



Enable America

# **CAMPAIGN PLAN BOOK**

Wendy French  
Andrea Diaz  
Ashley Ferguson  
Kendal Moore



Enable America

# **SITUATION**

# **ANALYSIS**

Wendy French  
Andrea Diaz  
Ashley Ferguson  
Kendal Moore



# Enable America

Enable America was established in 2002 by attorney Richard Salem as a non-profit organization dedicated to increasing employment opportunities for individuals with disabilities, including wounded warriors and disabled veterans.

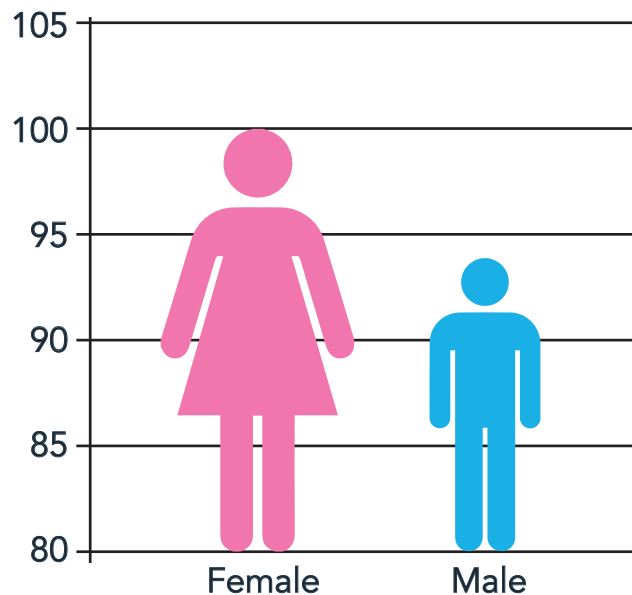
# Table of Contents

Target Audience	<b>4</b>
Geography	<b>8</b>
Seasonality	<b>10</b>
Marketing Mix	<b>12</b>
Creative Requirements	<b>14</b>
Competitive Analysis	<b>16</b>
SWOT Analysis	<b>20</b>

# TARGET AUDIENCE

## Private Foundations:

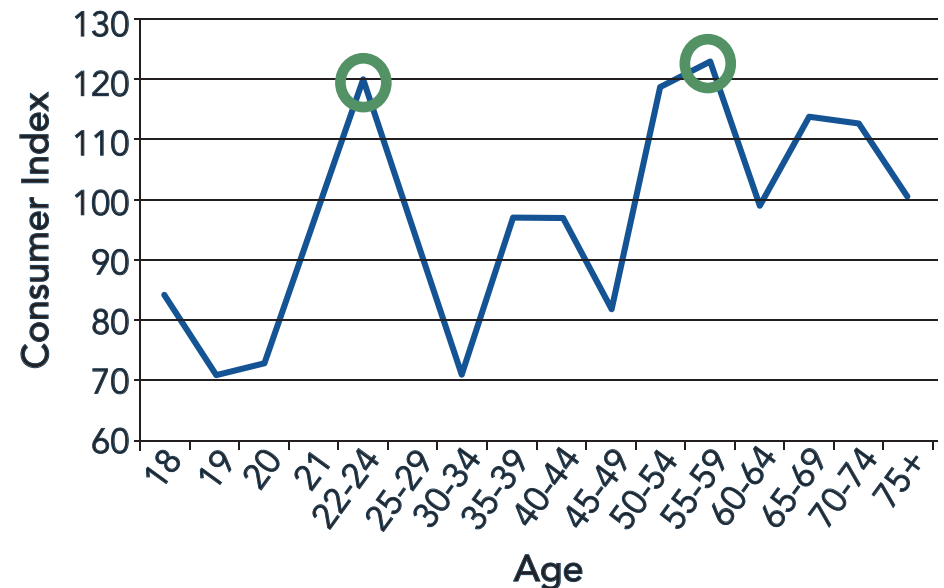
### GENDER



- Female (54.7%)  
Consumer Index: 100
- Male (45.3%)  
Consumer Index: 94

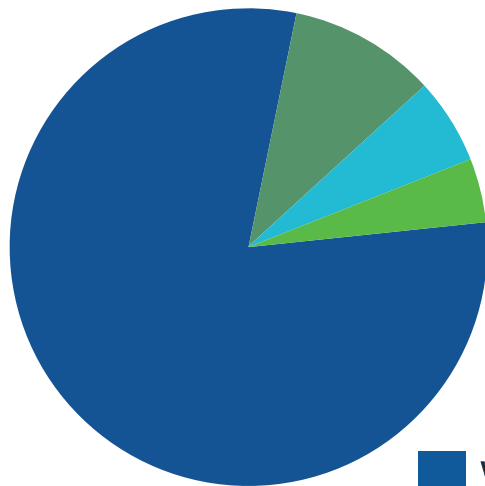
### AGE

#### The Effect of Age on Consumer Index



- The age group 55-59 years old has the highest consumer index at 123.
- The age group 22-24 years old has the second highest consumer index at 121.

# RACE

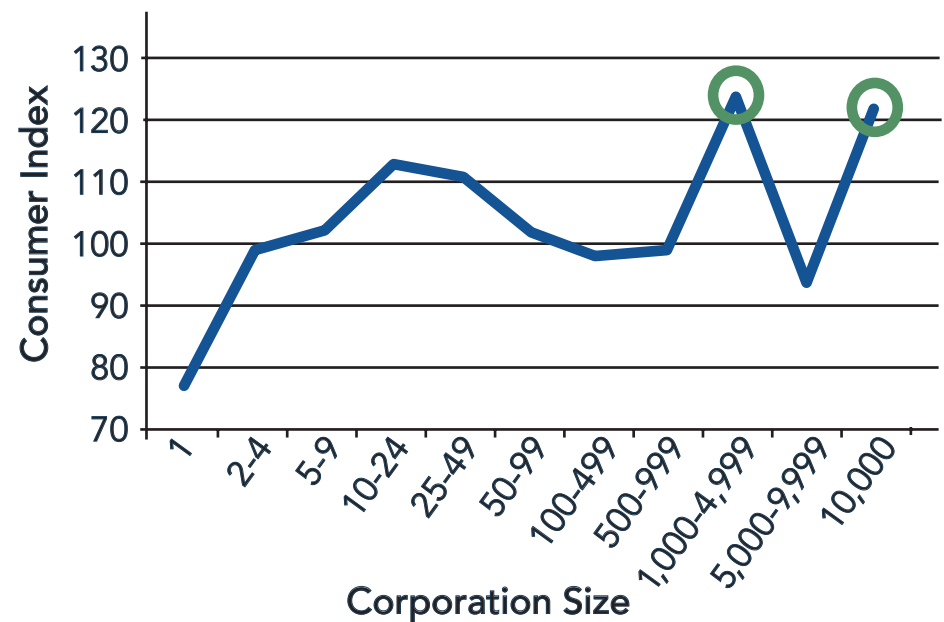


- 80% of white people work in private foundations.
- Although only 5.7% of Asians work in private foundations, their consumer index is the highest at 109 with white people at the second highest at 106.

White (80%)	Consumer Index: 106
Black (45.3%)	Consumer Index: 82
Asian (5.7%)	Consumer Index: 109
Other (4.4%)	Consumer Index: 61

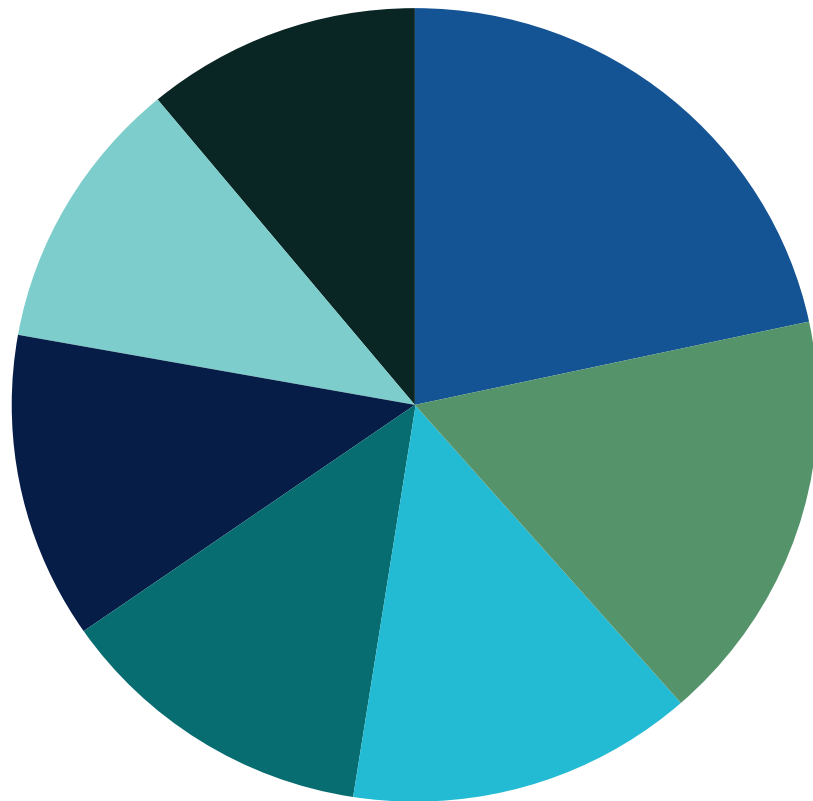
# CORPORATION SIZE

## The Effect of Corporation Size on Consumer Index



- Corporations with 1,000-4,999 employees have the highest consumer index at 124.
- Corporations with over 10,000 employees have the second highest consumer index at 122.

# OCCUPATION

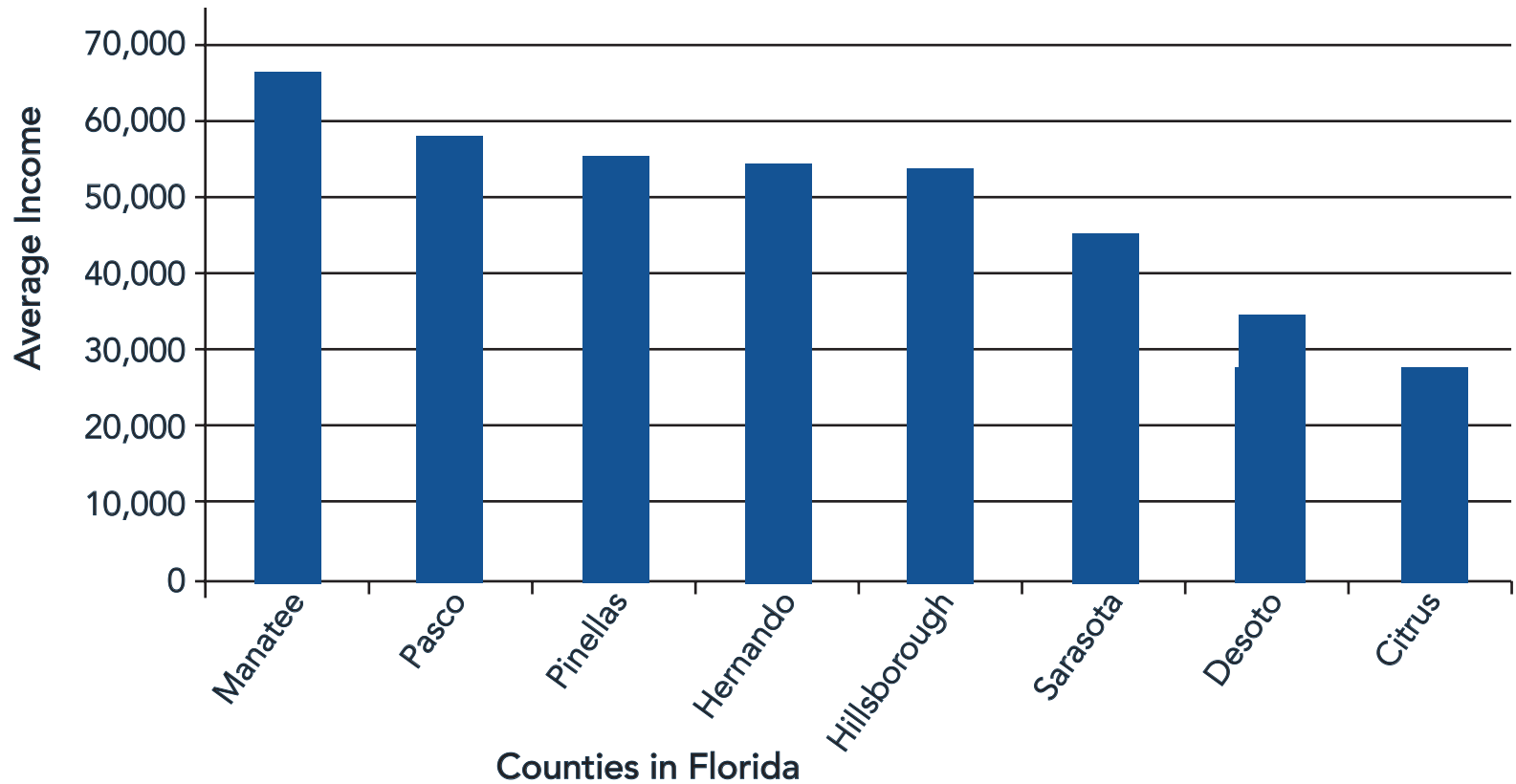


- Management/Business & Financial Operations (20.3%)  
Consumer Index: 164
- Office & Administrative Support (15.9%)  
Consumer Index: 128
- Professional/Technical (13%)  
Consumer Index: 105
- Proprietors (12.1%)  
Consumer Index: 100
- Production, Transport, & Material Moving (11.7%)  
Consumer Index: 94
- Sales (10.5%)  
Consumer Index: 84
- Other (10.3%)  
Consumer Index: 83

- 20.3% of private foundations are in management/business & financial operations. Those private foundations have the highest consumer index at 164.
- 15.9% of private foundations are in office & administrative support. Those private foundations have the second highest consumer index at 128.

# GEOGRAPHY

# AVERAGE INCOME IN FLORIDA COUNTIES



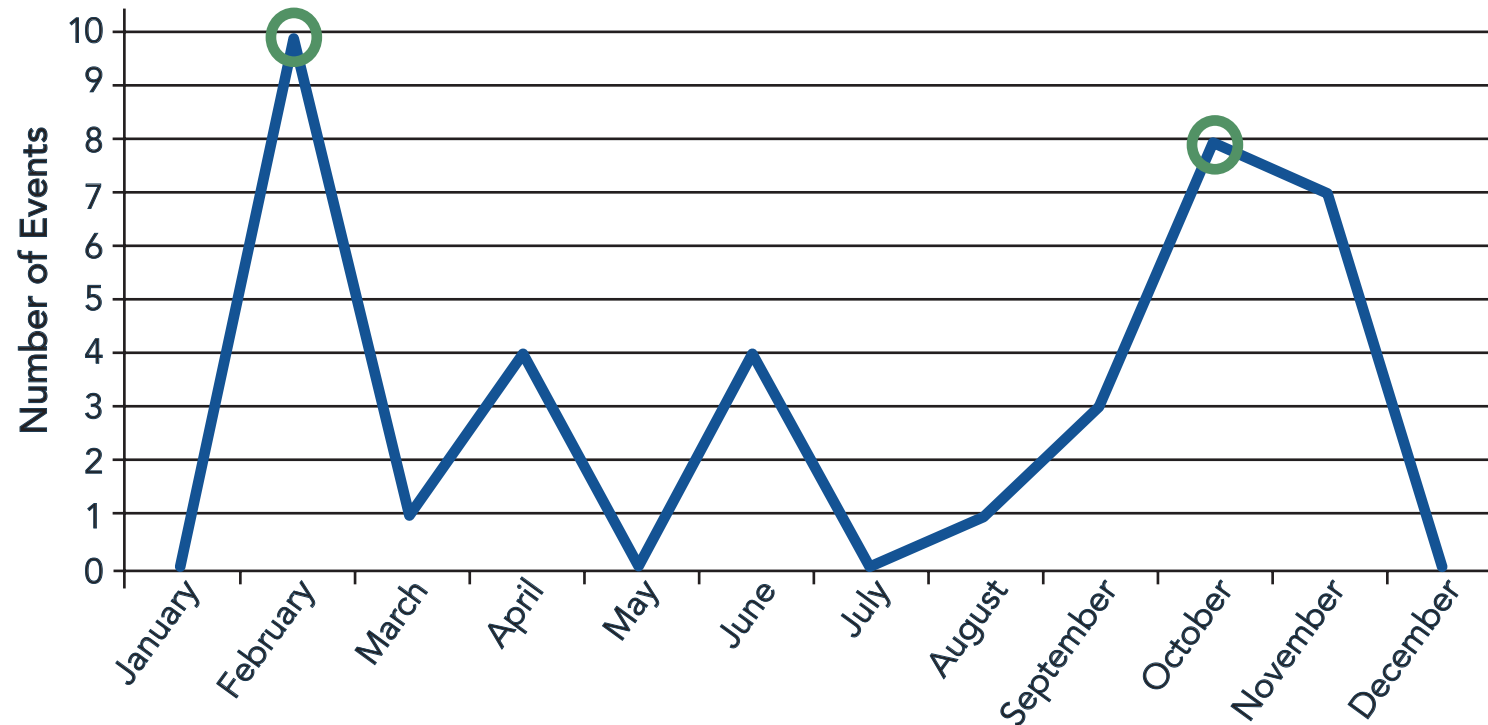
- Manatee County has the highest average income at \$66,828.
- Pasco County has the second highest average income at \$27,282.

**Information Gathered From:**  
[bestplaces.net](http://bestplaces.net)  
[hillsborough.communityatlas.usf.edu](http://hillsborough.communityatlas.usf.edu)  
National Association of Realtors & Move Inc  
[census.gov](http://census.gov)  
[pinellascounty.org](http://pinellascounty.org)  
[point2homes.com](http://point2homes.com)  
[scgov.net](http://scgov.net)

# SEASONALITY

# EVENTS OVER THE PAST 2 YEARS

2014 – 2016



- The most popular month for events is February.
- The second most popular month for events is October.

# MARKETING MIX

## SERVICE

- Job Opportunities for Disabled and Veterans which include:
  - Career mentoring
  - Internship opportunities
  - Full and part-time jobs

## PLACE

- Headquarters in Tampa, FL
- Also established in Raleigh, NC and San Antonio, TX

## PRICE

- Job seekers are not charged for the service provided by Enable America
- Enable America is funded by federal agency grants, corporate memberships, individual donations, and fundraising events

## PROMOTION

- Social Media (Facebook, Twitter, YouTube)
- Amazon Smiles
- Word of mouth
- Fundraising events

# CREATIVE REQUIREMENTS

# LOGO



# STRATEGY

- Consistent with color scheme, logo and slogan
- Use social media as a tool to promote events

# SLOGAN

"Good things happen when people have jobs."

# WEBSITE



*Good things happen  
when people have jobs.*

[Home](#) [About](#) [Video](#) [Anniversary](#) [Vet Connect](#) [Community Connections](#) [Business Connections](#) [Resources](#) [Sponsorship](#) [Programs](#)

## ABOUT ENABLE AMERICA

### Who We Are & What We Do

For millions of Americans with disabilities, gainful employment remains out of reach. Enable America is a nonprofit organization dedicated to increasing employment among the 56 million Americans with disabilities.

Our goal is to work with all members of the community – including disabled individuals, service providers, government agencies, advocacy groups, existing organizations and employers – to eliminate barriers to employment and bridge the gap between disabled job seekers and the employers who want to hire them.

## NATIONAL DISABILITY EMPLOYMENT AWARENESS MONTH

**NATIONAL DISABILITY EMPLOYMENT AWARENESS  
MONTH, 2015  
BY THE PRESIDENT OF THE UNITED STATES OF  
AMERICA A PROCLAMATION**

## DONATE



Make a secure donation to Enable America

[Click here](#) to access our secure form for donating to Enable America.

## CAREER MENTORING DAY

Information Gathered From:  
Janet Kumpu (Executive Director)  
[www.enableamerica.org](http://www.enableamerica.org)

# COMPETITIVE ANALYSIS



## GOALS

- Fiscal Accountability: APD operates within the limits set forth in the General Appropriations Act
- Quality Services: Ability to measure and track performance to ensure the highest quality care
- Employment: People with developmental disabilities who desire work are employed
- Waiting List: APD adopts national and local best practices to serve people on the waiting list efficiently and effectively

## STRATEGY

- The employee enhancement project
- Employee stability plan
- ADP job search website



## GOALS

- The WWP fosters the most successful, well-adjusted generation of wounded service members in our nation's history

## STRATEGY

- Raise awareness and enlist the public's aid for the needs of injured service members
- Help injured service members aid and assist each other
- Provide unique, direct programs and services to meet the needs of injured service members



## GOALS

- Quest helps people with disabilities as young as 15 months old to over the age of 80 achieve their dream of going to school, having a job, living on their own, and experiencing summer camp.

## STRATEGY

- Heavy reliability on event for exposure
- Retreats and conference centers



## GOALS

- Increase employment among people with disabilities in the United States by linking members of the disability community and the business community

## STRATEGY

### Job Networking Events

- Allows candidates to meet with employers and discuss job opportunities

### Professional workshops

- Teaches candidates the skills and tactics necessary to get a job



## SERVICE

- Adult Dental
- Behavior Analysis and Assistant
- Life Skills Development: Companion, Supported Employment, Adult Training Day
- Therapies
- Environmental Accessibility Adaptations
- Durable Medical Equipment
- Consumable Medical Supplies
- Personal Supports
- Supported Living Coaching
- Support Coordination
- Transportation
- Nursing
- Residential Habilitation
- Special Medical Home Care
- In-Home Subsidies
- Family Care
- Assessments and Medical Evaluations
- Support Planning
- Psychological Evaluations
- Interpreter Services
- Parent Training
- Competency Training
- Personal Emergency Response Systems



## SERVICE

- Combat stress recovery program
- Peer Support
- Physical health and wellness
- Transition training academy for employment



## SERVICE

- Work programs
- Educational programs
- Residential programs



## SERVICE

- Career mentoring
- Internship opportunities
- Full and part-time jobs for students, adults, and veterans with disabilities



## MEDIA PRESENCE

### Facebook

- 1,775 likes on facebook
- Rarely any interactions between followers and posts being launched by the account
- Photos are mainly event photos and flyers

### Twitter

- 1,703 followers on twitter
- Most posts are retweets from other accounts, barely any of their own about their services

### YouTube

- Information sessions shown, but not necessarily advertisements
- No consistency in posts
- Account has been dormant since last year

## MEDIA PRESENCE

### Facebook, Twitter and Instagram

- Strong Social Media Presence
- 3,204,628 likes on Facebook
- 173,000 followers on Twitter
- 26,400 followers on Instagram
- Several posts made daily on each platform
- Posts are very interactive, followers are receptive to them

## MEDIA PRESENCE

### Facebook

- Strong presence, active
- 1,573 likes on facebook, rated 4.7 out of 5 stars
- Posts are very consistent and relevant to the services offered
- Frequent interaction from followers through likes and comments

### Twitter

- Weak twitter presence
- Account seems fairly new
- Only 126 followers
- Little to no interaction from followers

### YouTube

- Television ads and promotional videos
- Not effective without posts on other social media accounts

## MEDIA PRESENCE

### Facebook

- 752 likes
- No interaction with account followers
- Photos are mainly event photos and flyers

### Twitter

- 5,873 followers on twitter
- Tweets are mostly related to Enable America's upcoming events
- Some tweets include the organization's reports
- No interaction with followers

### YouTube

- Videos feature success stories and events
- Few video posts
- Small amount of views per video
- No logo or branding banners

# SWOT ANALYSIS

## STRENGTHS

- Caters for all Americans with disabilities, including veterans
- Solely focused on empowering job seekers with knowledge and employment opportunities
- Tailored events that focus on facilitating all components necessary for individuals to get a job

## OPPORTUNITIES

- Enhance Social Media presence which can increase brand awareness, targeting audiences other than those who are disabled but also those who genuinely want to help meet the objectives of Enable America
- Broaden community engagement in Tampa, FL

## WEAKNESSES

- Heavy reliance on federal grants for funding
- Brand awareness depends profoundly on word of mouth
- No current branding, marketing or advertising campaign to help promote awareness
- Dull social media presence

## THREATS

- Other non-profit organizations that focus on providing jobs for veterans and are more well-known, such as the Wounded Warrior Project
- Lack of non government funding due to distrust in non-profit organizations
- Lack in exposure for Tampa community (Too much emphasis of success stories in North Carolina)

# COMPETITIVE ANALYSIS SOURCES



**Information Gathered From:**

[www.facebook.com/APDCares/](http://www.facebook.com/APDCares/)  
[www.apd.myflorida.com/](http://www.apd.myflorida.com/)  
[www.twitter.com/floridaapd](https://www.twitter.com/floridaapd)



**Information Gathered From:**

[www.facebook.com/wwp](http://www.facebook.com/wwp)  
[www.instagram.com/wwp/](https://www.instagram.com/wwp/)  
[www.youtube.com/user/WoundedWarriorProject](https://www.youtube.com/user/WoundedWarriorProject)  
[www.twitter.com/wwp](https://www.twitter.com/wwp)  
[www.woundedwarriorproject.org/contact-us/tampa.aspx](http://www.woundedwarriorproject.org/contact-us/tampa.aspx)



**Information Gathered From:**

[www.questinc.org/](http://www.questinc.org/)  
[www.facebook.com/questinc](https://www.facebook.com/questinc)  
[www.youtube.com/user/QuestIncTV](https://www.youtube.com/user/QuestIncTV)  
[www.twitter.com/questinc\\_fl](https://www.twitter.com/questinc_fl)



**Information Gathered From:**

[www.enableamerica.org/](http://www.enableamerica.org/)  
[www.facebook.com/Enable.America.Members/?fref=ts](https://www.facebook.com/Enable.America.Members/?fref=ts)  
[www.twitter.com/enableamerica](https://www.twitter.com/enableamerica)  
<https://www.youtube.com/user/enableamerica>



Enable America

# RESEARCH REPORT

Wendy French  
Andrea Diaz  
Ashley Ferguson  
Kendal Moore

# TABLE OF CONTENTS

## **Research Analysis**

Objective & Methodology	3
Donation Habits	4
Donation Motivations	5
Organization Knowledge	6
Disability Connections	7
Enable America	8
Advertising	9
Advertising Content	10
Interview Quotes	11
Conclusion	12

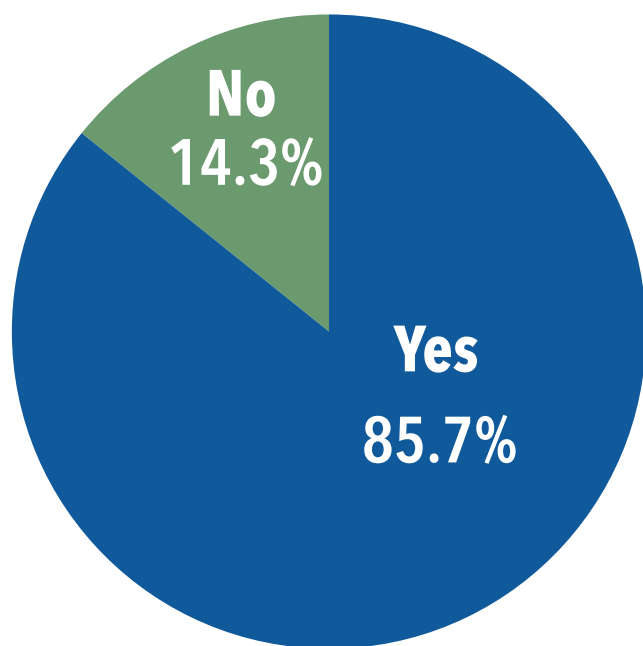
# OBJECTIVE & METHODOLOGY

**Objective:** Gain a better understanding of our target audience, which is women between the ages of 55 and 59. In order to create awareness and advertise Enable America, we need to explore and discover the different behavior patterns of this specific target audience. This will allow us to understand different and effective ways we can reach out to possible donors and sponsors.

**Methodology:** To achieve our objective, we first interviewed eleven women who live in Florida between the ages of 55 and 59. This is our main target audience, since the Enable America location we are focusing on is the Tampa location. We also conducted a survey, which was conducted in person and online, using Google Forms. We administered the survey to 76 women between the ages of 55 and 59. The survey consisted of seventeen questions that included multiple choice and itemized rating scales to ease the rhythm of the survey.

# DONATION HABITS

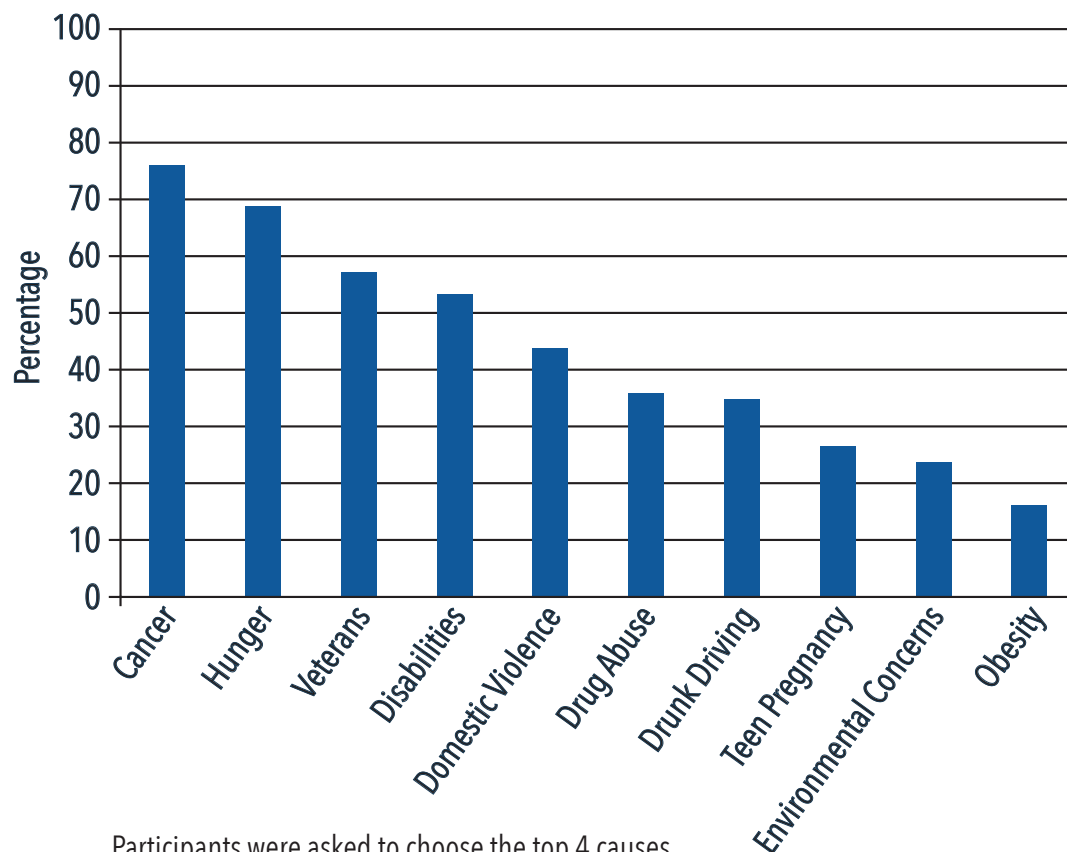
Have you ever donated to a non-profit organization before?



The majority responded that they had donated to a non-profit before. This is a positive outcome, because people are willing to be donated.

## Donation Causes

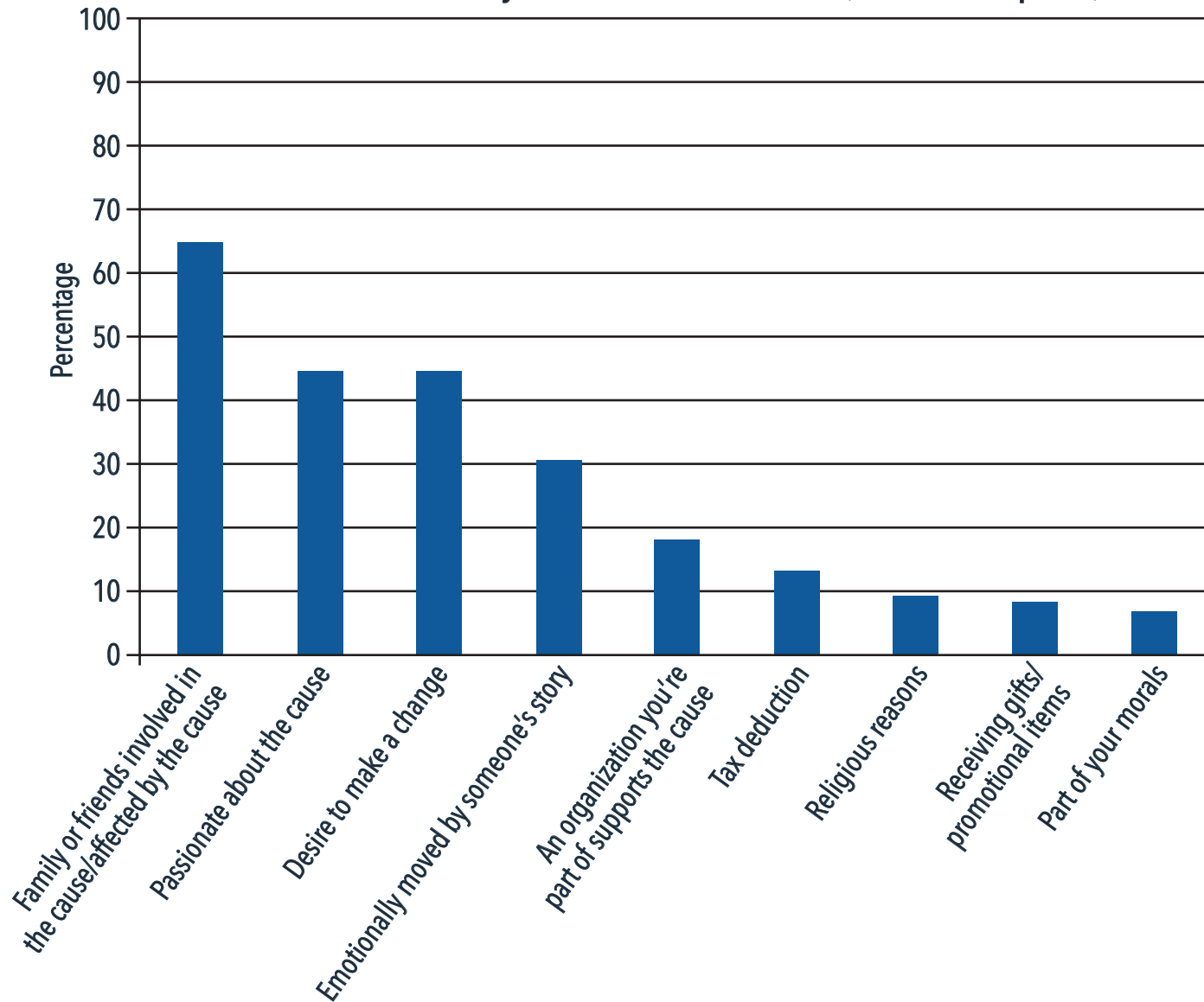
Select the top 4 non-profit causes you feel are the most important to donate to:



Participants were asked to choose the top 4 causes they felt were important to donate to. After health concerns, veterans and disabilities were the causes that people felt were the next important to donate to.

# DONATION MOTIVATIONS

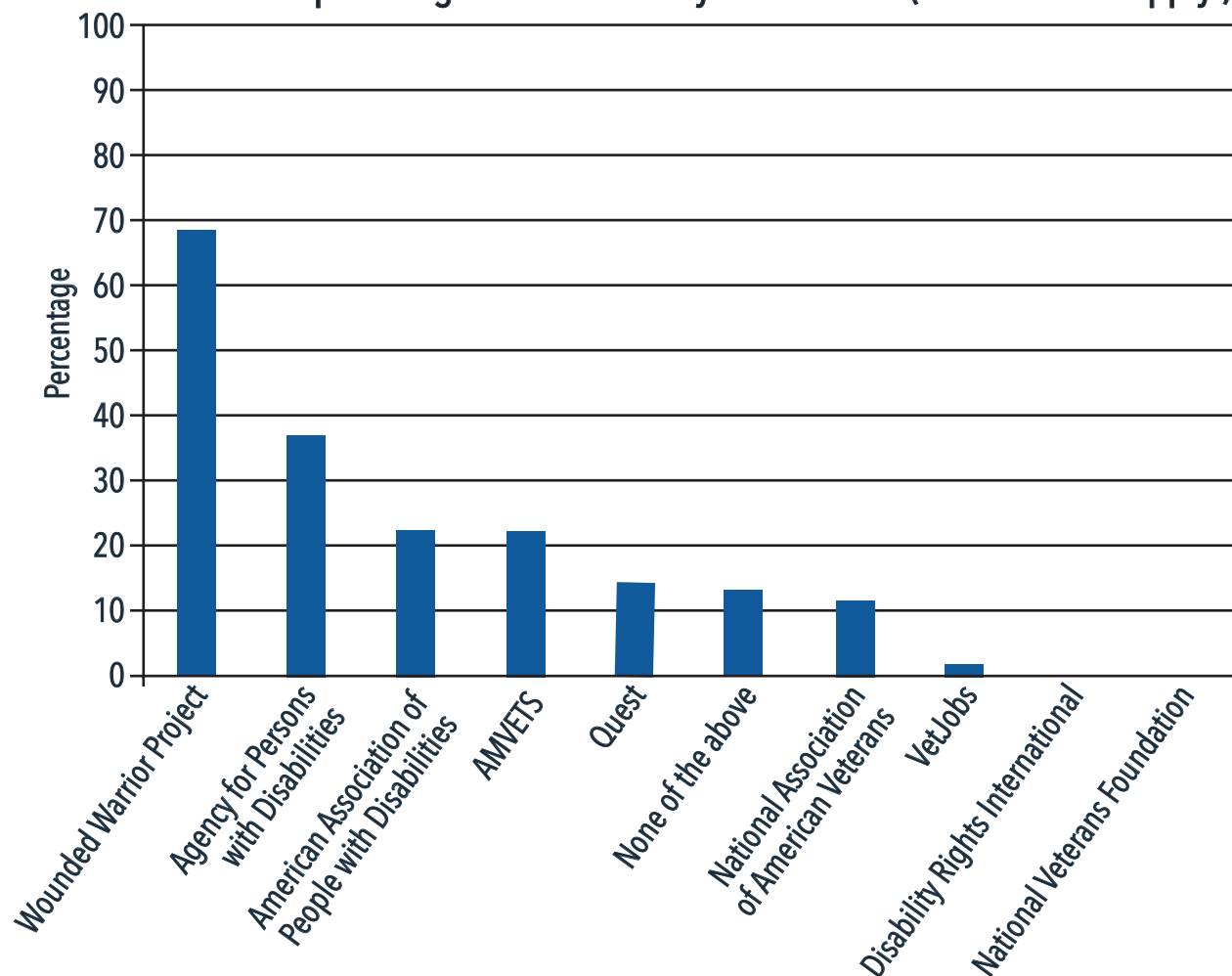
What would motivate you to donate to a cause? (Select the top two).



When asked to select the main two reasons why they would donate to a cause, participants largely selected reasons, regarding their care about someone they do or don't know and their emotions tied to donating rather than personal gains, such as tax deductions or gifts.

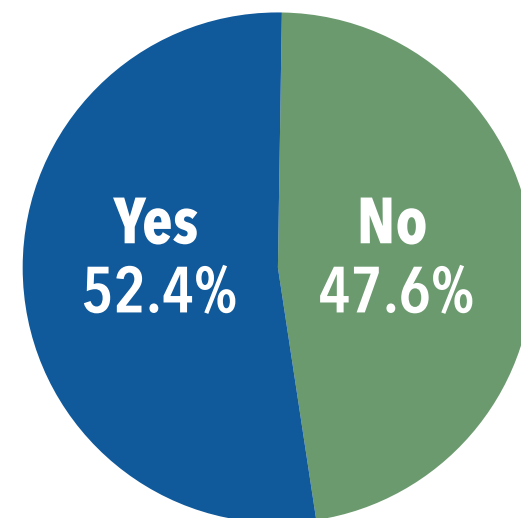
# ORGANIZATION KNOWLEDGE

Which non-profit organizations have you heard of? (Select all that apply.)



Participants were asked to select which organizations they had heard of before. This indicates at least which organizations have effective awareness strategies though awareness does not always correlate with action.

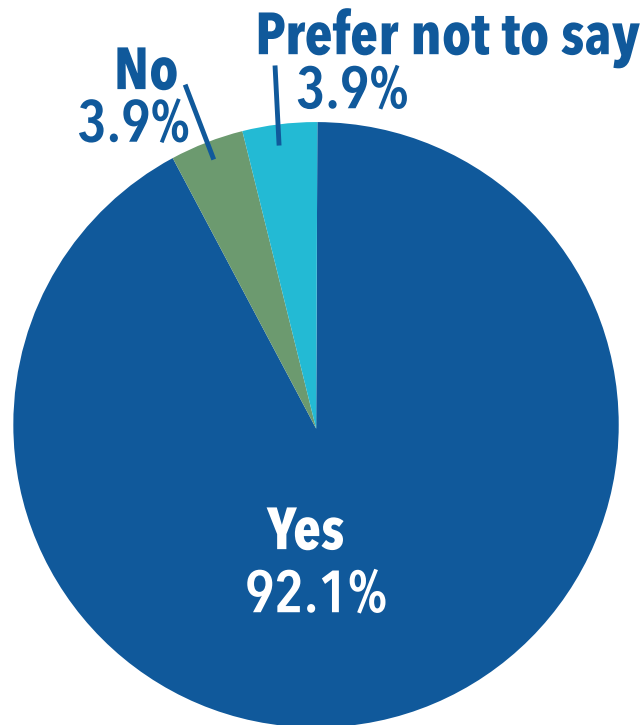
According to "The Chronicle of Philanthropy," The United States is not even in the top 10 countries who donate to charity. Have you ever donated to any of the organizations above?



When asked if they had ever donated to any of the listed organizations, about half of the participants responded that they had donated to at least one of them before. This data indicates that there's about a 50% chance that awareness would lead to the action of actually donating.

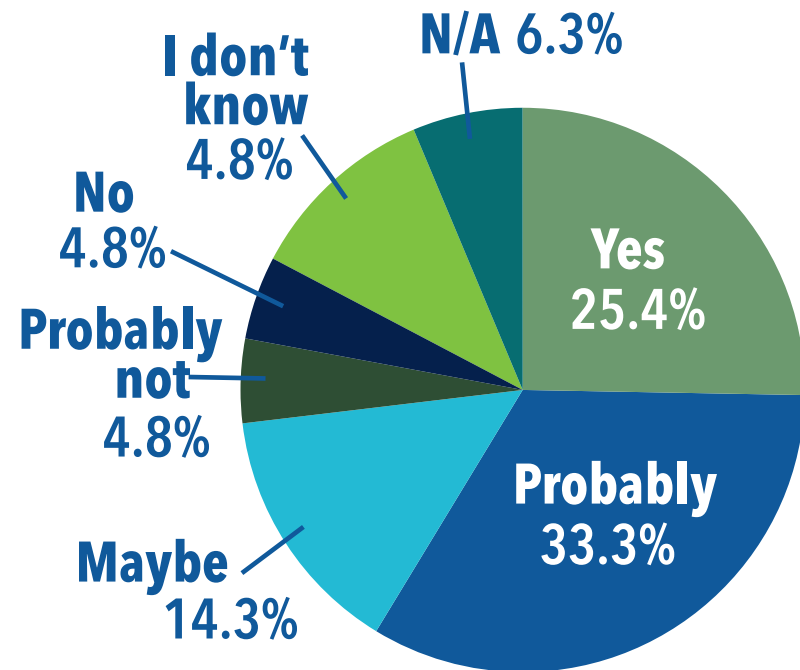
# DISABILITY CONNECTIONS

Do you know anyone who suffers from a disability?



The majority of the participants responded that they do know someone with a disability. Since the largest motivation to donating was having family or friends involved in the cause or affected by the cause, a personal approach would probably be the best approach.

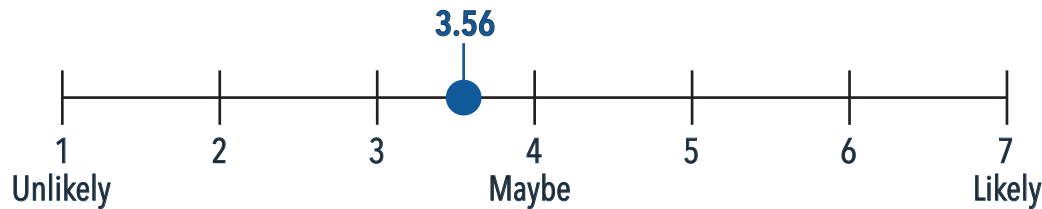
If so, do you know if their disability has ever hindered their opportunity to get a job?



Participants responded if they knew whether the person's disability has ever hindered his or her opportunity to get a job. The data indicates that the majority of the participants believe that having a disability hinders people's opportunity to get a job. If the majority of the participants believe that disabled people have difficulty finding a job, then they could be more willing to donate.

# ENABLE AMERICA

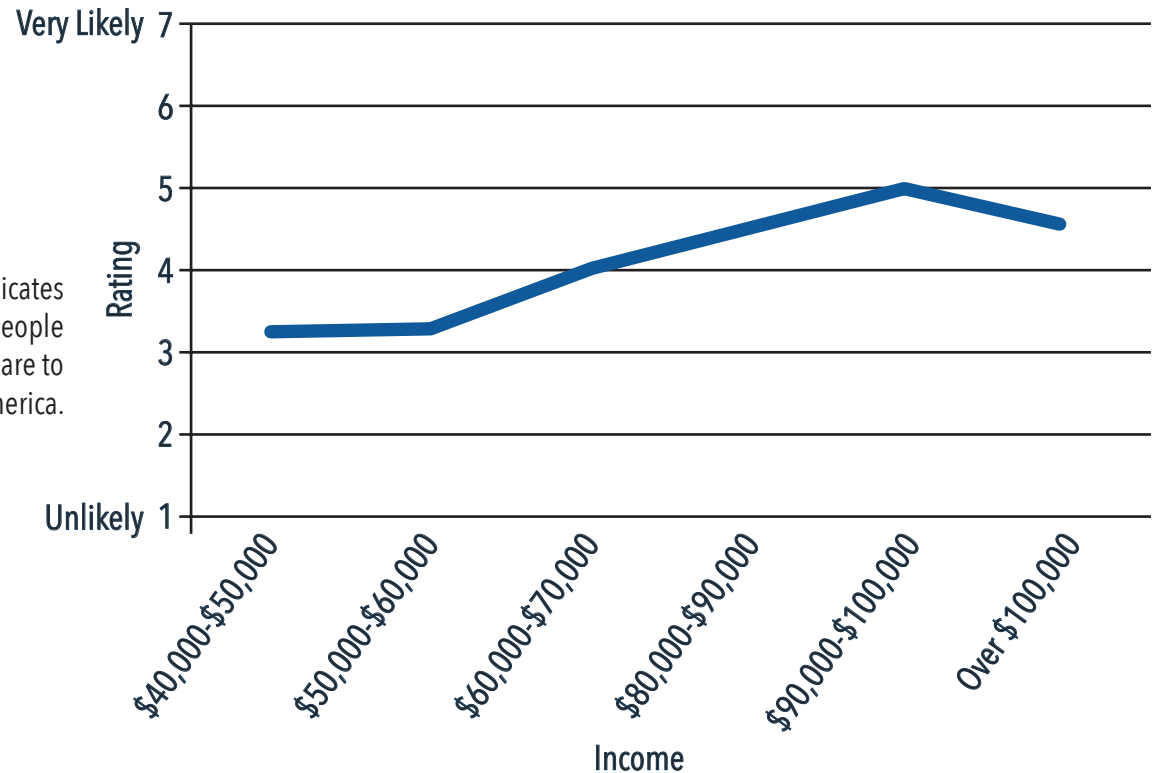
Over 90% of the participants have never heard of Enable America. After providing them with a brief description of the objective of the organization, the average of their likeliness to donate on a scale of 1-7 was a 3.56, which is slightly closer to the unlikely side.



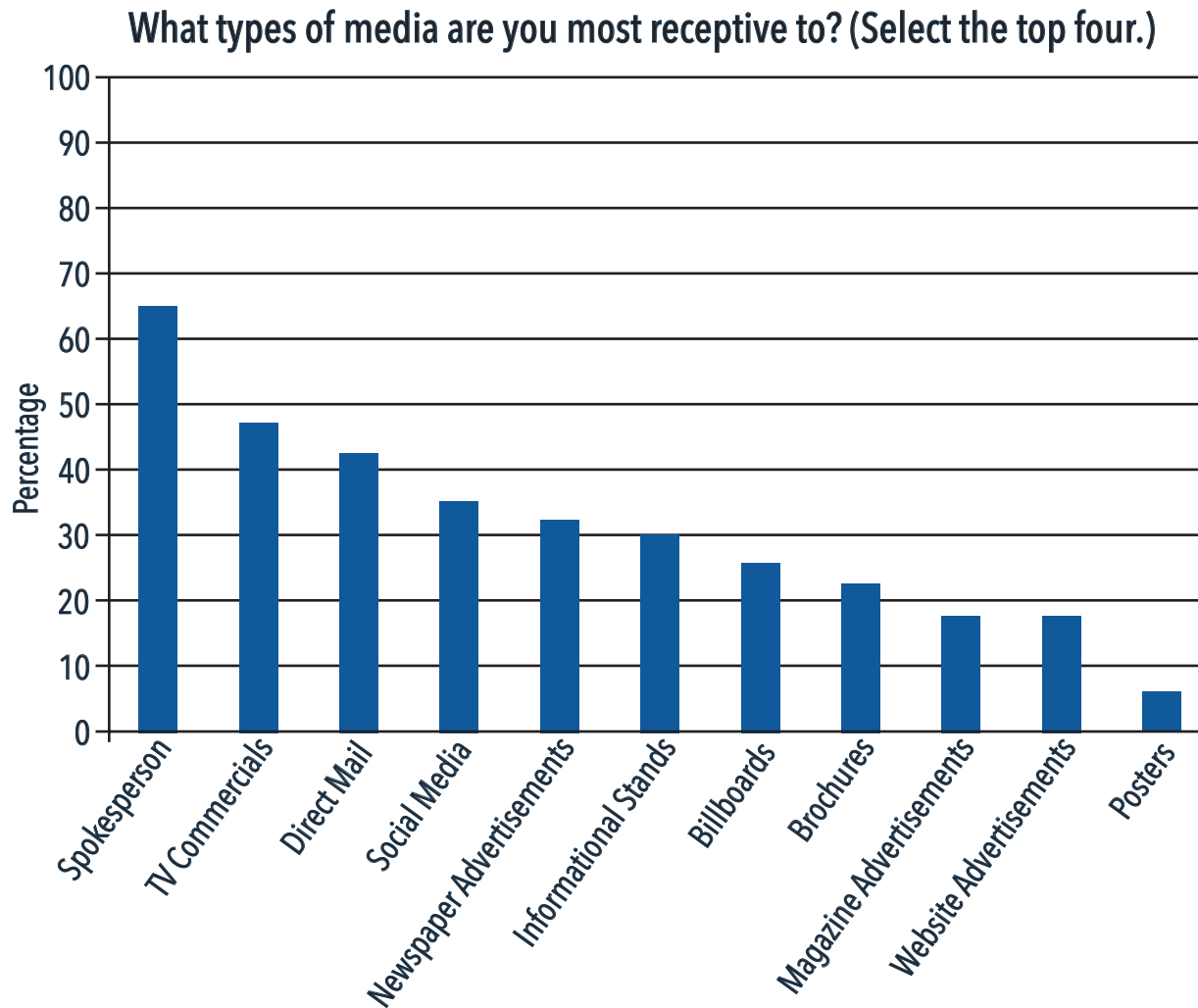
Only one participant from the small percentage that had heard of Enable America had previously donated to Enable America.

## Likelihood to Donate Based on Income

The graph to the right indicates that the higher the income people have, the more likely they are to donate to Enable America.



# ADVERTISING



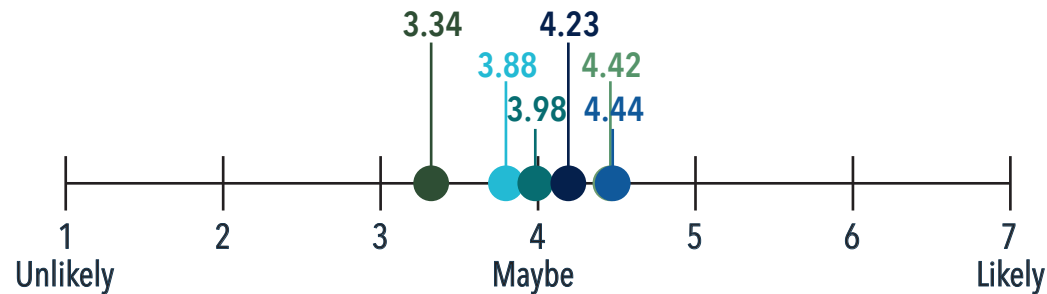
## Social Media

If they selected social media, participants were asked to select the social media platforms that they used. The most popular social media platform was Facebook. The second most popular was YouTube. LinkedIn, Instagram, and Twitter were selected by less than 10% of the participants.

Participants were asked to select the top 4 types of advertising they believed were most effective for non-profit organizations. The information above indicates which forms of media the target audience pays attention to the most. This will assist where to allocate funding for the campaign. As indicated above, spokesperson, TV commercials, direct mail, and social media are the main forms of advertising that participants believe are most effective.

# ADVERTISING CONTENT

In your opinion, on a scale of 1-7, how effective are the following forms of advertising for non-profit organizations?



The data indicates that participants find it most effective when they are given insight to where their donations are going toward in addition to the comfort that their donations are also actually making a difference.

**Financial information about what the donations go toward**

**Success stories**

**Testimonials from people who have worked with the organization**

**Information about how the organization is run**

**Testimonials from people who work for the organization**

**Background about the organization**

# Interview Quotes

The following quotes were selected from the eleven participants we interviewed prior to conducting our survey.

*In response to whether they think being disabled has hindered the disabled person's ability to get a job:*

"I'm not exactly sure but I think so. His parents have been taking care of him since he was a teenager into his adult years."

"Yes, he was just let go from a company not too long ago, and has been collecting unemployment."

It's important to ensure that the target audience believes that this is a cause worth donating to. As seen in some of the interviews, some women know someone personally who is affected by this cause.

*In response to whether they would donate to Enable America:*

"Unlikely, there's a lot of talk about high-ranking officials are using the money for themselves. Many organizations are taking the money for themselves."

"Yes, if I had the extra money to spend."

"Yes, if I could afford to."

"Possibly, if I had the money."

Many women shared that they would donate if they had the ability to. This indicates that it is important that we are targeting upper middle class to upper class women, because they are the ones who have the ability to take action and actually make a donation. It is also important to gain the trust of the potential donors with complete transparency in the organization, especially the financial records. Many shared the sentiment that they wanted to know their hard-earned money was actually helping and going toward the intended cause.

# CONCLUSION

- The survey participants were mostly unaware of Enable America.
- Most of the survey participants have donated to a non-profit before.
- Most of the survey participants have a personal connection with someone with a disability.
- Over half of our survey participants believe that veterans and people with disabilities trying to find jobs is a concern.
- Organizations for veterans and disabilities are significant to the survey participants, but not as significant as health concerns are, such as cancer and hunger.
- The majority of our survey participants were mainly interested in financial information about where the donations go and success stories to prove that their donations are actually helping.
- Most of the survey participants want to acquire information about an organization from a spokesperson, TV commercials, or direct mail.



Enable America

# **CREATIVE BRIEF**

Wendy French  
Andrea Diaz  
Ashley Ferguson  
Kendal Moore

## Objectives

- Gain awareness for the organization
- Establish and reinforce that donations are actually going to the stated cause and will make a difference

## Brand Positioning Strategy

**Sincerety:** Portray Enable America as an honest and trustworthy organization

**Competance:** Illustrate the reliability and hard-working work ethic of Enable America

## Target Audience

Women and men from ages of 45 and up who live in Tampa

## Communication Objectives

- 1) **Knowledge objective:** Know what Enable America is
- 2) **Emotional objective:** Establish a trustworthy relationship between the target audience and Enable America
- 3) **Behavioral objective:** Donate to Enable America

## Tone and Image

Warm and direct

## Campaign Slogan

Enable equal employment opportunities

## Competitors

- Wounded Warrior Project: "The greatest casualty is being forgotten"
- Agency for Persons with Disabilities: "Connecting you to the community"

## Advertising Mediums

TV Spot/Commercial, Direct Mail, Facebook

A solid blue vertical bar on the left side of the image.

**DIRECT  
MAIL**

You can make turn arounds  
like this possible by...

**DONATING TODAY.**

**Bobby**



Learn more about our corporate  
memberships at

**[www.enableamerica.org](http://www.enableamerica.org)**

inside

...SI SIHT



Enable America

**Richard J. Salem**  
*Founder and Chief Executive Officer*  
richard.salem@enableamerica.org

**Sandy Moonert**  
*Program Director*  
sandra.moonert@enableamerica.org

---

For more information visit our website:  
**[www.enableamerica.org](http://www.enableamerica.org)**

---

 1-877-ENABLED (362-2533)

## ENABLE AMERICA

is a non-profit  
organization  
whose objective  
is to increase  
employment  
amongst  
veterans and  
people with  
disabilities.

Bobby is lost his sight at the age of six.  
Currently he works at Vastec as a document  
management analyst. He listens to  
documents and checks for grammar. Bobby  
was coached through the mentoring  
program that Enable America offers. He  
has been working at Vastec for five years.

outside

**Enable America is for people with disabilities**  
**Enable America is for veterans**  
**Enable America is for you**

Bellyband

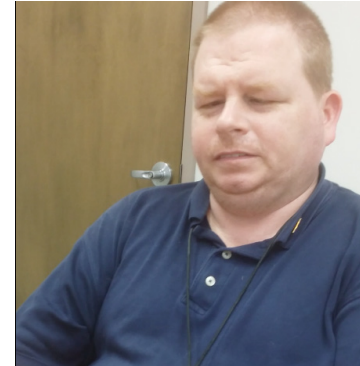
# **TV SPOT/ COMMERCIAL**



SFX: Melancholy audio  
Logo fades



SFX: Audio fades  
B-roll of Bobby entering his job and meeting his co-workers



Bobby shares his experience, being at his job. He informs viewers about how he acquired his job, the training he received, how long he has worked for his company and how long it took him to get a job there.



In between cuts of Bobby explaining his job task, B-roll is shown of him interacting at work with co-workers and happily fulfilling his duties.



Bobby's boss joins the success story and shares how beneficial it is for the company having Bobby work alongside them. Also, he shared that his disabilities have not hindered him from completing his daily tasks and how proud the company is of being a member of Enable America.



Narrator: Enable America has been serving the Tampa Bay community since 2002. Visit [enableamerica.org](http://enableamerica.org) for more information. Enable America is for people with disabilities. Enable America is for veterans. Enable America is for you.



Enable America

# MEDIA BUDGET

Wendy French  
Andrea Diaz  
Ashley Ferguson  
Kendal Moore

Target Demo: All Adults ages 35-64														
Medium	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Across	
Spot Cable	1							1	1	2	2	2	GRPS:	8
\$(000)	3.0							3.0	3.0	6.0	6.0	6.0	COST:	24.0
Direct Mail								1			1		GRPS:	2
\$(000)								12.2			12.2		COST:	24.4
Spot Only Area														
GRPS	1							1	1	2	3	2	GRPS:	10
\$(000)	3							12.2	3	6	18.2	6	Cost:	48.4
Reach	1							1	1	2	3	2		
Avg. Freq.	1.0							1.0	1.0	1.0	1.0	1.0		

August: Direct Mail

September: Commercial once

October: Commercial twice

November: Commercial twice & Direct Mail

December: Commercial twice

January: Commercial once