



**Cystic Fibrosis Foundation
2017 Wine Opener Marketing Plan**

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Executive Summary

Our goal for the Cystic Fibrosis Foundation Wine Opener is to gain awareness, donations, and candidate participation by utilizing highly visible, free resources. Social media mediums and public news outlets will reach the desired target market through social outreach. We believe that using these tactics will not only reach the desired millennial population, but also secure a firm foundation for future donors. Our suggested marketing plan will keep the Wine Opener as a fun and enjoyable event and help increase knowledge and awareness while keeping overall costs of marketing minimal to nonexistent.

I. CURRENT Situation Analysis:

A. Analysis of the CURRENT internal environment:

All of the current marketing is led by Tiffany Wilson of the Cystic Fibrosis Foundation. Current marketing materials consist of a website, Facebook profile, and some print informational pieces. Minimal spending is required for the current marketing efforts, and has room to be expanded upon to attract more candidates. The Wine Opener is currently bringing in the least amount of donations compared to the other events held by the Cystic Fibrosis Foundation of Wichita.

B. Analysis of the CURRENT target market:

The current target market consists of both men and women between the ages of 25-44. These individuals are successful professionals within the Wichita area, and wish to spend their free time giving back to their community and fund raising. The target market is also designed to find ideal candidates that will take it upon themselves to run their own fundraising efforts for the Cystic Fibrosis Foundation Finest events. While donations are appreciated, persuading the target market to become candidates, volunteers and regular donors is the main goal.

C. Analysis of the CURRENT external environment:

The Cystic Fibrosis Foundation in Wichita focuses on gaining their candidates by holding fundraising events, such as the Great Strides Walk, the Bill Self Cystic Fibrosis Golf Classic, and The Wine Opener/ A Toast to Wichita's Finest. The candidates sell tickets to these events, amongst other fundraising activities, to meet their personal fundraising goals. The biggest competition to the Cystic Fibrosis Foundation's Finest campaign is the Leukemia & Lymphoma Man and Woman of the Year campaign.

II. SWOT Analysis:

STRENGTH

- Makes people who donate feel great for contributing to a good cause
- Helps individuals diagnosed with CF
- The events are fun and enlightening.
- Donations/Money goes towards CF research
- Good location for event.

WEAKNESS

- No creative control for making changes on website or social media.
- No name recognition.
- Limited or no staff—mostly just volunteers.
- Funding is limited.

OPPORTUNITIES

- Targeting more millennials and younger individuals.
- Using "Wichita's Finest" for building awareness of CFF.
- Working with local businesses to build networks.
- Working with WSU.

THREATS

- Lower income and unemployment causing people to donate less.

- Competition of other events happening on the same night as the wine opener.
- Well-known volunteer organizations/charities
- Decrease of donors and volunteers.

III. Marketing and Communications Goals and Objectives:

A. Marketing Objectives:

The first objective is to earn \$125,000 in donations from September 29, 2016, 2016 event, and September 2017 event date. The second objective is to increase donation dollars at Wine Opener auction by 30% on date of September 2017 event.

B. Target Markets:

The demographics for the target market includes: ages 25-44, mixed gender with a household income of more \$100,000. The psychographics of this target market are people deemed successful in the community, outgoing with the ability to network with a large audience, and work in a team. The geographics for the target market is primarily individuals who live in the Wichita metropolitan area. The target market size is 13,334 according to estimates by the United States Census Bureau. This target market was selected based on ideal qualifications for being a candidate for the Finest competition.

C. Communication Objective:

The goal of the Cystic Fibrosis Foundation is the increase knowledge surrounding the Wine Opener and CF as it affects individuals while also increase donations leading up to, and at the event. Objective #1: Create awareness to the 70% (9,333) of the of Wichita population target market. Objective #2: Create understanding of the purpose of the CF Foundation to 50% (6,667) of the target market. Objective #3: Create the liking of the CF Foundation by 45% (6,000) of the target market. Objective #4: Create a preference of donation for the CF Foundation by 25% (3,333) of the target market. Objective #5: Obtain trial by attending, bidding on auction items, or donating to the CF Foundation to 20% (2,668) of the target market. Objective #6: Creating the environment of regular donation to the CF Foundation and attendance of events by 6% (800) of the target market.

IV. Marketing Strategies:

In order to increase achieve the marketing objectives of increasing donations, the Cystic Fibrosis Foundation and the Wine Opener event, Cystic Fibrosis Foundation will need to utilize the local network of CF patients and families. To do this, the CF Foundation should provide donors, both current and potentials, with stories of local families affected by this disease. Putting a face with the cause will not only increase awareness, but also create ties with donors to make the CF Foundation their charitable donation of choice. This marketing campaign would feature CF patients, their families, and caregivers' stories. This campaign would be featured on social media platforms, emails, and newsletters. Each month would feature a patient's story. The price of this would be minimal. The campaign would begin one month after the Wine Opener and run until the following Wine Opener event. A great way to make the stories feel more personal to the patients' lives would be by having it written in first person by either the person with CF or a parent/guardian.

In addition to the campaign, the Cystic Fibrosis Foundation needs to not only update their website, but utilize their social media platforms more effectively. Hootsuite, an online social media manager, would be used in order to create an ease of use and balance of posts. This will lead to increase awareness and ultimately more consistent donors. These platforms will be used to advertise for the Wine Opener event. Additionally, CF Foundation will send news releases to the Wichita Eagle and local newspaper publications three weeks prior to the event. These strategies require a minimal budget, but offer optimal exposure and will fulfill the marketing and communication objectives. Finally, social outreach via news networks is an effective way to reach the masses and promote the cause as well as the event.

V. Implementation:

The marketing objective will be implemented using a limited to no budget. The promotional mediums to be used in order to raise overall awareness of Cystic Fibrosis Foundation in the Wichita community and the 2017 Wine Opener Event would be through their website, social media platforms, emails, and newsletters. Website and social media posts will be implemented to increase awareness and encourage individuals to become donors of the Cystic Fibrosis Foundation. Promotions will start one month after the 2016 Wine Opener and continue up to the next Wine Opener, but hard promotion of social media boosts and posts would start one month prior to the 2017 Wine Opener. Tiffany Wilson will be responsible for implementing the promotional activities and materials. Cystic Fibrosis Foundation will be able to monitor the results of the campaign through Hootsuite. This marketing strategy will be effective because of the benefit that will be portrayed to potential Cystic Fibrosis Foundation donors through word-of-mouth and website & social media posts. By showing the advantages of donating to the Cystic Fibrosis Foundation through testimonials of individuals affected by Cystic Fibrosis, this campaign will increase Wichita's awareness of the CFF, have people regularly donate to the Cystic Fibrosis Foundation, and be involved with all their upcoming events.

Part 2

Creative Strategy

I. Creative Strategy

The Cystic Fibrosis Foundation is on a mission to create an awareness and increase involvement for its cause. The use of correct advertising appeals is imperative for the success of the campaign. To increase awareness and involvement in the cause, as well as events like the Wine Opener, the use of informational and emotional appeals is required.

The informational appeals will be used to educate the target market and inform them of the basic knowledge surrounding cystic fibrosis, as well as influence a decision to support the worthy cause. There are a few approaches to take with this appeal. The first would be the use of straight sale. This is a straightforward, factual message about cystic fibrosis, what it is, and how it can be supported through services and events put on by the CF Foundation. This would increase favorability and build awareness of the organization.

The second appeal used is emotional. This appeal is used to persuade the target market based on their social and psychological reasons for supporting the organization. For this appeal, the use of testimonials will be used to connect on a personal level with the target market. The stories of those who have been touched by cystic fibrosis and the CF Foundation. This will encourage the target market to support the cause because it attaches an emotional and personal story along with the organization. The second technique used is imagery. While this type of advertising may contain little or no information about the brand or organization, it will show patients or survivors of cystic fibrosis. Creating this visual will encourage the target market to associate these people who are experiencing cystic fibrosis first hand with this organization that supports them.

Slogan: Raise your glass to raise awareness.

The slogan communicates an action associated with the Wine Opener, which supports both awareness and fundraising for the Cystic Fibrosis Foundation. The Cystic Fibrosis Foundation is advertising to create an awareness with the target market and bring in donors who will make the foundation their charity of choice to support. Currently the Cystic Fibrosis Foundation is competing with many other local organizations that support other causes like cancer, Alzheimer's, and heart disease. Being that cystic fibrosis is still fairly unknown and many people are not personally associated with the disease, it makes the awareness and education extremely important.

II. Message Strategy Breakdown

1. Product Concept

The campaign for the Cystic Fibrosis Foundation communicates information to educate the target market on the disease, as well as how they can help patients and their families through attendance and donations at the Wine Opener. When people "raise their glass" at the wine opener, they are not only enjoying a night full of fun and leisure, they are also educating themselves and "raising awareness" for the cause.

2. Target Audience

According to a 2013 Gallup poll, roughly 67 percent of people who fall under the age demographic of our target market volunteered their time in 2012. So, the problem surrounding the volunteers and donors to the CF Wine Opener event appears to be more about awareness than it does willingness to lend a helping hand. The target market does not feel like they have been reached out to and informed of the Cystic Fibrosis Foundation or the Wine Opener event, as an active attendee, volunteer or Finest candidate. Though, it is apparent that a good time is had by all at the actual event, the Cystic Fibrosis Foundation can utilize social outreach, via a very strong presence on social media, to attract volunteers and donors and share personal stories and statistics of cystic fibrosis.

3. Accepted Consumer Belief

The current potential consumers, or target market, is relatively uninformed of the CFF Wine Opener. Like most foundation fundraisers, the potential consumers can guess that the Cystic Fibrosis Foundation raises funds to find a cure to Cystic Fibrosis through the means of fun events that consumers want to spend their money and time on. We want our advertising to inform consumers of the opportunity to give their time and money to a great cause, while creating an emotional response through our advertising. Our advertising will address the problem of non-awareness, while creating an emotional attachment with the target market that will in-turn motivate the consumers to invest in the Cystic Fibrosis Foundation.

4. Key Selling Idea

The most important selling idea to increase overall awareness is the fulfillment that an individual will know that they made a difference in the family and people affected with Cystic Fibrosis. "Raise" is a word that can be used in a metaphorical sense: like a hopeful message, however; it can also be used for its literal meaning--like to lift up a glass from a table. In our slogan, raise refers to not only to having a good time by lifting up your glasses to a toast, but also bringing awareness about a foundation that supports a very serious genetic disorder. Our unique selling proposition is the gratification from helping people and families affected by Cystic Fibrosis.

5. What media vehicles will be used?

The media vehicles used for the marketing campaign will be simple, but effective. Radio, Television, Print advertising, and Social media will be used. Local radio stations, such as Q92 -- a known philanthropic station, will be used to broadcast the opportunity to buy tickets for the Wine Opener, as well as inform listeners about the opportunity to raise funds for the Cystic Fibrosis Foundation leading up to the event. Additionally, awareness of the Wine Opener will be raised by giving tickets to radio stations to give away in contests. Weeks before the event, interviews and news stories will be done on the Wine Opener on various local news stations such as KWCH 12, and KAKE. Print advertising will also play an important part in the advertising efforts, as they will be distributed to local firms and businesses in the Wichita area. Sending these marketing materials to HR departments at local large firms can allow the Wine Opener to be advertised to their many employees for us via email blasts that inform their employees about upcoming

events in the Wichita Area. Lastly, advertising for the Wine Opener will be broadcast on the CFF social media accounts such as Facebook, Twitter, and Instagram. This content will be able to be shared by the community, and able to be discussed in real time across different social media platforms.

6. Desired Consumer Response

Qualitatively, the desired consumer response would be for our customers to buy a ticket for the event, partake in the silent auction, become a candidate to raise funds, or donate to a candidate. Quantitatively, our desired consumer response would be derived from our Communication Objectives and target market numbers. Create awareness to the 70% (9,333) of the of Wichita population target market. Create understanding of the purpose of the CF Foundation to 50% (6,667) of the target market. Create the liking of the CF Foundation by 45% (6,000) of the target market. Create a preference of donation for the CF Foundation by 25% (3,333) of the target market. Obtain trial by attending, bidding on auction items, or donating to the CF Foundation to 20% (2,668) of the target market. Creating the environment of regular donation to the CF Foundation and attendance of events by 6% (800) of the target market.

7. Justification for this Strategy

When a person donates to the CFF by attending on off the events, they benefit by building an emotional connection between CFF and the donors, as well as being able to empower families to make a better life. Our message was created using pictures and graphics to create a more engaging and enticing message. Our ad appeals used were informative/rational and emotional. Our goal is to make our target market aware of the CFF. Utilizing visual elements helps individuals see how their donations are helping people of the CFF. By using a variety of media channels including Radio, Television, Print advertising, and Social media, we are able to reach more people from our target markets. With using KAKE and/or KWCH 12, it will be more conducive to people in the local community. Our secondary target market is more likely to be online to see the emotional posts, so this medium is another way to reach out to this market. Facebook can be used to generate awareness and build a cult following in CFF.

8. Examples:



A TOAST TO WICHITA'S FINEST

CYSTIC FIBROSIS FOUNDATION

VOLUNTEER DONATE CAMPAIGN



"Events like the Wine Opener have helped my family pay medical bills for all the doctor visits that help keep me alive. I'm thankful for the kind people who go out of their way to make sure I see more tomorrows."

Jane Done, Age 13

Sept. 27, 2017
6-11 p.m. | Century II



Cystic fibrosis is a life-threatening genetic disease that affects the lungs and digestive system of approximately 30,000 children and adults in the United States. More than 10 million Americans are unknowing, symptomless carriers of a defective CF gene.

To make donations and for more information, please visit cff.org/kansas.

Cystic Fibrosis Foundation - Heart of America Chapter

Alyssa Home 20+

CYSTIC FIBROSIS FOUNDATION
HEART OF AMERICA CHAPTER

Cystic Fibrosis Foundation - Heart of America Chapter
@hoacff

Home
About
Photos
Reviews
Likes
Events
Posts

Like Message Share More

Donate

Status Photo / Video

Write something on this Page...

Cystic Fibrosis Foundation - Heart of America Chapter
November 1 at 7:05am · 🌐

Thank you to State Street for choosing the Cystic Fibrosis Foundation as their charity of choice for November! We love Jeans Days! 🍷

Non-Profit Organization · Social Services in Mission, Kansas
5.0 ★★★★★

Search for posts on this Page

1,035 people like this

232 people have this page · Chat (Off)

Create a Page



Part 3 Media Plan

A. Determine Media Strategy:

The media mix will consist of print media, local radio/television broadcasts, and social media vehicles. This mix will allow the Cystic Fibrosis Foundation to most effectively communicate their message to the target market and prospective buyers. When it comes to the print media, sending print messages to businesses that attract and employ the desired target market is an easy, cost effective way to spread the word about the Wine Opener. Using radio and TV news stations to broadcast our message to listeners that reflect our target market provides our message to be spread far and wide across the Wichita area, while saving money and creating buzz. Additionally, the use of social media will allow our involved customers and candidates to remain up to date with the Cystic Fibrosis Foundation's announcements and "like, comment, and share" campaigns. A full calendar of scheduled advertising can be found below in part D.

B. Determine Media Tactics/Vehicles to be Used

1. **Broadcast:** For building awareness of the Wine Opener, local radio stations such as KMUW, The Grizz, KFDI, Kansas Radio, the Fox, and other local stations around the surrounding areas will be used to give away tickets in contests for the Wine Opener. Weeks before the event, interviews and news stories will be done on the Wine Opener on various local news stations such as KWCH 12, and KAKE.

Typical radio advertising costs include the cost to produce the radio commercial and the cost to run the radio ad (or spot) on the air. The budget for the radio ad will be between \$300 and \$1000 to produce the ad, including marketing strategy, copywriting, voice talent and any sound editing. Depending on the radio station, the rates will change on how big the radio station is. Many college radio stations, like KMUW (WSU) and The Grizz (Butler), will do radio spots for nonprofit organizations for free to little cost. Contacting surrounding college radio stations would be a good start. By marketing through college radio, we will be able to reach the younger audience that the CFF is looking for. Also, by marketing to the larger stations it will reach all age generations in the Wichita community.

For getting a local news spot, the organization would be able to get an interview on TV for free. However, it will depend on if the news station finds it worthy enough to do an interview about it. KAKE and KWCH 12 like to pick the most important stories to get the best ratings, so it's really important to sell the story to the station. By doing the local news spot, this would market to the baby boomer generation. Many young adults find their news in other sources, but many adults between the age of 51 to 70 still use local news as a form of information. By doing radio and TV spots, this will generate good PR and publicity about the event as well as for the foundation.

2. **Print:** If the cards are played right, print media is a very cost effective and efficient way to promote the Wine Opener event when paired with radio and television interviews and ticket giveaways. Also partnering with different outlets like Splurge Magazine, which shares a similar target market as this marketing plan, or the Wichita Eagle, to reach older, more charitable people, to bargain for advertising space is a great way to keep costs low. Offering a sign displayed at the Wine Opener or three free tickets to the event are good negotiation tools.

Though it will cost some money, printing and distributing flyers is a great way to reach the masses.

Flyer Option 1: Color Print

Size: 8.5” x 11”
24# White
Printing Location: FedEx Office
Quantity: 500
Price: \$245

Flyer Option 2: Black & White

Size: 8.5” x 11”
Astrobright Paper, Yellow and Orange
Printing Location: FedEx Office
Quantity: 3,000
Price: \$225

The flyers can be distributed to local churches, Wichita State’s fraternity and sorority chapters, business like Koch, Greteman Group, and Hinkle Law Firm, bank counters and grocery store bulletin boards. To reach a younger, hipper crowd, place flyers at bars on bulletin boards or in bathroom stalls. Places like the Public or Heroes will also catch a working lunch crowd.

Two rounds of flyers should be used. The first round should be directed towards recruiting candidates. The second should be a promotion for the event. Digital flyers, essentially email graphics, should be used for the big business distribution. Having a member of human resources send out invitation and details to all employees is a great way to get the information directly to the clients.

3. **Other Media:** Social media is one of the most effective and inexpensive mediums for advertising. It is heavily used within many demographics every day for extended amounts of time. In other words, it is imperative to tap into this medium and use it consistently. Facebook, Twitter, and Instagram should be utilized using some sort of social media managing site, such as Hootsuite. The following should be given thought when creating and managing content for each of the social media platforms.

Facebook: Facebook should be used to give general information year round, but more heavily during the months leading up to the Wine Opener. Along with the CF feature of the month, Facebook should feature “comment, like, & share” campaigns. These mini-campaigns would

feature a marketing graphic for the Wine Opener and ask followers to comment their connection to CF, like the post, and share the post with their friends all within a 48-72-hour period. When the time is up, all that had contributed to “comment, like, & share” would be entered into a drawing for tickets to the Wine Opener event. This not only acts as a great way to use two-way conversation with the target market, but also spread awareness and gain involvement. The use of Facebook is free and the only cost associated with this would be the amount used for the tickets given away.

Twitter: Twitter should be used for mainly informational purposes. The Facebook posts about the mini-campaign can be promoted using the twitter account, as well. Twitter should be used to give updates about the candidates and their fundraising efforts leading up to the Wine Opener event. Twitter is a free social media platform.

Instagram: Instagram is one of the fastest growing media platforms among millennials. The Instagram account should be in conjunction with both Twitter and Facebook in order to post about the CF feature of the month. Graphics advertising the Wine Opener can also be used on this platform and shared on both Twitter and Facebook. Like Facebook and Twitter, this is a free resource.

C. Budget:

Printing Option 1: 300 Color Prints
Price: \$245

Printing Option 2: 3,000 Black and White Prints
Price: \$225

Total: For both printing options \$470

D. Time Line:

January 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 New Year's day	2	3	4	5 Wine Opener Twitter Instagram	6	7
8	9	10	11	12 Wine Opener Twitter Instagram	13	14 Print Recruiting Flyers
15	16 M L King Day	17 Distribute Recruiting Flyers	18	19 Wine Opener Twitter Instagram	20	21
22	23	24	25	26 Wine Opener Twitter Instagram	27	28
29	30	31				

2017 Calendar Template @ calendarlabs.com

February 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2 Wine Opener Twitter Instagram	3	4
5	6	7	8	9 Wine Opener Twitter Instagram	10	11
12	13	14 Valentine's Day	15	16 Wine Opener Twitter Instagram	17	18
19	20 Presidents' Day	21	22	23 Wine Opener Twitter Instagram	24	25
26	27	28				

2017 Calendar Template @ calendarlabs.com

March 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2 Wine Opener Twitter Instagram	3	4
5	6	7	8	9 Wine Opener Twitter Instagram	10	11
12	13	14	15	16 Wine Opener Twitter Instagram	17	18
19	20	21	22	23 Wine Opener Twitter Instagram	24	25
26	27	28	29	30 Wine Opener Twitter Instagram	31	

2017 Calendar Template @ calendarlabs.com

April 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6 Wine Opener Twitter Instagram	7	8
9	10	11	12	13 Wine Opener Twitter Instagram	14 Good Friday	15
16 Easter Sunday	17	18	19	20 Wine Opener Twitter Instagram	21	22
23	24	25	26	27 Wine Opener Twitter Instagram	28	29
30						

2017 Calendar Template @ calendarlabs.com

May 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4 Wine Opener Twitter Instagram	5	6
7	8	9	10	11 Wine Opener Twitter Instagram	12	13
14 Mother's Day	15	16	17	18 Wine Opener Twitter Instagram	19	20
21	22	23	24	25 Wine Opener Twitter Instagram	26	27
28	29 Memorial Day	30	31			

2017 Calendar Template @ calendarlabs.com

June 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Wine Opener Twitter Instagram	2	3
4	5	6	7	8 Wine Opener Twitter Instagram	9	10
11	12	13	14	15 Wine Opener Twitter Instagram	16	17
18 Father's Day	19	20	21	22 Wine Opener Twitter Instagram	23	24
25	26	27	28	29 Wine Opener Twitter Instagram	30	

2017 Calendar Template @ calendarlabs.com

July 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4 Independence Day	5	6 Wine Opener Twitter Instagram	7	8
9	10	11	12	13 Wine Opener Twitter Instagram	14	15
16	17	18	19	20 Wine Opener Twitter Instagram	21	22
23 Facebook Ticket Giveaway	24	25	26 Facebook Ticket Giveaway Select Winner	27 Wine Opener Twitter Instagram	28	29 Print Event Flyers
30	31					

2017 Calendar Template © calendarlabs.com

August 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Wine Opener Twitter Instagram	2 Wine Opener Facebook	3 Wine Opener Twitter Instagram	4 Wine Opener Facebook	5 Distribute Event Flyers
6	7 Wine Opener Facebook	8 Wine Opener Twitter Instagram	9 Wine Opener Facebook	10 Wine Opener Twitter Instagram	11 Wine Opener Facebook	12
13	14 Wine Opener Facebook	15 Wine Opener Twitter Instagram	16 Wine Opener Facebook	17 Wine Opener Twitter Instagram	18 Wine Opener Facebook	19
20	21 Wine Opener Facebook	22 Wine Opener Twitter Instagram	23 Wine Opener Facebook	24 Wine Opener Twitter Instagram	25 Wine Opener Facebook	26
27 Facebook Ticket Giveaway	28 Wine Opener Facebook	29 Wine Opener Twitter Instagram	30 Wine Opener Facebook Facebook Ticket Giveaway Select Winner	31 Wine Opener Twitter Instagram		

2017 Calendar Template © calendarlabs.com

September 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Wine Opener Facebook	2
3	4 Wine Opener Facebook	5 Wine Opener Twitter Instagram	6 Wine Opener Facebook	7 Wine Opener Twitter Instagram	8 Wine Opener Facebook	9
10	11 Wine Opener Facebook	12 Wine Opener Twitter Instagram	13 Wine Opener Facebook	14 Wine Opener Twitter Instagram	15 Wine Opener Facebook	16
17 Facebook Ticket Giveaway	18 Wine Opener Twitter Instagram Facebook	19 Wine Opener Twitter Instagram	20 Wine Opener Twitter Instagram Facebook Select Winner	21 Wine Opener Twitter Instagram	22 Wine Opener Twitter Instagram Facebook	23 Wine Opener Twitter Instagram
24 Wine Opener Twitter Instagram	25 Wine Opener Twitter Instagram Facebook	26 Wine Opener Twitter Instagram	27 Wine Opener Twitter Instagram Facebook	28 Wine Opener Twitter Instagram	29 Wine Opener Twitter Instagram Facebook	30 Wine Opener Twitter Instagram
News & Radio Interviews	Sept. 17-24					

Part 4

Public Relations/Publicity Outline

I. Public Relations Program

A. PR Strategies

Public attitude toward the Cystic Fibrosis Foundation is positive. It's fair to say that people can't feel much dislike toward an organization whose sole purpose is the help make other people's lives better. So, people like the good than is being done by this organization. The current unwanted attitudes toward the CF Foundation are the people who are unaware of the organization. As for the Wine Opener, people enjoy it. The atmosphere in the actual event is proof. It's an event where someone can donate to a wonderful cause while also having a great time.

The purpose of the Wine Opener event is the raise funds for the CF Foundation. Some of the attendees might have their opinions about the event changed based on the feeling of not only paying for a ticket, but also feeling like they have to give more money and buy an auction item. This policy, thought the point of the event, is one that can affect the public attitude.

The CF Foundation's Wine Opener public relations strategy will be implemented through the use of social media, press releases, publicity via radio and new stations. Social Media sites like Facebook, Twitter and Instagram will reach the largest group of the target market. Each social media site has a different demographic, i.e. Instagram is heavily populated by 30 to 40-year-old women as to where newer sites like Snapchat are being utilized by early adopters and young millennials. Facebook will be used as a source to share bulks of information and create an event page where people can check in and share the event with their friends. Twitter will be used for daily updates and timely topics. Instagram will be used to share moments via photographs or short video clips of the day in the life of a person living with CF. Instagram is a great place to also share and photograph and introduce each Finest candidate. Press releases will be used, also, to share bulks of information. Essentially the same thing being shared on Facebook. This is where the logistics of the event (time, location, cost) can be passed along. A press release should also be used to introduce each candidate in the Finest competition. Publicity is one of the easier elements. The goal is to be interviewed regarding the event and the CF Foundation's cause and for free, large-scale promotion of the event. The more the public knows about the CF Foundation as a whole, the better connection they can make to the cause.

B. Public Relations Tactics

1. Press Conference and Fund Raising Event:

Currently, the Cystic Fibrosis Foundation holds three events for The Finest campaign. The first event is a kick off reception in early August where the nominees for The Finest, mentors, staff and special guests come to socialize and celebrate the start of their 8 week fundraising campaign.

This event is a prime opportunity for publicize the candidate's campaigns and the Cystic Fibrosis Foundation. The event will be scheduled into two parts. The first will be a press conference. This will be open to the public, including any news media that wish to attend. The press conference will be led by Executive Director for the Heart of America Chapter, Dana Wilson. She will welcome the guests and speak about the importance of this cause. Next, she will introduce The Finest candidates with a brief biography. In closing, Wilson will invite the public to purchase tickets to The Wine Opener in late September. Following her closing, there will be a thirty-minute break for any questions and interviews from the press. After this time, there will be an hour reception for The Finest candidates and any honored guests, mentors and staff. To further publicize the event, Facebook Live should be used to broadcast the press conference online. This will help reach anyone not able to make the event, as well as those who have CF and are unable to leave their homes. An Instagram story will be used to capture short videos of the press conference, as well. Finally, Twitter should be used leading up to the event to lead interest parties to the Facebook Live event.

The second event is The Wine Opener. This event is held in late September and will be hosted at the Century II Exhibition Hall Balcony. The event will start at 7:00pm and end at 9:00pm. As in previous years, the event will host over 15 foods and 20 wine tasting stations. Additionally, there will be live music and auction items secured by The Finest candidates. Tickets will remain \$75 for a general admission and \$100 for a VIP. Sponsors will be able to choose their level of donation on the finest.cff.org donation site. These levels of donation will be advertised in more detail using posts on the various social media platforms mentioned above. During the event, staff and or volunteers will be on hand to post on Snapchat and Instagram, further publicizing the event.

The third and final event is a private celebration for The Finest candidates, their peers, staff, and mentors. This will be a luncheon held a week following The Wine Opener. At this Finale Celebration the Finest Title Winner will be announced. The schedule will start with the lunch followed by a presentation of the title. This presentation, like the press conference, will be broadcasted on Facebook Live. An email will be sent to all donors giving them information about the broadcast, including when to log in to watch. The information will also be posted on all social media platforms prior to the event. It is important for donors to feel as though they are connected throughout the entirety of the campaign. This will hopefully retain donors and keep them excited about donating throughout the year, and for The Finest campaign next year.

2. Press Releases:

The first press release will discuss the Cystic Fibrosis Foundation, and it's need for more candidates in 2017. This release will summarize some of the annual events, and describe the type of donor the Cystic Fibrosis Foundation is looking for. This press release will be sent to The Wichita Eagle, East Wichita News, KWCH, KAKE, and KSN broadcasting stations. Our target market will be most receptive to local newspaper and television broadcasting stations. This press release will inform the target market about the need for more candidates, as well as the Cystic Fibrosis Foundation, creating awareness and interest in becoming a new candidate.

The second press release will discuss the kick off reception in early August for the Cystic Fibrosis Foundation, and The Finest fundraising campaign. The nominees for The Finest, mentors, staff and special guests come to socialize and celebrate the start of their 8 week fundraising campaign. This event will consist of a press conference, and then a reception for The Finest candidates, honored guests, mentors, and staff. This press release will be sent to The Wichita Eagle, East Wichita News, KWCH, KAKE, and KSN broadcasting stations. Our target market will be most receptive to local newspaper and television broadcasting stations. This press release will inform the target market about the event, as well as the Cystic Fibrosis Foundation, creating awareness and interest in becoming a new candidate.

The third press release will discuss The Wine Opener, which is held in late September, and will be hosted at the Century II Exhibition Hall Balcony. The Wine Opener will start at 7:00pm, and end at 9pm. The event will host over 15 foods and 20 wine tasting stations. Tickets will remain \$75 for a general admission and \$100 for VIP. This press release will be sent to The Wichita Eagle, East Wichita News, KWCH, KAKE, and KSN broadcasting stations. Our target market will be most receptive to local newspaper and television broadcasting stations. This press release will inform the target market about the event, as well as the Cystic Fibrosis Foundation, creating awareness and interest in buying a ticket for The Wine Opener. Our press releases will be mostly centered around creating interest in becoming a fundraising candidate.

The fourth press release will discuss the closing event, which is a luncheon that is held a week following The Wine Opener. At this event, The Finest Title Winner will be announced. This press release will be sent to The Wichita Eagle, East Wichita News, KWCH, KAKE, and KSN broadcasting stations. Our target market will be most receptive to local newspaper and television broadcasting stations. This press release will inform the target market about the event, as well as the Cystic Fibrosis Foundation, creating awareness and interest in becoming a fundraising candidate for the Cystic Fibrosis Foundation.

3. Internet Websites: Social media is an excellent tool that can serve as a tool for direct and quick connection to the public. There is not a time of day that no one is on social media digesting the plethora of information at his or her fingertips. It's a must-do for promotion of the Wine Opener event.

- Facebook is a great way for group discussions or for users to send individual messages to the CF Foundation. It's also the best place for bulks of information.
- Twitter is best for quick information and fast responses to tweets by other users and to search for specific topics via hashtags.
- Instagram is a place where creativity shine and stories can be told with images and words.

C. Rationale: The ad appeals will be informative/rationale. These ad appeals will encourage individuals in the Wichita community to get involved with the Cystic Fibrosis Foundation and

make a difference to the friends and families affected by the disorder.

Varieties of promotion tactics will be used to reach the target markets. Traditional and non-traditional advertising tactics will be used. Traditional advertising tactics such as prints will most likely reach baby boomer and generation x (Ages 34-70). New marketing tactics like social networking websites like Facebook, Twitter, and Instagram will reach generation y and millennial target market (Ages 18-33). Many young individuals use social media websites as a source of their news source. Social media websites enable users to advertise and share information instantaneously. It would be wise for Cystic Fibrosis Foundation to share information such as the wine opener and other news/press releases. Sharing information on social media would also allow Cystic Fibrosis Foundation to track how many individuals the information made it to users or how many people viewed or shared the content. Posts should be made each week and days prior to the event to keep the community engaged and aware about the CFF Wine Opener.

The press releases will be used and shared with the community to create a sense of awareness and positioning in possible donor's minds. The press releases can relate to anything from the upcoming CFF Wine Opener with and even friends and families who affected by the Cystic Fibrosis Foundation of Wichita.

FOR IMMEDIATE RELEASE

TBA

Contact:

Tiffany Wilson, Development Director, Cystic Fibrosis Foundation, 316-652-6524
twilson@cff.org

CYSTIC FIBROSIS FOUNDATION LOOKING FOR 2017 CANDIDATES

(WICHITA, Kan.) – The Cystic Fibrosis Foundation of Wichita is looking for new candidates to help fundraise to find a cure for Cystic Fibrosis. Current candidates support The Cystic Fibrosis Foundation of Wichita by organizing and running their very own fundraising efforts. Each candidate sets a fundraising goal, and works hard to meet it.

These individuals show strong leadership skills, and are active in their community. The honorees will enjoy many benefits throughout the campaign—most importantly the knowledge that they are helping to improve the lives of children and adults living with cystic fibrosis. The Cystic Fibrosis Foundation of Wichita is working toward building a solid team of donors that can be depended on consistently. New candidates will be able to attend an assortment of events in 2017, starting with the kick-off event in August, and ending with The Finest Closing Luncheon. For more information about becoming a candidate, please visit www.cff.org.

About the Cystic Fibrosis Foundation

The Cystic Fibrosis Foundation is the world's leader in the search for a cure for cystic fibrosis. The Foundation funds more CF research than any other organization, and nearly every CF drug available today was made possible because of Foundation support. Based in Bethesda, Md., the Foundation also supports and accredits a national care center network that has been recognized by the National Institutes of Health as a model of care for a chronic disease. The CF Foundation is a donor-supported nonprofit organization. For more information, please go to www.cff.org.

FOR IMMEDIATE RELEASE

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Contact:

Tiffany Wilson, Development Director, Cystic Fibrosis Foundation, 316-652-6524
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CYSTIC FIBROSIS FOUNDATION TO HOST FUNDRAISING KICK OFF EVENT

(WICHITA, Kan.) – The Cystic Fibrosis Foundation of Wichita is preparing their Annual Kick Off Event. The organization will host its Kick Off Event at 7:00pm on August #, 2017 at Century II, 225 W Douglas, Wichita, KS. The event will be directed toward individuals who are previous donors with the Cystic Fibrosis Foundation of Wichita. Additionally, a press conference will be held to answer any questions about The Wichita Cystic Fibrosis Foundation, their events, and ways to become involved.

The organization honors a select group of men and women, *Wichita's Finest*, from surrounding cities that are dedicated to professional growth through a fundraising and awareness 8-week campaign. These individuals show strong leadership skills, and are active in their community. The honorees will enjoy many benefits throughout the campaign—most importantly the knowledge that they are helping to improve the lives of children and adults living with cystic fibrosis. The Cystic Fibrosis Foundation of Wichita is working toward building a solid team of donors that can be depended on consistently.

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CYSTIC FIBROSIS FOUNDATION TO HOST ANNUAL WINE OPENER EVENT

(WICHITA, Kan.) – The Cystic Fibrosis Foundation of Wichita is preparing their Annual Wine Opener Event. The organization will host its Wine Opener Event at 7:00pm (VIP Time at 6:00 p.m.) on September 29, 2017 at the Century II Exhibition Hall Balcony, 225 W Douglas, Wichita, KS. The event will be directed toward individuals who are interested in becoming donors with the Cystic Fibrosis Foundation of Wichita.

The organization honors a select group of men and women, *Wichita's Finest*, from surrounding cities that are dedicated to professional growth through a fundraising and awareness 8-week campaign. These individuals show strong leadership skills, and are active in their community. The honorees will enjoy many benefits throughout the campaign—most importantly the knowledge that they are helping to improve the lives of children and adults living with cystic fibrosis. The Finest campaign begins with a kick off reception on August 3, 2016 where the *Wichita's Finest* will be introduced to other nominees, mentors, staff and special guests. The Cystic Fibrosis Foundation of Wichita is working toward building a solid team of donors that can be depended on consistently.

The Wine Opener will have over 20 different wine tasting stations, auctions on items secured by the candidates, and an opportunity to meet those living with cystic fibrosis. Individuals of all ages have attended the event and have had positive experiences of building awareness of the Cystic Fibrosis Foundation of Wichita.

About the Cystic Fibrosis Foundation

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Contact:

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CYSTIC FIBROSIS FOUNDATION TO NAME THE FINEST TITLE WINNER

(WICHITA, Kan.) – The Cystic Fibrosis Foundation of Wichita is preparing to announce The Finest Title Winner at a luncheon following their Annual Wine Opener Event. The organization will host its Closing Event at 7:00pm on October #, 2017 at Century II, 225 W Douglas, Wichita, KS. The event will be directed toward individuals who are donors with the Cystic Fibrosis Foundation of Wichita.

The organization honors a select group of men and women, *Wichita's Finest*, from surrounding cities that are dedicated to professional growth through a fundraising and awareness 8-week campaign. These individuals show strong leadership skills, and are active in their community. The honorees will enjoy many benefits throughout the campaign—most importantly the knowledge that they are helping to improve the lives of children and adults living with cystic fibrosis. The Cystic Fibrosis Foundation of Wichita is working toward building a solid team of donors that can be depended on consistently.

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