at least 5 coaches, we will consider this tactic completed.

**Tactic #7:** Order a t-shirt for each student volunteer that offers his or her time as well as for each child signed up for the event. If the tshirt is designed by February, ordered by April, and picked up in May, we will consider this tactic completed.

**Tactic #8:** Buy food and water for Camp Hope. This will include lunch and dinner for Saturday as well as water coolers to provide drinks. If we successfully buy Subway for lunch, pizza for dinner, and water coolers, we will consider this tactic completed.

**Tactic #9:** Provide a pre, and post-test to test awareness of organization. If the surveys are given out at the appropriate time, we will consider this tactic completed.

### **Conclusion**

The main point of this event will be to raise awareness and volunteer support for the Methodist Children's Home of Mississippi by hosting a fun one day soccer camp to draw volunteer interest. The event is targeted to college students, specifically soccer players, who attend Millsaps College, Belhaven University, Mississippi College, and Jackson State University, to children associated with the Methodist Children's Home of Mississippi, and with other foster children located in the Jackson area. The hope is for the volunteer coaches to create lasting relationships with the kids they work with and to continue to serve with the children at MCHM in the future. If there are any questions, concerns, or comments, please feel free to contact me by email to *sochambliss@mc.edu*.

## Appendix

### Press Release

### For Immediate Release

Contact: Tyler Chambliss

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Email: [sochambliss@mc.edu](mailto:sochambliss@mc.edu)

### Camp Hope

*To support the children at the Methodist Children's Homes of Mississippi, the event will attempt to raise interest in volunteering and mentoring at MCHM.*

JACKSON MS-For the first time ever, the Methodist Children's Homes of Mississippi will be hosting a one day soccer camp called Camp Hope. The event will be put on by volunteers and staff from the MCHM and coached by collegiate soccer players at Millsaps College, Belhaven University, Mississippi College, and Jackson State University. Camp Hope will include lunch, dinner, a water balloon fight, and a tshirt for each participant. All foster families in the Jackson area are invited to join the MCHM for this fun one day event.

###

## Appendix A:

### Example Tactic # 7: T-shirt design







**Appendix B:****Example Tactic # 5:**

# **CAMP HOPE**

**Join the Methodist Children's Homes of Mississippi for a one day soccer camp coached by college soccer players!**

**Camp HOPE will be held on May 5, 2018!**

**Location: Traceway Park, Clinton, MS.**

**Check In: 8 a.m.**

**Come for a fun day of soccer practice, friends, scrimmage games, and a water balloon fight!**

**Available to all foster families in the Jackson, Miss. area.**

**To sign up, call  
601-853-5300**

**Let's have FUN!!!**