

COMMUNICATIONS PLAN: FANTASCTIC SMASH

Situation

The Teen Action and Support Center (TASC) is a nonprofit organization based in Northwest Arkansas (NWA). It provides an array of free services to NWA teens, helping young members of the community become well-rounded adults and take action in their own lives. TASC's primary obstacle is a lack of awareness within the community. Many individuals in the organization's target audience of teens ages 13-19 are unaware of the organization and/or its benefits. TASC also suffers from limited funding, relying mainly on the inconsistency of grants. By hosting a junk car "smash" fundraising event and utilizing social media buildup before the event, we hope to improve community awareness and engagement with TASC, leading to an increase in volunteers, donations and teens actively seeking help.

Project Summary

Our group proposes an exciting tailgate event, named "FANTASCTIC SMASH," near the Tyson Poultry Science building at the Razorback Football Auburn game, Nov. 11, 2023 with a "wreck it" junk car for people to swing a sledgehammer and inflict damage on the car from 2-6 p.m. We are charging \$5 for two swings and \$10 for five swings to raise donations toward TASC programs.

The project will require four TASC staff and/or volunteers at a tent nearby to aid in giving participants legal waiver forms to complete, cash handling, monitoring and community outreach. Warford Auto Wreckers will donate the junk car. All participants must check in with TASC volunteers at the tent where they will be educated on the programs that TASC has to offer before they can participate in the car smash. There will also be a social media build-up on Instagram and Facebook with reposting from official university accounts. Safety equipment and a cleanup team will also be required to complete this event.

We will also have Teen event through the arts and culture program at the TASC Station prior to FANTASCTIC SMASH Thursday, Nov. 9, at 5 p.m. where TASC will partner with the Razorback Football team to graffiti the junk car with negative perceptions about teens. The football team will bring the junk car to The Station and support the teens as they express themselves.

Objectives

- The first objective of the FANTASCTIC SMASH is to raise the number of volunteers by 10 people by the end of 2023.
- The second objective is to raise \$1,200 by the end of the FANTASCTIC SMASH tailgate event through participants paying to participate and adding to the donation jar.

Strategies

To increase volunteer involvement in TASC, our team will utilize social media and outreach at the tailgate. Creating eye-catching and engaging social media content will allow TASC to reach its target audience and potentially increase volunteers and funding. To execute our second objective, which is to increase donations, our team will execute a FANTASCTIC SMASH tailgate event. Donations will come from funds raised from that event and a donation jar set up at the TASC tent near the event.

Target Audience

The primary target audience for this campaign is adults ages 18-44 in the NWA area. These individuals are either potential donors/volunteers or parents of teens who may benefit from TASC's programs. Most Instagram and Facebook users fall into this age demographic. Our second target audience is teenagers ages 13-19 NWA. TASC dedicates its programs and resources to their age demographic. This audience will be likely to view and interact with social media posts on Instagram.

Main Messages

The main message of this campaign is to promote that TASC is organizing a junk car "smash" event at the University of Arkansas (UARK) during the Razorback Football Auburn game. We are attempting to convey this message to the NWA community to increase awareness of the event, encourage more participants and educate the public on TASC.

Primary Messages

- The Teen Action and Support Center is holding a tailgate smash car event near the Poultry Science building at the Razorback Football Auburn game Nov. 11, 2023, with a "wreck it" car for people to smash.
- The Teen Action and Support center is a nonprofit that offers a variety of programs for local teens to aid in their self-growth and careers. This year, TASC will hold its inaugural FANTASTIC SMASH fundraising event at the Razorback Auburn game, Nov. 11, 2023 to raise money for programming. Stop by between 2-6 p.m. We are charging \$5 for two swings and \$10 for five swings.

Secondary Messages

- The Teen Action and Support Center (TASC) is holding a tailgate "car smash" event to create awareness of volunteer opportunities and programs within TASC.
- The Teen Action and Support Center is looking for consistent support from the community through volunteers and donations.

Relevant Research

We collected our data and information through online research and two meetings with the client. Analyzing TASC's social media accounts on Facebook and Instagram, we determined the most effective content to post on each platform to increase awareness of the car smash event and the nonprofit. During our online research, we discovered that we could reach our primary target audience through Instagram and Facebook.

- We analyzed the nonprofit's current social media presence on Facebook and Instagram.
- We met with the client twice. Our first meeting allowed us to understand the nonprofit's needs, capabilities, current funding sources and obstacles. We received helpful feedback to modify our strategies and tactics at our second meeting.
- In our social media research, we determined which social media platforms would allow us to reach our primary target audience most effectively. Our primary target audience includes individuals ages 18-44 who are interested in volunteer opportunities or donating. Our second target audience includes teenagers ages 13-19 who may benefit from TASC programs.
- The TASC Instagram page currently has almost 1,500 followers. As of 2021, Instagram has more than 1.2 billion total users (Statista). 71% of individuals ages 18-29 and 76% ages 18-24 use Instagram (Pew Research Center, 2021), representing one of our target audiences. Additionally, 73% of individuals ages 18-29 use the platform daily (Pew Research Center, 2021).
- For optimizing post interactions, we discovered that Instagram posts with photos are most likely to receive engagement. The average engagement rate for photos is 0.56%, while the average engagement rate for posts with videos is 0.39% (DataReportal, 2022).
- For posting on Instagram, we found that the most beneficial time for nonprofits is posting Monday-Wednesday from 9 a.m. to 8 p.m. The most effective time to increase engagement is posting from 10 a.m. to noon (RecurPost, 2022).
- TASC already has an established Facebook page boasting more than 3,000 followers. As of 2022, Facebook has more than 2.9 billion monthly active users. The largest portion of Facebook users falls within our primary target audience with 52.5% of users ages 18-34 (DataReportal, 2022).
- Of all post types on Facebook, posts with photos receive the highest likelihood of engagement. The average Facebook photo post engagement rate is 0.12%, compared to 0.09% for video posts and 0.03% for link posts (DataReportal, 2022).
- For posting on Facebook, we discovered that the most beneficial time for posting is Monday-Friday at 3 a.m., along with noon and 10 a.m. on

Tuesdays. The worst day to post on Facebook is Saturday (Sprout Social, 2022).

Desired Results/Goals

The Teen Action and Support Center (TASC) looks to improve community awareness, increase the number of private donors and recruit consistent volunteers. TASC seeks to build a strong relationship with the University of Arkansas and, in turn, increase community support.

Additionally, TASC wants to build a strong social media presence where they can actively engage with their audience and volunteers.

Lastly, TASC seeks to hire more full-time employees to help with counseling programs, allowing TASC to help more teens. This inaugural, potentially annual, event for TASC will create strong community bonds with the University and Razorback community who would support TASC in future endeavors.

Tactics

Our main tactic is to hold the “FANTASCTIC SMASH” event, which will run from 2-6 p.m. before the 6:30 p.m. game. We propose that the TASC marketing director begin advertising the event a month before the game (beginning Wednesday, Oct. 11) by posting on social media every other day. TASC will post graphics on its Facebook and Instagram accounts, which already boast more than 3,200 and 1,400 followers, respectively.

A week before the game, the TASC marketing director will increase post frequency by posting daily until the fundraising event. The official University of Arkansas and University of Arkansas Football team social media accounts will repost TASC’s social media posts on Twitter, Facebook, and Instagram a week before the event, including on their Instagram stories through Jordyn Releford, social media manager for the University of Arkansas football team.

Utilizing Facebook will allow TASC to increase awareness of its primary target audience, including individuals between the ages of 18-44. This target audience encompasses parents of teens and potential donors within the community. We will also utilize Instagram to reach the other target audience of teens between the ages of 13-18.

Our social media posts are composed of bright, eye-catching graphics featuring car smash event teasers or football images. These will attract the attention of football fans, who are already excited about attending the Auburn versus Arkansas game. In addition, the car smash images will get our target audiences interested in the event and want to learn more. Graphics will be posted on Instagram, with our more informative graphics posted on Facebook.

In addition to utilizing social media to promote the car smash event, TASC will hold another event to increase teen engagement and awareness. This event will be an extension of the nonprofit’s Arts & Culture program. It will allow teens to vandalize the junk car for the “FANTASCTIC SMASH” using spray paint with negative perceptions that teens have heard people say about them. The event will be held at the TASC Station location Thursday, Nov. 9, at 5 p.m., and will feature the Razorback football team. The football team will haul the junk car

from the junkyard to The Station with a trailer, and act as moral support for teens as they express themselves.

To secure the location for the event, we will need to contact REVELxp, a tailgate and hospitality company, and Hunter R. Yurachek, the University of Arkansas Director of Athletics, at least one month in advance.

An hour before the event, Lauryn Durby will deliver the junk car from The Station to the tailgate location where a large tarp will be laid out. Volunteers are expected to be there for setup an hour prior to the start (1:00 p.m.).

At the event, participants will be required to learn about TASC, including its goals, impacts and needs. Participants will walk up to the tent and be greeted by TASC volunteers who are wearing T-shirts specific to the event. Next to the tent, there will be the junk car blocked off by several cones and caution tape on a tarp. While waiting in line to participate, TASC volunteers at the tent will talk about the nonprofit and their volunteer opportunities. Participants will be required to scan a QR code linking to TASC's website, where participants can scroll to find a safety waiver. Participants are required to read and sign the safety waiver before participating in the event. For safety, participants will smash the car one-by-one after putting on goggles, gloves, a hard hat and a lab coat. Volunteers monitoring the car smash itself will hand sledgehammers to the participants and make sure the area is clear before participants swing. The volunteers will then wipe down the sledgehammer handle and hardhat for the next participant. Our team expects the beginning to be slow and then pick up at 40-45 people per hour during the second and third hours. We expect 20-25 people during the final hour of the event.

During the tailgate, police officers and campus security will be actively monitoring. However, a security guard may be hired for the four hours of the car smash if necessary.

At the completion of the event at 6:00 p.m., volunteers will begin to clean up the junk car and table area. The car will be taken by Walford Auto Wreckers around the start of the game at 6:30 p.m.

Calendar/Timetable

10/11 11 a.m. (Instagram) 3 a.m. (Facebook)	Announce the event via social media on Facebook and Instagram "Red-out" theme on Instagram	Gif graphic (see graphic for caption) <ul style="list-style-type: none">● Link safety waiver to sign up early in both account bios
10/16	Send out deliverables to news contacts/university news	<ul style="list-style-type: none">● Sample social media graphics● Press release● Community flyers to be posted around

		campus and in local businesses
10/16 - 11/1 Monday and Friday - 11 a.m. (Instagram)	Instagram	Red graphic post to grid and to Instagram Story (See graphic for caption)
11/1 Preferably before noon	Instagram	UARK and UARK football social media accounts repost graphics to Stories
11/2 11 a.m. (Instagram) 3 a.m. (Facebook)	Instagram Facebook	Red player graphic and announce Q&A Live on Instagram (See graphic for caption)
11/7 Noon (Instagram)	Instagram	TASC Programs and Smash Q&A <ul style="list-style-type: none"> ● Programs explanation ● How to volunteer ● Smash event basics
11/9 5: 30 p.m.	The Station event with arts program and UARK football team	The Razorback football team will bring a junk car to The Station (4:45 p.m.-5 p.m.)
11/7 - 11/10 11 a.m. (Instagram) 3 a.m. (Facebook)	Instagram Facebook	Post informational graphic to both TASC social media accounts to remind the community of the event (See graphic for caption)
11/11 (Day of Event) *During setup*	Instagram	Post reel teasing event and what it is going to look like <ul style="list-style-type: none"> ● Car ● Location Create own caption - include event location and time
11/11 (Day of Event)	Facebook	Reel posted to Facebook (Same caption as previous Instagram post)

Encourage those attending as well as TASC staff and volunteers to take videos and photos

Media Outlet	Contact Information
UATV	uatv@uark.edu
KNWA	news@knwa.com
40/29 News	news@4029tv.com
5News	news@kfsm.com
Arkansas Newswire	https://news.uark.edu/articles/submit
Northwest Arkansas Democrat Gazette	rseyler@nwaonline.com
The Traveler	traveler@uark.edu
KXUA (88.3 FM)	kxua@uark.edu
Fayetteville Flyer	contact@fayettevilleflyer.com

Send out deliverables to media contacts Oct. 10

Event Contacts	Contact Information
Warford Auto Wreckers	(479)-443-2481
Cody Kennedy - Asst. Football Coach	ck028@uark.edu
Jordyn Releford - Social Media Football team	jnrelefo@uark.edu
REVELxp	sales@revelxp.com
Hunter R. Yurachek - Director of Athletics	athldir@uark.edu

Resources Required

- TASC Instagram and Facebook accounts
- Press release (1 hour of work)
- Flyers (50 flyers at \$0.22 each - Vistaprint) \$11
 - Two hours of distribution time around Fayetteville, the UARK campus, etc.
- Safety waivers (Online)
- Donated car from local junkyard (or sponsor)
- Two sledgehammers (\$10.24 each - Walmart) \$10.24
- Two large tarp for cleanup (\$23.48 - Walmart) \$46.96

- Three pairs of goggles (\$3.26 each - Walmart) \$9.78
- Three pairs of construction gloves (\$12.99 - Walmart) \$38.97
- Two hard hats (\$7.48 each - Lowe's) \$14.96
- Three lab coats (S, M and L) (\$10.49 each, Walmart) \$31.47
- Minimum four TASC staff/volunteers (7 hours of work, each)
- Six TASC t-shirts (\$15 each, Canva) 90.00
- Safety cones (10-pack cones, \$11.97, Walmart) 11.97
- Two rolls of caution tape (\$3.57, Walmart) 7.14
- Additional donation jar (\$2.97, Walmart) 2.97
- First-aid kit (\$5.98, Walmart) 5.98
- 10 x 10 outdoor tent (\$49.99, Walmart) 49.99
- Case of Water (\$5.36) 5.36
- Three foldable chairs (from TASC facility)
- Foldable table (from TASC facility)
- Six cans of spray paint in red, orange, yellow, blue, green, and pink (\$15, Walmart)
- Two hours - reaching out to media outlets with deliverables
- Disinfectant wipes (\$1.00, Global Industrial)
- TASC banner (from TASC facility)
- *Optional:* Security Guard (4 hours of work, \$100)
- Venmo account

Total Budget: \$351.79

Total Budget (Including Optional): \$451.79

Social Media Graphics Deliverables



Caption: *Join our team as a volunteer. If you love what you do, you'll never work a day in your life!*

*To learn more information about volunteer opportunities or to get involved, visit our website:
www.tascnwa.org*



Caption:

Are you seeing red...because we are. We are so excited to announce that TASC is holding its first ever car smash event: FANTASCTIC SMASH!

Join us at the Poultry Science Building before the Arkansas v. Auburn game to help smash negative stereotypes regarding teens,



Caption: *Have you heard? We're all the rage! It's not too late to register for our upcoming fundraiser. This is a fundraiser you won't want to forget.*

Come join us for FANTASCTIC SMASH during the Arkansas Razorbacks Auburn game near the Poultry Science Building! Bring your friends and learn about our programs while smashing a car—All profits are donated to TASC!

2 swings for \$5

5 swings for \$10

Smash and release!

A poster for the FANTASCTIC SMASH event. The background is a photograph of an Arkansas Razorback football player in a white jersey with red accents, running with the ball. The player's jersey has "ARKANSAS" and "SEC" on it. On the left side of the poster, there is a red overlay with white text. At the top left of the overlay, "tascnwa.org" is written. Below it, "FANTASCTIC SMASH" is written in large, bold, white letters. Underneath that, "Auburn Tailgate Event 11/11/23" is written. Further down, the text reads: "Support the Teen Action and Support Center by smashing a junk car!". Below that, the event time is listed: "2-6 p.m. near Tyson Building". Then, the ticket prices are shown: "\$5 - 2 swings" and "\$10 - 5 swings". At the bottom of the red overlay, it says: "all profits will be donated to the Teen Action and Support Center".

Caption: *Teen Action And Support Center: FANTASCTIC SMASH Tailgate*

Join in on the fun with the Teen Action and Support Center on Nov. 11, 2023, during the Auburn game by smashing a junk car and destroying negative perceptions around teens! Must be 16+ to smash and safety equipment will be provided. See you there!

Evaluation

The objectives of this campaign are to increase the number of volunteers by 10 individuals and raise \$1,200 in funding through payments and donations.

To evaluate the success of our first objective, we will count the number of current volunteers a week before the event and compare those results to the number of volunteers after the event. If there are 10 more volunteers than before the event, we will determine this a success.

To evaluate the fundraising objective, we will calculate the money received from payments during the event and add it to the number of funds from donations at the event. If we have accumulated a minimum of \$1,200 from the event, we will determine this event to be a success.