The Volunteer Program for Rainbow Omega Inc.

Public Relations Campaign

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Research & Audience Strategy

I. History and Background of the Rainbow Omega

Stentson and Dianne Carpenter founded Rainbow Omega in 1991. The Carpenters aimed to provide individuals with developmental disabilities a safe place to develop and thrive in everyday life. Rainbow Omega began as a dream for the Carpenters after the birth of their son, Chris. Carpenter knew that he and his wife, Dianne, would not live forever and wanted to know that Chris would be taken care of when they were gone. The idea manifested after encountering inadequate schooling opportunities for their son Chris and other disabled students. The founders believed in a place where residents receive treatment as children of God who are gifted with the extraordinary capability to bless others. Rainbow Omega's name means "hope in the end." It comes from Biblical connections to the rainbow, representing "hope," with Omega being the Greek alphabet's last letter signifying the "end."

Mission Statement

The Rainbow Omega mission is "to glorify God by ensuring that adults with developmental disabilities have a permanent and safe home where their abilities and potentials are respected and nurtured in a Christian environment" ("About us: Rainbow omega," n.d.). The client envisions "Rainbow Omega will be a non-institutional environment that instills both a family and a community atmosphere where residents experience quality standards of care while enabling them to grow spiritually and to have productive, joy-filled and independent lives" ("About us: Rainbow omega," n.d.). The organization specifies five distinctive values. "We believe in the sanctity, dignity and worth of each person. We are committed to the well-being of our residents regardless of their disability. We respect and support the families of our residents. We diligently steward the generous gifts provided by our benefactors. We are guided by and uphold the highest principles in all we do" ("About us: Rainbow omega," n.d.).

Residential Facilities

The first two collective homes opened in 1995 to serve sixteen residents. Its operations have grown significantly over time. Today, the organization offers residence to eighty-eight individuals and an operational budget of $6.2 million ("About us: Rainbow omega," n.d.). Rainbow Omega's also consists of one hundred staff members. The staff members do not reside on campus, but there if needed there is locations for them. There are eight homes with six to eight residents living in each with a family dynamic. These homes serve as intermediate care facilities, overseen by the Department of Public Health.

Rainbow Omega is considered a privatized, non-profit organization. The organization accepts monetary aid from Medicaid, 90 Churches, and personal donations. Its fiscal year goes from October 1 to September 30. Due to its nature, Rainbow Omega relies on generous donors to continue to build its organization.

Garden Center

Rainbow Omega takes pride in its Garden Center that was started in 1993. The organization reintroduced the center in a new area on campus in 2019. The Garden Center contains nine operational greenhouses for wholesale and retail use. In addition, it serves as an integral part of the organization's vocational program as residents and greenhouse staff help with the upkeep and production of the plants sold by the center. Aside from plants, the center sells other products such as gardening supplies, candles, goat's milk soap, and other locally sourced goods. The Garden Center provides gardening and art classes for visitors. In addition, it promotes an arts and crafts show featuring local artists and entertainment. Rainbow Omega's newsletter includes the promotion of the Garden Center's seasonal flowers. Ferns are promoted from Apr. 1-Aug. 31, Mums are promoted from Sept. 1-Nov. 5, and Poinsettias are promoted from Nov. 5-Dec. 31.

The Garden Center and Honda Center provide citizens with on-site work experience. The residents assemble owners' manuals and small car parts at the Honda Center. The individuals receive compensation for their employment. Mike, the Carpenters' other son, oversees the organization's leadership to ensure his parents' dream continues to thrive while also managing the Garden Center.

II. SWOT Analysis

The SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) of Rainbow Omega helps identify areas of expansion to help overcome its obstacles. All the information found in this section is to support why we chose the areas of improvements. The findings for our SWOT are described in more detail below.

Strengths

Some strengths that Rainbow Omega holds are advocacy, the Medicaid waiver, individual care, and living/working residents on campus. These are important strengths because they elevate Rainbow Omega from their competitors.

Strength 1: Advocacy

Rainbow Omegas strong suit is advocacy, as the current audience is their donors and people close with residents associated with Rainbow Omega are strong advocates for the organization, which is valuable for their sustainability. Rainbow Omega has a strong devotion to their residents, families, donors, and employees. In Rainbow Omegas mission statement, "To glorify God by ensuring that adults with developmental disabilities have a permanent and safe home where their abilities and potentials are respected and nurtured in a Christian environment" (Rainbow Omega, 2021). Rainbow Omega advocates for their residences by ensuring that people with developmental disabilities have a safe and nurtured Christian environment.

Strength 2: Medicaid

Medicaid has aided residents of Rainbow Omega who require further financial assistance. "Medicaid is the nation's primary health insurance program for people with disabilities, but it is so much more than health care. For individuals with disabilities and their families, Medicaid also funds vital supports to keep them in their communities" (The Arc, 2021). This enables inhabitants to obtain the materials they require to improve their quality of life. "Mandatory benefits include services like inpatient and outpatient hospital services, physician services, laboratory and x-ray services, and home health services, among others. Optional benefits include services like prescription drugs, case management, physical therapy, and occupational therapy" (The Arc, 2021). The residents can get better medical opportunities by being at Rainbow Omega. There are many nonprofits like Rainbow Omega that rely on government funds to help them. "Nationwide, state and federal Medicaid together provide over 75 percent of the funding for services for people with IDD" (The Arc, 2021). Rainbow Omega does receive financial help to get the residents the best facilities and care their residents deserve, but they do not solely rely on Medicaid to help them. They also produce their own products and money to help provide for the needs of the residents and employees.

Strength 3: Individual Care for Residents

Rainbow Omega allows individual care for residents so they can get the care they need and deserve. The residents are able to have one-on-one care for them. They have a house manager who is dedicated to them. This can be looked like a strength because according to our survey on Facebook, the audience prefers to see more post about the residents and volunteers at Rainbow Omega (*See Appendix A, Figure 9*). This is important to the values and mission statement which shows how committed the employees are to the health and safety of each resident.

Strength 4: Living/Working residents on Campus

Rainbow Omega residents' vocational opportunities to earn money for independent living. This includes their collaborations with Honda and the garden center. Residents work part or full time on campus. This is a strength because this allows residents to be active in their community atmosphere.

Weaknesses

Some weaknesses that Rainbow Omega possesses are lack of social/ digital content, no in-house PR, lack of volunteers, location, the Newsletter, and Rainbow Omegas' website.

Weakness 1: Lack of social/ digital content

Rainbow Omegas' social media tends to not be updated on a regular basis, which creates a barrier between their publics and the organization. Rainbow Omega should post something every other day on their social media. Recently, the non-profits social media has gotten better, but there is always room for improvement. Rainbow Omega's interaction rate with their target demographic would skyrocket if they were more proactive on social media.

Weakness 2: No in-house PR

Rainbow Omega has no in-house public relations, which could restrict the group from reaching its target audience. According to the definition of systems theory, it is the study of how a single shift can affect the entire system and lead to predictable outcomes (Penn State, 2014). Having an in-house public relations person would help by making sure that someone is always in control of the social media and the information that is getting out to the public. The shift would happen when you start to see the change in how the media and audience accepts the changes, Considering there is no in-house PR, no one has a dedicated job to update social media sites in a timely manner, creating a barrier between Rainbow Omega and the general public.

Weakness 3: Lack of Volunteers

The lack of volunteers relates to the system theory (Penn State, 2014), which is discussed in detail in *Weakness 2*. If the public is not informed about Rainbow Omegas' needs, the organization will continue to struggle to find volunteers. Rainbow Omega has struggled to find Volunteers in the past because there has not been this idea to keep volunteers around like they should. Once Rainbow Omega starts the process to build a volunteer program, they will be able to keep the relationships with the volunteers that will last long-term.

Weakness 4: Rainbow Omega Website

The Rainbow Omega website does not get updated on a regular basis. The website could look more up to date with more information. The website does not include all the wonderful information about Rainbow Omega such as their history and their upcoming events are not listed or updated. If the website does not get the attention to be updated, then the public does not have current information about Rainbow Omega which can lead to lack of public interest.

Opportunities

The opportunities for Rainbow Omega include an expansion on social media, the Garden Center, local volunteer services for high school/college students, a relationship with the *Anniston Star*, and starting an Instagram page for Rainbow Omega.

Opportunity 1: Facebook Page

Rainbow Omega currently has 5,535 followers on its Facebook page. Because of this platform, Rainbow Omega can grow its social media presence if the Facebook page is updated on a regular basis. This will allow the public to get weekly updates on renovations to Rainbow Omega, stories about the facilities, and how to get involved.

Opportunity 2: Local Volunteers with high school/college students

Rainbow Omega has the option to work with local schools to recruit volunteers because of the proximity to neighboring schools. Members of high school clubs and college organizations are often seeking opportunities to earn community service hours, so taking advantage of this opportunity will raise awareness of the non-profit.

Opportunity 3: Building a relationship with the Anniston Star

The *Anniston Star* is read not only by Anniston residents, but also by students and professors at local colleges. The Anniston Star is free to all JSU students (Librarian, 2021). Rainbow Omega will be able to expand their non-profit by forming a relationship with The *Anniston Star*, which will help them to reach out to new target audiences who may need their services but are unaware of their presence.

Opportunity 4: Creating an Instagram page for Rainbow Omega

Rainbow Omega must meet the target audience at their level to reach the suggested ideal target audience (15-25-year-olds) for this campaign. "As of 2022, the majority of Instagram's audience are Millennial or Gen Z users. In fact, overall, Instagram is Gen Z's favorite social platform" (McLachlan, 2022). Instagram is popular among our target age group, and it may be used to connect with various groups and clubs.

Threats

The threats Rainbow Omega currently faces are its employee reviews, donors' legacy passing, and COVID-19.

Threat 1: Employee Reviews

On the internet, there are negative employee evaluations for Rainbow Omega. There are tons of reviews from websites such as Indeed, Google, and Glass Door. Reviews from google states "Wonderful place serving special needs people" and another says "I do not recommend this company, nor do I plan to ever return a second time" (Rainbow Omega, n.d.). Indeed, also has comments such as "I love working here. It is a great environment, and the residents are wonderful! Some of the reviews on Indeed can be scary. I was leery about coming here. It was the best choice I made for me and my family. I have a great connection with the residents." (Indeed Reviews, 2021). This is a risk because negative ratings could harm Rainbow Omega's reputation and cause the organization to lose volunteers.

Threat 2: Donor's legacy passing

The donors of Rainbow Omegas are mostly members of the Church of Christ. These members where once fully active supportive donor is beginning to retire or pass, posing a threat to Rainbow Omega. Rainbow Omega will need to get more donors to help them. With donors passing, the legacy they have left on Rainbow Omega will slowly fade if there are not new donors. Donors are a large financial aspect to Rainbow Omega, the employees and most importantly the residents.

Threat 3: COVID-19

Rainbow Omega has imposed limits on who is permitted on their campus as a result of the pandemic. The occupants are at a heightened risk of contracting the virus because this is a non-profit. This is a threat to Rainbow Omega since it prevents volunteers from visiting the campus and raises awareness.

III. Situational Analysis

The situation for Rainbow Omega is complicated regarding if this is a short-term or a long-term situation. The situation is that there is a lack of awareness from their audience digitally and traditionally. Yet, there is also a need for Rainbow Omega to have more volunteers to help around campus and to generate more of a relationship with the youth of their community. In order to fix the situation, there are obstacles such as lack of awareness and volunteers to consider.

Obstacles

The biggest obstacle for Rainbow Omega is keeping up with their social media profiles and updating their website. Rainbow Omega must keep their social media profiles updated to keep the public informed about the organization's activities.

Rainbow Omega must communicate to their target audience, such as current donors and social media audience about what they are searching for to recruit more volunteers. This relies on updating social media and web pages to ensure that the public has access to all necessary information. If you are targeting a younger demographic, you will need to know what they are hoping to get out of Rainbow Omega. Rainbow Omegas target audience for this campaign is high school and college students that are seeking community service hours. This target audience would benefit Rainbow Omega both long and short-term by providing them with awareness within their community. The target audience would also be providing Rainbow Omega with volunteers to help with short-term tasks and give the volunteers a sense of belonging and memories that will stay with them long-term. The age group wants to see opportunities that will connect them with their community. "By being actively engaged in youth-friendly spaces, young people can feel like they have invested investment in their community, and they can develop a strong sense of ownership in these places" (MILLARD, 2015). While Rainbow Omegas long-term opportunity is for the volunteers to come back and eventually become donors based off their experience. "Through mentoring, experienced volunteers get a chance to share their unique knowledge and experience with new recruits and pass on the legacy of what they've learned" (Johnson, 2017). Rainbow Omega would be mentoring these volunteers to help people within their community. If Rainbow Omega's goal is to reach these target audiences, you must allow them to see updated information for them to grasp Rainbow Omega's mission.

To improve the awareness of Rainbow Omega, the organization will need to reach out to the target publics. It is important to reach out to different clubs and organizations on that specific campus that align with Rainbow Omega vision. This allows Rainbow Omega to build a relationship with that specific school and raise awareness of the non-profit. It is critical to emphasize how this will assist not only Rainbow Omega, but also that specific club/organization when reaching out to them. It is important to concentrate on the challenge Rainbow Omega is facing and turn it into a chance for both parties to flourish.

Communication channels

Rainbow Omega has three main communication channels. The Rainbow Omega Newsletter, Facebook Page, and Website. The audience of these channels are predominantly people who have a personal connection in Rainbow Omega, this includes but is not limited to, friends and family of residents, and donors (*see Appendix A, Figure 5*).

Rainbow Omega Newsletter

The Rainbow Omega Newsletter is mailed every three months to the specific audience that is subscribed to their newsletter. This letter is sent out via mail, so it is not electronically emailed or posted on social media. There should be an electronic copy uploaded and sent to donors about everything going on at Rainbow Omega. They do upload the newsletter to their website (Rainbow Omega, 2021).To upgrade the newsletter, Rainbow Omega must consider making the newsletter available digitally to reach other target audiences. Rainbow Omega also should consider updating the newsletter to give it a more modern feel. Finally, Rainbow Omega should consider sending the newsletter out more frequently.

Rainbow Omega Facebook Page

Rainbow Omega has a large Facebook following of 5,860 people. This is the place where the public may learn more about the organization. "Keeping the content up to date on your site helps build trust between you and your customers. Most likely, customers rely on your site for useful information on whatever market you are in. Updated information also helps build domain authority" (Because this is the primary source of information, it must be updated on a regular basis to keep readers interested.)

Rainbow Omega Website

Rainbow Omegas' website is intended for the public to obtain all necessary information. There is a tab under the 'How Can I Help?' section of the website called "volunteer" (Rainbow Omega, 2021). This section provides a printable volunteer application for people to fill out and then send to Rainbow Omega. There are lots of areas that could be updated to provide more information. They also have access to the Garden Center, where they can buy plants for their display. The website is not updated as regularly as it should be, and the design of the website should be more modernized.

IV. Suggestions for Public Relations and Advertising Improvements.

Rainbow Omega has four area of improvements to address regarding the public relations and advertising that could complicate Rainbow Omega from expanding its awareness and engagement with its publics. These areas include the following: strategic communication, digital awareness, the COVID-19 pandemic, and employee reviews are the components.

Area for improvement 1: Strategic Communication

Strategic communication is a crucial idea in achieving and maintaining a relationship with a desired target audience. Interpersonal Communication is the first phase for Rainbow Omega. The organization can further develop positive audience engagement for Rainbow Omega by having a face-to-face encounter or virtual involvement. Rainbow Omega has been able to determine their main target audience and how to communicate with them through their Facebook page. This finding is supported by our primary survey research.

Area for improvement 2: Awareness

Digital audience awareness stems from how the public obtains information; after performing the survey, it was discovered that social media is the primary source of information for Rainbow Omega's audience. Rainbow Omega could further utilize social media to better reach a greater audience. This is also a controlled media technique that enables the organization to decide when, how, and why information is released to the public. For Rainbow Omega, the company will need to have social media posts scheduled for the public on a regular basis so that they may continue to reach their target audiences and preserve the exposure they have already achieved while reaching out to new ones.

Area for Improvement 3: COVID-19 Pandemic

The COVID-19 pandemic has transformed the conversation about how the organization advertises itself. Interaction with social media makes it simpler to reach additional target groups, particularly younger ones, because it is a more convenient approach to broaden Rainbow Omega's mission. The pandemic changed the way Rainbow Omega interacted with their residents, employees, and their audience. This forced them to accept the new changes that have come out of the pandemic like more business promoting on social media or the need to have in-person interactions with others. Considering Rainbow Omega is a family dynamic and atmosphere. During the pandemic, there was more than likely an impact on this community due to the isolation. "Americans responded by bringing up how the pandemic has altered their ability to engage with friends and family. The single-most common category of comments (mentioned by 41% of those who answered the question) centered around missing family and friends and worrying about losing touch with people they used to see in person" (KESSEL, BARONAVSKI, SCHEL, & SMITH, 2021). Rainbow Omega will be able to expand their knowledge of their chosen target group after the organization promotes their non-profit on a regular basis.

Area for Improvement 4: Employee Reviews

Employee reviews are essential for a company's public image to remain positive. When it is jeopardized, it can cast a poor light on the organization and have a detrimental impact on potential volunteers and future employees. This is an area of improvement based of our secondary research on reviews about Rainbow Omega. Employee evaluations on Google Reviews reveal that Rainbow Omega has received negative feedback. Even though there are negative reviews, there are also more positive reviews. Most of the good reviews are about the wonderful lives that the residents are living. See *Primary and Secondary Research* for more information.

While all these are important areas to improve, they are not to be looked at in a negative way. When finding areas to improve, that just means they need a little extra attention. Rainbow Omega can fix all of these areas with time and focus.

V. Research

Our primary research consisted of conducting an online survey via Survey Monkey. As of February 18, 2022, the survey had ninety-five responses with a 93% average completion rate. Our secondary research consisted of a content analysis of the organization's social media, website, and Google Reviews.

Primary Research: Online Survey

Our online survey consisted of twenty questions and took an average of five to ten minutes to complete. We conducted this survey to help us better understand the public opinion of Rainbow Omega.

We noticed that seventy-nine-point seventy-nine percent of the responses from the survey were female and the other twenty-point twenty-one percent being male. This can mean that Rainbow Omega caters to a more female audience. However, we are wanting to target both male and females within the youth and will need to determine a strategy to attract both audiences. (*see Appendix A, Figure 1*).

Rainbow Omega seems to have a low level of engagement with individuals from the ages of nineteen- to twenty-four-year-old based on the survey. This age gap would be beneficial to volunteerism for Rainbow Omega to increase their audience reach. Most high schoolers are fourteen to eighteen years old and college students are eighteen to twenty-four-year-olds. There are also tons of cities and towns with high schools and colleges close to Rainbow Omega where this age group resides *(see Appendix A, Figure 2)*.

Rainbow Omega is located between Birmingham, AL and Atlanta, GA in Eastaboga, AL. Rainbow Omega presides in between one of the biggest cities in Alabama, which is Birmingham and then the largest city in Georgia, Atlanta. This is important because Rainbow Omega is the middle point between the two cities can be found right off the main road that most people travel on to get the cities. Based on the survey, the respondents are primary located in Anniston / Oxford, Pell City, and Lincoln areas.

Rainbow Omega is a Christian based organization. The survey helped us to find all the Christian denotations that Rainbow Omega reaches This is important for our research because learning the different Christian audiences Rainbow Omega has will provide a better understanding of who we need to cater our target messaging to. They were able to Protestantism, Catholicism, Church of Christ, Baptist, Episcopalian, Methodist, Presbyterian, Assemblies of God, Lutheran, Church of the Nazarene, Pentecostal, Holiness, Inter/Non-denominational, and no religion *(see Appendix A, Figure 3)*.

Religion is very important to Rainbow Omega. The Rainbow Omega mission statement is important to our research. Based off the survey, 78% of Rainbow Omegas audience is familiar with their mission statement. The mission statement is important because everything we do should be based around it. Everything that we do will be based around the core values and mission statement of Rainbow Omega. Most people who know about Rainbow Omega know the mission statement and we want to make sure all audiences know it when they learn about it *(see Appendix A, Figure 4)*.

With the research we found, we want to find ways to provide Rainbow Omega with an expansion of audiences. Based on the survey, we found sixty percent of the respondents knew of Rainbow Omega through a friend or family member. We need to find more ways for Rainbow Omega to be known for their products and wonderful atmosphere rather than just word of mouth information. The second largest audience was that twenty-five of survey candidates knew about Rainbow Omega through their church or a friend. With this research, we believe that we could get a larger audience to learn about Rainbow Omega besides a friend or from a church *(see Appendix A, Figure 5)*.

Rainbow Omega has had the same logo since the 1970's, but it has been changed a few times. Thirty-three percent of the survey respondents believe that the Rainbow Omega logo reflects their mission statement. Twenty-eight percent of the survey respondents believe that it is extremely clear that the logo reflects their mission statement. Twenty-six percent believe that it is somewhat clear that the mission statement is reflected in the logo (*see Appendix A, Figure 6*). People know Rainbow Omega by their logo and their mission statement. A changing of the logo would not hurt, but it is also not necessary (*see Appendix A, Figure 6*).

The Rainbow Omega website is very straightforward. Twenty-nine percent of the respondents believe that the Rainbow Omega website is somewhat easy to find what they are looking for. Twenty-one percent of the respondents never visited the website. More people should be looking at the website to find updates and opportunities. Having a website is the best way to promote the company, to share information, and share their services (*see Appendix A, Figure 7*).

Rainbow Omega offers many services such as carpenter work, garden center and gift shop, greenhouses, and intermediate care facilities. Sixty-eight percent of the respondents know associate Rainbow Omega with the Intermediate care facilities Eighty-nine of the respondents answered the survey question. While the second largest most familiar service was Greenhouses by fifty-six percent. The services that Rainbow Omega offers can be offered to clients, workers, customers, and volunteers. (*see Appendix A, Figure 8*).

Secondary Research: Content Analysis

Google Reviews

Rainbow Omega has a total ranking of 3.8 stars out of five stars on Google Reviews (Google Reviews, Rainbow Omega). There are a total of nine reviews posted. One of the reviews posted two months ago states,

"Management was among the worst that I have ever seen. Usually rude and when I would say hello to try and be nice and professional, they would walk right by and ignore me. They always treated me like they were better than me and would talk down to me. The founder's son got on to me when I became ill and had to go to the hospital one morning. He made it clear to me that he did not care about me and that all he cared about was getting things done. Never had I felt so disrespected, insulted, and unappreciated in my life and so I left soon after. After leaving, I found out that I was one of many who had endured such treatment and have talked to some of them since leaving. I do not recommend this company, nor do I plan to ever return a second time." (Google Reviews, Rainbow Omega)

Positive reviews can also be found about Rainbow Omega. There are positive comments such as "Wonderful place serving special needs people" and "Awesome Job" (Google Reviews, Rainbow Omega). Considering there are few interviews. There should be a focus of getting employees, clients, and volunteers to leave a review.

Indeed Reviews

Rainbow Omega has fifty-four total reviews on Indeed.com, and the company has an overall rating of 2.8 stars (Indeed, Inc., 2021). The first review was a 3.0 and was posted on August 18 of 2021, which states,

"The work environment is very interesting the ICF is the place to work if you are going to work at Rainbow Omega. The ICF Management team has some amazing people there that want to help you in every way possible to succeed at the job they have given you. the problem is that they have to deal with the administration office and that is where the rainbow culture starts. The residents are the best part of the entire job they make your day special when they can be long and eventful." (Indeed, Inc., 2021).

This review will impact Rainbow Omega by providing a negative connotation to the reader. This explains that the patients are the best part of the job. There are also complimentary reviews on Indeed.com about working at Rainbow Omega such as, "I love working here. It is a great environment, and the residents are wonderful! Some of the reviews on Indeed can be scary. I was leery about coming here. It was the best choice I made for me and my family. I have a great connection with the residents" (Indeed, Inc., 2021). Reviews are essential to any business and can be a make-or-break option for some customers, but with Rainbow Omega the positive reviews can shine over the negative ones.

Rainbow Omega Company Website

The website is off to a great start but does need to be updated more often. The most recent updated being conducting this past Christmas 2021. The content from Christmas was the from the Christmas party that the residents had. There were pictures taken and those were uploaded to the website. There is a section on the website for the Board Members and officers. You should display more contact information and knowledge about the board members, If you add more content to their section of why they became board member the audience would be able to gain more of an idea of what this means so much to other people. (Rainbow Omega, 2021).

The newsletter section of the website has not been updated since Fall 2021. This is an area that needs to be updated more than once a year. It is important to give your audience as much updated content as possible. If you are only updating the content once a year, your audience is not getting relevant information about your company (Rainbow Omega, 2021). I believe that the newsletter should always be uploaded on the website after it is sent to supporters. Rainbow Omega sends a news release via mail every three months with an update about Rainbow Omega. The organization's newsletter typically includes a promotion about the seasonal flower being sold at the Garden Center: Ferns promoted from Apr. 1-Aug. 31, Mums promoted from Sept. 1-Nov. 5, and Poinsettias promoted from Nov. 5-Dec. 31. (Rainbow Omega, 2021)

Under the Life at Rainbow Omega section on the website, there are the residential program, respite care, and vocation program. The residential program section explains that Rainbow Omega is home to eighty-two adults with development disabilities. The respite care section explains that parents need a temporary break from the daily demands of caring for their adult child. "Rainbow Omega can help by providing short-term respite care so that parents can travel, receive medical treatment, or just take a break. Parents can stay up to a week or more in this house to allow them to have a break from bring the caretaker. Lastly, the vocation program allows people in the community come to work Monday thru Friday at the Carpenter Work Center where they have meaningful, productive employment. Our work center is certified by the Department of Labor and has a workforce of approximately seventy individuals and eleven job coaches and quality control coordinators." (Rainbow Omega, 2021)

Garden Center

The Garden Center is one of Rainbow Omega's main attractions This is a great attraction to the community. It can provide the customers and patients with a great atmosphere, but it is considered a work in progress. We believe that with targeting the youth, Rainbow Omega would be able to provide them with volunteer services and memories in the garden center that they would keep for life. The residents and the greenhouse staff, makes beautiful, healthy, and vibrant plants, and the community can visit the Garden Center where they can make their purchases while helping to support a worthy cause at the same time. Rainbow Omega can offer that same atmosphere with the youth. You can buy mums, poinsettias, spring crops, and black and blue berries. Under this section you can look at pictures of the plants such as mums, poinsettias, etc.. (Rainbow Omega, 2021)

Rainbow Omega Facebook

Facebook provides the public's resources to learn and see what the organization is about. Rainbow Omega has 5,551 people who like their Facebook page. They have had 1,681 people checked at Rainbow Omega. (Rainbow Omega, 2021) We believe that there should be more consistent posting. Based off the Facebook, it seems the post are posted randomly with little context about the pictures. If there is a picture posted, there should be context regarding why you are posting it. Facebook is about interactions A posting calendar is good when it comes to nonprofits using social media, Rainbow Omega could benefit from a posting calendar to provide updates to their following on social media.

VI. Target Public Profiles

Our target audience is high school and college students. We believe that Rainbow Omega has wonderful opportunities within their surrounding area to target high school and college students for community service and engagement. According to the survey, Rainbow Omega has the lowest audience rate in the range of 19- to 24-year-olds. We want to target this and a younger age range to help bring more awareness to Rainbow Omega (*See Appendix A, Figure 2*).

High school and college students want to engage in the nonprofit area and influence their local area; apart from that, there is in some cases a distinction between the way students and nonprofit associations impart. "Teenagers today lead very busy lives between school, extracurricular activities, and part-time jobs. It is amazing that they can find time for anything else! Many students work hard to find time to volunteer at different nonprofit organizations" (Heldt, 2021). Students can engage in a club or an association nearby, they need to accomplish something other than what is expected, something such as community service. "Through their service, students are given the opportunity to work with a variety of diverse people. This helps them develop a sense of social awareness. They learn patience and empathy while getting to see first-hand how they can have a positive impact on their local community" (Heldt, 2021). These are the kinds of student nonprofits, such as Rainbow Omega, are continuously looking for. Rainbow Omega should figure out how to arrive at students unexpectedly, keep up with these connections, and take advantage of what the students can offer.

Colleges:

- Jacksonville State University
- Gadsden State Community College
- Jefferson State Community College (St. Clair Campus)

High Schools:

- Oxford High School
- Lincoln High School
- Pell City High School

All of these locations are special. The colleges are all within thirty miles and the high schools are within fifteen miles of the Rainbow Omega Campus. While there are more high schools that are close to Rainbow Omega. These are the largest within a fifteen-mile radius of Rainbow Omega. Connecting with these schools and colleges will allow Rainbow Omega access to show more awareness and to create connections for themselves with students and staff at these locations.

Throughout all the colleges and high schools' campus, there are fliers, signs, and all assets possible to reach out to students. Though viable in arousing students' interests, these fliers deal with such an extent. There is esteem in shaping an individual relationship regarding students thinking about inclusion in an association - philanthropists should use this while endeavoring to enroll students to work with them. Inviting connections can be fabricated through bunches nearby, facilitating volunteer occasions, or teaming up with different philanthropies to have an occasion for intrigued students.

A part of an organization led by students nearby permits those contribution or volunteering to feel more open to partner with Rainbow Omega. Volunteering would allow peer to peer conversation with since they see other students in their position doing it as well. "Performing community service has been shown to offer a number of benefits for young people before, during, and even after their high school years. The benefits of volunteering can have a holistic effect on students' lives—professionally, educationally, and personally" (Heldt, 2021). Allowing students or sponsors to recruit on-campus will get more people involved.

I. Goal Statement

To attract volunteers to the organization by enhancing its mission and visibility in the local Eastaboga and surrounding areas.

Rationale: According to our recent survey, Rainbow Omega's most extensive audience ages range from 55 to 64 (*See Appendix A, Figure 2*), many of whom live in Eastaboga and surrounding areas (*See Appendix A, Figure 10*). However, from our discussions with Rainbow Omega, we learned this nonprofit would like to create a volunteer program for a younger audience. We agree this development is a fantastic opportunity for Rainbow Omega to expand its audience. For this reason, we want to expand upon the organization's devoted supporters by presenting volunteer opportunities to high school and college students in the local Eastaboga and the surrounding areas.

II. Objectives

The following objectives can be used to help achieve our goal statement provided in the above section.

Objective One: To have an effect on **awareness**; specifically, to create an increase in knowledge about Rainbow Omega's mission among 150 high school and college students in the local Eastaboga and surrounding areas in one year.

Rationale: There are three prominent high schools and colleges within the Eastaboga surrounding areas. We calculated an average of 1,099 high school students and 5,037 college students. Based on this estimate, we believe 150 student volunteers would be a reasonable goal for seventy-five high school students and seventy-five college students over a fiscal year. "Through their service, students are allowed to work with various diverse people groups, which helps them develop a sense of social awareness. In addition, they learn patience and empathy while getting to see first-hand how they can have a positive impact on their local community" (The importance of community service, n.d.). This campaign centers on students of three high schools and three colleges. (Cobb ,2013) describes volunteer opportunities as excellent for students to prepare for the future and enhance their communities, a mutually beneficial possibility for students and Rainbow Omega. In addition, service participation fosters social aptitudes and understanding of local matters.

Objective Two: To have an effect on **acceptance**; specifically, to increase the positive attitudes toward the volunteer program among 25.7% of college students and 26.4% of high school students in one year.

Rationale: Participating in community service allows one to review where they are in a professional manner. Volunteer work is also what earns them jobs. High school and college students with more volunteer experience than their peers will have an advantage over their opponents. Volunteers are selfless, responsible, and dependable, among other qualities. "In addition to the effect of Motivations for Volunteer (MTV) on rates of volunteering, we assess the impact of utilitarian MTV and the signaling value of volunteering on the nature of volunteer participation. Previous research has shown that MTV varies as a function of the intensity of involvement, with long-term active volunteers significantly more likely to reflect altruistic MTV than shorter-term episodic volunteers, who are likely to be satisfying more self-interested MTV such as résumé building" (Handy, Brodeur, & Cnaan, 2006; Reed & Selbee, 2003). This research shows us the nature of why individuals choose to volunteer and how they choose a volunteer program.

Objective Three: To have an effect on **action**; specifically, to obtain an increase in high school and college volunteers at Rainbow Omega by 25% in one year.

Rationale: "This research adopts the utilitarian view of volunteering as a starting point: we posit that for an undergraduate student population volunteering is motivated by career enhancing and job prospects. We hypothesize that in those countries where volunteering signals positive characteristics of students and helps advance their careers, their volunteer participation will be higher" (Handy, Cnaan, Hustinx, Kang, Brudney, Haski-Leventhal, & Zrinscak, 2010). This shows us that volunteering is attractive to students because it boosts their chances of getting jobs in the future, so they will more than likely take the action of volunteering.

This part of the plan book is to go over strategies and tactics created for Rainbow Omega. Each objective has strategies to have an effect on awareness, acceptance, and action, and attached to those are tactics to execute these objectives.

Objectives

1. **Objective One:** To have an effect on **awareness**; specifically, to create an increase in knowledge about Rainbow Omega's mission among 150 high school and college students in the local Eastaboga and surrounding areas in one year.

Rationale: There are three prominent high schools and colleges within the Eastaboga surrounding areas. We calculated an average of 1,099 high school students and 5,037 college students. Based on this estimate, we believe 150 student volunteers would be a reasonable goal for seventy-five high school students and seventy-five college students over a fiscal year. "Through their service, students are allowed to work with various diverse people groups, which helps them develop a sense of social awareness. In addition, they learn patience and empathy while getting to see first-hand how they can have a positive impact on their local community" (The importance of community service, n.d.). This campaign centers on students of three high schools and three colleges. Cobb (2013) describes volunteer opportunities as excellent for students to prepare for the future and enhance their communities, a mutually beneficial possibility for students and Rainbow Omega. In addition, service participation fosters social aptitudes and understanding of local matters.

Strategy 1: Engage with high school and college students on social media to inform them of Rainbow Omega's mission.

Rationale: The younger generations are avid social media users. To reach this target audience Rainbow Omega will have to engage with them through social media. This includes Facebook, Instagram, and the Rainbow Omega website. "If firms are to successfully utilize social networks as a channel through which they reach their customers, they must fully understand the reasons that these customers choose to use social networks. Using the relationship between attitude and behavioral intentions established in the Theory of Reasoned Action and applied to technology use by the Technology Acceptance Model, this research examines constructs that influence consumer attitudes toward social networks and their intentions to use, continue using, and recommend social networks" (Curran, & Lennon, 2011).

Tactic A: Dedicate an individual to manage social media accounts.

Tactic B: Create an Instagram account for Rainbow Omega. (*See Appendix B, Figure 10*)

Tactic C: Generate a potential list of accounts to follow on Instagram page. (*See Appendix B, Table 1*).

Tactic D: Develop a seasonal content calendar *(See Appendix B, Figure 14)*.

Tactic E: Share photos and videos of the organization's residents. *(See Appendix B, Figure 17)*

Strategy 2: Utilize Facebook to interact with parents of high school and college students to inform them of Rainbow Omega's mission.

Rationale: "Two previous studies have examined the relationship between Facebook use and student engagement, a construct related to positive college outcomes" (Junco, 2012). This shows us how interacting on Facebook will have a positive impact on students.

Tactic A: Post 3 to 4 times a week to ensure target audience is reaching content.

Tactic B: Share photos of the Rainbow Omega and brief history on the non-profit. *(See Appendix B, Figure 16)*

II. Objective Two: To have an effect on **acceptance**; specifically, to increase the positive attitudes toward the volunteer program among 25.7% of college students and 26.4% of high school students in one year.

Rationale: Participating in community service allows one to review where they are in a professional manner. Volunteer work is also what earns them jobs. High school and college students with more volunteer experience than their peers will have an advantage over their opponents. Volunteers are selfless, responsible, and dependable, among other qualities. "In addition to the effect of Motivations for Volunteer (MTV) on rates of volunteering, we assess the impact of utilitarian MTV and the signaling value of volunteering on the nature of volunteer participation. Previous research has shown that MTV varies as a function of the intensity of involvement, with long-term active volunteers significantly more likely to reflect altruistic MTV than shorter-term episodic volunteers, who are likely to be satisfying more self-interested MTV such as résumé building" (Handy, Brodeur, & Cnaan, 2006; Reed & Selbee, 2003). This research shows us the nature of why individuals choose to volunteer and how they choose a volunteer program.

Strategy 1: Produce social media content to influence college and high school students to accept the volunteer opportunity at Rainbow Omega.

Rationale: "During the last 5 years, the number of preadolescents and adolescents using such sites has increased dramatically. According to a recent poll, 22% of teenagers log on to their favorite social media site more than 10 times a day, and more than half of adolescents log on to a social media site more than once a day" (O'Keeffe,& Clarke-Pearson, 2011) This research shows that since our target audience is on social media, we will have to influence them through their favorite platforms.

Tactic A: Create a catchy message for why high school and college students should volunteer at Rainbow Omega. *(See Appendix B, Figure 2)*.

Tactic B: Create Instagram content for college and high school students to influence them to volunteer at Rainbow Omega. *(See Appendix B, Figure 2)*.

Tactic C: Create Facebook content for target audiences' parents informing them of the volunteer opportunities at Rainbow Omega. *(See Appendix B, Figure 3)*.

Strategy 2: Create a traditional media campaign, to promote the benefits of volunteer service for students.

Rationale: "This study investigates characteristics of Internet users compared to a more traditional medium – newspaper readers. Consumers of each medium are compared based on their perceived materialism, shopping innovativeness, self-esteem, and volunteer inclinations" (Bush, & Gilbert, 2002). What scholars conductedof volunteers that use traditional media and digital media have similar characteristics, in Rainbow Omegas case, will make it easier for students to engage through traditional media and digital media.

Tactic A: Create a newsletter on the benefits of becoming a volunteer for Rainbow Omega. *(See Appendix B, Figure 4)*.

Tactic B: Create an infographic of the benefits of volunteer work for college and high school students. *(See Appendix B, Figure 5)*.

III. Objective Three: To have an effect on **action**; specifically, to obtain an increase in high school and college volunteers at Rainbow Omega by 15% in one year.

Rationale: "This research adopts the utilitarian view of volunteering as a starting point: we posit that for an undergraduate student population volunteering is motivated by career enhancing and job prospects. We hypothesize that in those countries where volunteering signals positive characteristics of students and helps advance their careers, their volunteer participation will be higher" (Handy, Cnaan, Hustinx, Kang, Brudney, Haski-Leventhal, & Zrinscak, 2010). This shows us that volunteering is attractive to students because it boosts their chances of getting jobs in the future, so they will more than like take the action of volunteering.

Strategy 1: Implement digital media content for students to register for the volunteer program.

Rationale: "Online social networking tends to enhance these benefits, as consumers are able to communicate more proactively. For example, through online social networking, individuals can seek out others' opinions about specific products. In doing so, consumers have been shown to value peer judgments more than firm promotions, indicating a shift in the locus of persuasive power" (Tiago, & Veríssimo, 2014). This shows us the importance of using digital media through persuasive power.

Tactic A: Create a sign-up portal that is linked to Rainbow Omega website. The sign up is a google form. You will be able to add this form anywhere on your website or on social media *(See Appendix B, Figure 13)*.

Tactic B: Add the link from the sign-up portal to Rainbow Omega's social media accounts (Facebook and Instagram).

Tactic C: Provide sign up form on the Rainbow Omega website but can also reshare it on social media. *(See Appendix B, Figure 7)*

Strategy 2: Volunteers would be instructed about ways of volunteering in the program.

Rationale: "Volunteer management practices have been shown to have positive effects on employees in terms of skill development, job success, organizational identity, and morale in the public, nonprofit, and corporate sectors" (Mason, Chen, & Lall, 2021). This shows us that by explain different volunteering opportunities can be seen a positive way to gain volunteers.

Tactic A: After the volunteer has signed up to volunteer. An employee at Rainbow Omega should contact the volunteer to provide service opportunities and dates for the volunteer to come. *(See Appendix B, Figure 13)*

Tactic B: The volunteer's information about the volunteer services will be at the discretion of the Rainbow Omega staff and administration. The services that will be provided on social media. *(See Appendix B, Figure 15)*

Tactic C: Volunteers would help to preform basic daily tasks for Rainbow Omega such as will be picking berries, creating berry packets, cleaning around the garden center, organizing the Garden Center, watering the plants, minor maintenance, picking up limbs from trees, painting room, answering garden phone, or performing other tasks on such day will be an option.

Strategy 3: After volunteers complete their service, they will be encouraged to share their experience through digital media.

Rationale: "This study examined how non-profit organizations (NPOs) adapted to the new media environment and created an innovative culture of advocacy to directly facilitate engagement with interested supporters. Findings from this content analysis and virtual ethnography revealed NPOs dramatically transformed the structure of online content. Shifting the emphasis of the web and social media from a one-way transmission of information to an interactive conversation substantially changes the dynamics for activism and fosters new models of engagement between NPOs and supporters" (Seelig, Millette, Zhou, & Huang, 2019). This explains how important it is for Non-profits to not only engage on social media with public, but for their consumers to do the same.

Tactic A: Create a review tab on the Rainbow Omega Facebook. *(See Appendix B, Figure 6)*

Tactic B: Encourage volunteers to leave reviews on the Rainbow Omega Facebook. *(See Appendix B, Figure 9)*

Tactic C: Encourage volunteers to share their experience by posting a picture on Instagram and tagging Rainbow Omega *(See Appendix B, Figure 8)*.

This portion will go through the media plan and strategy. This will include the PESO model which is short for paid, earned, shared, and owned media and the tactics used to execute this plan.

1. **Objective One:** To influence **awareness**; specifically, to create an increase in knowledge about Rainbow Omega's mission among 150 high school and college students in the local Eastaboga and surrounding areas in one year.

Paid Media Strategy: To utilize a digital creative content website, such as Canva, to assist with the development and distribution of the campaign promotion for the volunteer program.

Rationale: Canva is one of the few digital creative content websites that offers a free subscription plan for nonprofits. Canva is important for Rainbow Omega because it will allow you to have been creative when making marketing content and have social impact. This will allow Rainbow Omega to purchase a content creation program to use for the volunteer program. Rainbow Omega qualifies because they are registered nonprofit. *(See Appendix C, Figure 2)*.

Tactic 1: Sign up to canva by creating a profile with your email and a password.

Tactic 2: Purchase the website program Canva

Tactic 2: Choose a design for the graphic.

Tactic 3: Insert advertising writing that will promote Rainbow Omega volunteer program.

Tactic 4: Use the graphics on all social media websites. Using Canva and intriguing graphics will help draw attention to Rainbow Omega social media sites.

Earned Media Strategy: To help achieve this objective, Rainbow Omega can incite media coverage of its organization and volunteer program by forming a relationship with local journalists and reporters.

Rationale: Traditional media is a helpful resource, even in the age of technological

superiority. "58% of adults aged 18-34 and more than 6 in 10 adults aged 35+ read a newspaper" (Newspaper Data, n.d.). Therefore, traditional forms of media should target students' parents.

Tactic 1: Generate media pitch about Rainbow Omega and the volunteer program *(See Appendix E).*

Tactic 2: Distribute media pitch to *The Chanticleer's* editor-in-chief, Breanna Hill via email. It is very important to develop and maintain a positive relationship with those involved with *The Chanticleer*. The staff of this paper can help to ensure your message is conveyed to those that read their paper.

Tactic 3: Distribute media pitch to Local Matters with Dottie Rimpsey via Facebook Messenger. Local Matters serves the local community with interactive information to inspire local viewers to act. Local Matters is in the Anniston/ Oxford area.

Tactic 4: Finalize time to be on Local Matters and story with The Chanticleer's

Shared Media Strategy: This will be a post on Instagram and Facebook for inquiring about how to join the Rainbow Omega Volunteer Program. This will also include the mission, vision, and values of Rainbow Omega as well as a brief history on the starlings of Rainbow Omega. This information will consist of a Facebook post to reach the parents of the potential volunteers. *(See Appendix F, Figure 3).*

Rationale: Having the mission, vision, and values available helps volunteers see why they serve and lend their time. It also helps the volunteers to see what Rainbow Omega stands on and believes in.

Tactic 1: Create an Instagram and Facebook post with information regarding Rainbow Omega Volunteer program and include the mission. *(See Appendix F, Figure 7)*

Owned Media Strategy: This will focus on emailing high schools (clubs, organization) Making sure schools/teachers/parents know what Rainbow Omega is striving to do. Promote the vision, provide updates and FAQs that you think may appeal to parents. Express why many people decide to commit their time to Rainbow Omega by volunteering.

Tactic 1: Visit the school websites and email the principals of the schools to see how the best way to contact the school sponsors. *(See Appendix I, Figure 1).*

Tactic 2: Email teacher sponsors for specific clubs and organizations.

II. Objective Two: To influence **acceptance**; specifically, to increase the positive attitudes toward the volunteer program among 25.7% of college students and 26.4% of high school students in one year.

Owned Media Strategy: To help achieve this objective, Rainbow Omega should use their platforms to promote the benefits of participating in the volunteer program. Students like to know what they can receive from volunteering.

Rationale: This strategy is to ensure that volunteers can be informed to join the Rainbow Omega volunteer program through creating content on social media.

Tactic 1: Create social media content showing the incentives of volunteering at Rainbow Omega. Create an ad that will have a daily budget of five dollars every day that it is active. (See *Appendix F, Figure 1*).

Tactic 2: Leave this ad active for seven days, so the total for the ad would be thirty-five dollars.

Earned Media Strategy: Rainbow Omega can facilitate and analyze online reviews of the volunteer program to receive third-party vouchers of the benefits of participating with this nonprofit.

Rationale: Positive and negative reviews display audience perception. Volunteers can express their thoughts and ideas about Rainbow Omega on websites like Facebook and Google, where potential volunteers look for information. Acceptance can be measured by analyzing reviews.

Tactic 1: Rainbow Omega must create a separate tab on its website for volunteers to write reviews.

Tactic 2: Rainbow Omega also have an option where volunteers can write reviews on the Facebook.

Tactic 3: The organization should monitor online reviews and respond in a timely manner to that.

Owned Media Strategy: Have a form on the website that is available for interested people to sign up making it a very accessible site and easy to get involved. Then having a survey for recent volunteers to see what Rainbow Omega can do better at.

Rationale: This shows us the incentives of what the volunteers will receive from Rainbow Omega after completing their community service hours.

Tactic 1: Create an email and include the incentives in that comes with volunteering. (See *Appendix F, Figure 2*)

Tactic 2: Send email to local high school, colleges, and clubs. *(See Appendix I, Figure 1)*

III. Objective Three: To have an effect on **action**; specifically, to obtain an increase in high school and college volunteers at Rainbow Omega by 10% in one year.

Paid Media Strategy: This will consist of an ad to help get more knowledge to people on Facebook about opportunities of volunteerism for Rainbow Omega. Rainbow Omega should use this to target the audience they prefer which would be high school and college students. This will also include having a giveaway fund for the past volunteers allowing Rainbow Omega to give away a gift card.

Rationale: Purchasing a Facebook ad will allow people to sign-up to volunteer from wherever they want. When creating an ad, you never know the responses you will get. This is likely to increase number of sign-ups for the volunteer program and help people know about the volunteer opportunities at Rainbow Omega. Creating a giveaway fund allows volunteers something to look forward to and something exciting.

Tactic 1: Create a Facebook Ad that people will see depending on the price, location radius, and period that ad will be active (See *Appendix D*). Ad viewers will be able to click the ad then be directed to the Rainbow Omega Volunteer Website. From there the viewer will be able to look at all the volunteer options. (See *Appendix G*).

Earned Media Strategy: Have volunteers create content on social media displaying their experience at Rainbow Omega, adding third-party testimonial support to improve earned media.

Rationale: Original social media posts at Rainbow Omega are costless promotions for the brand as posts get several likes, comments, and shares. When individuals discuss Rainbow Omega, they are generating word-of-mouth promotions. If the exchange is positive, this could lead to new volunteers and supporters. Also, campaign marked by a hashtag allows individuals to bond over shared experiences.

Tactic 1: Start a #RainbowOmegaVolunteer Instagram campaign to generate a collection of volunteer curated content *(See Appendix F, Figure 5).*

Tactic 2: Incentivize volunteers that share their experiences with the #RainbowOmegaVolunteer with an incentive such as a drawing for a gift card when they do share. (See *Appendix F, Figure 6*).

Shared Media: Have a letter via, email that will be sent to the potential volunteer about the Rainbow Omega volunteer program that reached out or filled out an interest form. *(See Appendix F, Figure 2)*. Have a social media post that will allow potential volunteers to see what the Rainbow Omega volunteer program consists of in action. *(See Appendix F, Figure 3)*.

Rationale: Communication is key for getting people to come to the campus. Having an uncomplicated way for volunteers to access volunteer program will be vital.

Tactic 1: Create email to send out to volunteers.

Tactic 2: Send out email to all interested volunteers. *(See Appendix F, Figure 3)*.

Owned Media: Have a form on the website that is available for interested people to sign up making it a very accessible site and easy to get involved. Then having a survey for recent volunteers to see what Rainbow Omega can do better at.

Rationale: Providing recent pictures of volunteers on the website will show the involvement of volunteers. Having a survey for after the volunteer work is done will let Rainbow Omega know what they can do better.

Tactic 1: Create a google document sign up link *(See Appendix C, Figure 13).*

Tactic 2: Create important questions for the volunteers.

Tactic 3 Volunteers will be able to sign up using the volunteer website. *(See Appendix F)*

Tactic 4: Create survey that consist of questions about what the volunteers enjoyed and what Rainbow Omega can do better. *(See Appendix H, Figure 5)*

Budget

This first year we made the most of each dollar. This cost-efficient budget will enable Rainbow Omega to test how the Ads do on this first year. With a successful first year Rainbow Omega should be able to raise their budget. This focuses on the year ahead and gives an option for Ads every month. With this budget Rainbow Omega should see a change in the awareness of the volunteer program. *(See Appendix C, Figure 1)*

I. Calendar for Timeline of Program Implementation

Based on our development and suggestions for a volunteer program for Rainbow Omega, this program will take at least one fiscal year to implement. The objectives of this program, which focus on measuring levels of awareness, acceptance, and action, provide the direction for how to evaluate the effectiveness of this volunteer program.

Phase One: Awareness

To foster awareness about the volunteer program, Rainbow Omega should frequently post on Facebook and Instagram starting at the beginning in August and continuing over the length of a year. *(see Appendix H, Figure 1)*. After making the target audience aware of Rainbow Omega's mission on Instagram, the organization should begin posting on both Facebook and Instagram about volunteer opportunities. While also updating the website to keep information about the volunteer program and Rainbow Omega accurate for your audience.

Phase Two: Acceptance

It is essential to get students and their families to accept the volunteer program and have positive feelings toward it. We suggest stressing the benefits of student volunteerism on social media and at speaking engagements. The benefits of volunteering should be mentioned around the same time as the organization discusses volunteer opportunities at its organization *(see Appendix H, Figure 1)*.

Phase Three: Action

In efforts to influence the action of student volunteers, we suggest that students are presented with an online form to sign up for the volunteer program after making them aware of the types of volunteer opportunities at Rainbow Omega and the benefits of participating in this program *(see Appendix H, Figure 1)*. Rainbow Omega should present the form on Facebook and its website. For social media, this can be achieved by adding a link to the sign-up form on Facebook posts, creating Instagram stories with a clickable link to the form, and mentioning the form in the captions of Instagram posts. With the website, students can have access to the information about this program and be able to directly download and submit the sign-up form to participate The volunteer website and form should be created and published immediately at the start of the campaign (see *Appendix H, Figure 1*). The sign-up form for this program can also be brought to hand out to students at various speaking engagements with student organizations and schools in the surrounding areas.

II. Measurement & Evaluation

After the implementation of the volunteer program, Rainbow Omega must evaluate the effectiveness of the volunteer program to see if all the objectives were achieved. An evaluation should be completed immediately after implementing all the strategies and tactics by developing a survey for volunteers and conducting a content analysis on mentions regarding the organization *(see Appendix H, Figure 1)*. One effective way to evaluate the program is to create a survey to get feedback from your audience. This survey will cover all the objectives. Each objective should be measured using primary and secondary research, which is important as these methods provide a way to measure organizational output and public opinion.

1. **Objective 1:** To influence **awareness**; specifically, to create an increase in knowledge about Rainbow Omega's mission among 150 high school and college students in the local Eastaboga and surrounding areas in one year.

i. Primary Research: Google Document Volunteer Survey

To measure the effectiveness of how Rainbow Omega initially promoted its mission and the volunteer program, a survey should be conducted to see how many high school and college students have become aware about the Rainbow Omega volunteer program. This will help Rainbow Omega determine if objective one is achieved. This survey was created on google documents. The link to the survey question have been attached to the appendix. This will help get an analysis of where your target audience stand with Rainbow Omega and how the volunteer program is working for the non-profit. (see *Appendix H, Figure 2)*.

ii. Secondary Research: Content Analysis

To measure and evaluate Rainbow Omegas social media, the nonprofit will have to understand to measure the effectiveness of the content provided by Rainbow Omega of the volunteer program. By looking at the content analysis, which is analyzing which content gets more attention on social media. This can be conducted through followers Rainbow Omega has, and the interactions that the target audience has. This can include, but is not limited to likes, comments, shares, etc.

b. Objective 2: To influence **acceptance**; specifically, to increase the positive attitudes toward the volunteer program among 25.7% of college students and 26.4% of high school students in one year.

i. Primary Research: Survey

To measure how students have increased positive attitudes toward the volunteer program at Rainbow Omega, a survey will need to be conducted. This survey will ask volunteers questions about their realization of the benefits and mission of the volunteer program. We should be able to know if the target audience accepts the message through the survey questions. This should also help Rainbow Omega understand who accepted the program (see *Appendix H, Figure 3).*

ii. Secondary Research: Content Analysis

To measure the attitudes towards the volunteer program, Rainbow Omega also needs to conduct a content analysis of its social media. This type of evaluation helps to understand what content the public interacts with most and what impact the content makes on the public. To understand this, Rainbow Omega should analyze comments and shares on Facebook to see what perception the public has about the program *(see Appendix H, Figure 4)*.

c. Objective 3: To have an effect on **action**; specifically, to obtain an increase in high school and college volunteers at Rainbow Omega by 10% in one year.

i. Primary Research: Survey

Rainbow Omega should conduct a survey to get a better understanding of what types of volunteer activities the students did in the program, if the volunteers had a positive experience, and if they would volunteer again. This should help Rainbow Omega gain knowledge about how to continue with the volunteer program *(see Appendix H, Figure 5).*

ii. Secondary Research: Content Analysis and Number of Volunteers

While we propose that at twenty percent high school and college students may participate in the volunteer program within its first year, Rainbow Omega must also conduct secondary research to measure if this objective is achieved. We are proposing that each volunteer be asked to leave a review of their experience on the Rainbow Omega Facebook Reviews tab *(see Appendix H, Figure 6)*. Rainbow Omega can analyze these reviews to understand how many students have participated in the event and gain a sense of their experience in the program.

Number of Volunteers: To also understand if this objective is achieved, Rainbow Omega needs to keep record of how many volunteers participate in this program. The number of volunteers who participate in the program can also be compared to the number of sign-up forms received, as this helps determine the number of students who decided to act on this volunteer experience.

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Figure 1: Gender Survey Question

Gender demographic of survey response.

Figure 2: Age Survey Question

Age of the survey responder.

Figure 3: Location Survey Question

The geographical location of the survey respondents.

Figure 4: Mission Statement Survey Question

The respondents answered the survey question by picking their Christian denomination or if they are religious.

Figure 5: Learn about Rainbow Omega Survey question

The respondents' responses to how they knew about Rainbow Omega.

Figure 6: Logo survey question

This is the responses of how clearly the survey respondents believe the Rainbow Omega logo reflects the mission statement.

Figure 7: Website survey question

This survey question is to learn how the audience finds what they are looking for on the Rainbow Omega Website.

Figure 8: Familiarity survey question

Rainbow Omega offers many services such as carpenter work, garden center and gift shop, greenhouses, and intermediate care facilities. This question is to find out what the most familiar services are for Rainbow Omega.

Figure 9: Information provided by Rainbow Omega survey question

Rainbow Omega is full of information. The audiences would like to see more feature stories. Fifty-one percent of respondents would like to see more feature stories about residents or volunteers.

Figure 10: City survey question

Location this is the survey respondents' responses about where they are located.

Table 1: Instagram followers list for Rainbow Omega.

These accounts are in the school systems of Rainbow Omegas target audience. This is to ensure to Rainbow Omega will be meeting the specific target audience of high school and college students.

Figure 1: Logo Idea

This is a sample of a new logo idea for Rainbow Omega

Figure 2: Example of the content

This sample show content to post on Instagram to attract high school and college students.

Figure 3: Example of social media content

This sample shows Facebook content for the target audiences' parents.

Figure 4: Newsletter

This sample shows a newsletter on the benefits of becoming a volunteer for Rainbow Omega.

Figure 5: Infographic

This is a sample infographic to share on social media content for the target audiences' parents on Facebook.

Figure 6: Sample Review Section on Facebook

This is an example of a review section on Facebook. Rainbow Omega should have the review section on Facebook activated. Clients or customers should have the choice to leave a Facebook review. The Facebook Review will help Rainbow Omega see what the volunteers have said about their experience.

Figure 7: Instagram content with link

This is an example of a posting for Instagram that highlights how you can share the link to sign up for the volunteer program.

https://docs.google.com/forms/d/e/1FAIpQLSfnCbGbSMt1CSHjOpTeb6rAk9fTpATdcJIbvHCLMs_MJETB-g/viewform?usp=sf_link

Figure 8: Post for volunteers to share

This is a sample of what an Instagram post for Volunteers to share on social media of their experiences.

Figure 9: Review Post

This is a sample of content to be posted on Facebook to get more reviews of Rainbow Omega.

Figure 10: Instagram Account

Example of Rainbow Omega's Instagram account and setup.

Figure 11: Sign-up graphic

This is a sample of a graphic promoting the sign-up link for the volunteer program.

Figure 12: Email of volunteer opportunities

This is an example email that the volunteer will receive when they sign up using the form.

Hello Mya,

Thank you for filling out our volunteer service form. We are always appreciative and looking for devoted people to come to spend time volunteering at Rainbow Omega. Based on our form, you would prefer to come on a Wednesday and Thursday to volunteer. Once you pick from our available dates below, we will provide you with the volunteer services currently for that day.

Our available options for the month of April would be

Wednesday:

- April 6th,
- April 13th,
- April 20th.

Thursday:

- April 7th,
- April 14th,
- April 21st

If you have an idea of the volunteer service, you would like to do, please let us know. Some of our volunteer services are :

- Picking berries
- Creating berry packets
- Cleaning around the garden center
- Organizing the garden center
- Watering the plants
- Or performing other tasks on such day will be an option.

We look forward to hearing from you soon!

Blessings,

Tim Hodge

Rainbow Omega CEO

Email: Business@Rainbowomega.org

Figure 13: Sign-up form

This is the form that we have created for Rainbow Omega of the volunteer sign up.

https://docs.google.com/forms/d/e/1FAIpQLSfnCbGbSMt1CSHjOpTeb6rAk9fTpATdcJIbvHCLMs_MJETB-g/viewform?usp=sf_link

Figure 14: Content Calendar

In this figure, this is a content calendar created so that Rainbow Omega will know when to post and where to post. https://jsu-my.sharepoint.com/:b:/g/personal/jrobinson23_stu_jsu_edu/EfcET-oK_xZPoFp9h7HJZnsBZEFV4jUExZ-SyKL2jq1hTQ

Figure 15: Volunteer Opportunity

This figure shows the volunteer opportunities at Rainbow Omega.

Figure 16: Brief history post

This is a sample of a social media post about a brief history of Rainbow Omega.

Figure 17: Rainbow Omega sharing stories

This is an example of Rainbow Omega sharing stories of the non-profit on Facebook.

Figure 1: Budget

This is a sample of the budget for the media plan and strategy.

Figure 2: Setting up canva account

Please continue reading below for steps about how to create this account.

These are the steps to create a Facebook ad. Before starting the steps, you must open your Facebook business Page on desktop or use the Facebook app on mobile.

Step One: Open Facebook Business page

Once you have the Facebook business page open, under the 'Create' tab, click on 'Ad.'

Step Two: Choose a Goal for the Ad

You will now choose a goal. Which means you can choose from: Get More Messages, Get More Website Visitors, Promote Your Business Locally, Promote Your Page, Boost Your Post, Build Your Business, Get More Customer Contacts, Boost an Instagram Post.

:

Step Three: Add your Creative

Your ad has three key components: visuals, text, and a call-to-action button. The visuals can be an eye-catching photo or a must-watch video about your business. The text should complement the image and lead your customers to take the action you desire. The call-to-action button directs people to take that next step.

Step Four: Define your audience

When you create a Facebook ad, think about the kinds of people who are most often attracted to your business, product, or services. Try to identify what they have in common and use that information to create an audience of other people like them. For Rainbow Omega, you are wanting to get more volunteers to perform service. You can put your audience location anywhere that you think you would get the best numbers from.

Step Five: Set your budget and duration

Decide how much you want to spend per day and how many days you want your ad to run. A daily budget is the average amount you will spend on your ad each day. For example, if you set a daily budget of $5 over the course of five days, you will be charged up to $25 total.

Step 6: Decide where you want your ad to appear

When you create an ad from your Facebook Page, you can select to have it appear on Instagram as well as Facebook.

Sample Email Media Pitch

Hi [JOURNALIST OR REPORTER NAME],

My name is [YOUR NAME], and I am [COMPANY POSITION]. I am writing on behalf of Rainbow Omega, located in Eastaboga, Ala. We are a faith-based, non-profit organization that provides vocational and residential programs to adults with developmental disabilities—the nature of our non-profit leads to opportunities for individuals in the area to volunteer.

Our organization developed a volunteer program for high school and college students in Eastaboga and surrounding areas which we believe could be intriguing to your audiences. This program primarily targets students at Oxford High School, Lincoln High School, Pell City High School, Jacksonville State University, Gadsden State Community College, and Jefferson State Community College.

As a member of your community, we want to spark coverage of this program to alert our community of these exciting new opportunities. Volunteerism is beneficial to students as they develop skills for the future and learn the importance of giving back to their community. Please let me know if you are interested in helping Rainbow Omega spread awareness about its volunteer program with your audiences. You can reach me at [CONTACT INFORMATION].

Thanks for your time,

[YOUR NAME]

Figure 1: Facebook Ad

This is an example of a Facebook ad for getting volunteers for Rainbow Omega.

Figure 2: Volunteer Services Email

This is an example of shared media, which will go out to the potential volunteers after they have accepted that Rainbow Omega Volunteer program.

Figure 3: Action volunteer Facebook post

This is an example of what a social media post looks like for volunteers who have accepted the Rainbow Omega volunteer program in action.

Figure 4: Collaboration mockup

This is a mockup of what a promotion about a collaboration with a student organization for the volunteer program would look like to share on Instagram.

Figure 5: Sample of awareness social media post

This is an example of a social media post allowing audience to learn more about Rainbow Omega and what they stand for to influence the specific target audience to volunteer at Rainbow Omega.

Figure 6: Volunteer Mention

This is a mockup of what volunteers could potentially post on social media after volunteering at Rainbow Omega.

Figure 7: Mission graphic

This is a sample of a graphic that can be posted on Facebook and Instagram to show the mission of Rainbow Omega.

Rainbow Omega volunteer website

This a picture of the volunteer website that volunteers will see when signing up to join.

https://brooklererobinson.wixsite.com/rainbow-omega-volunt

Figure 1: Calendar of Timeline for Program Implementation

The Gantt Chart provided below is an estimate of the period it will take Rainbow Omega to implement this program. This chart also includes suggestions for what tasks should be completed each month and how long it will take to execute each task.

See next page

Figure 2: Survey Questions to Measure Objective One

Provided below are sample questions that can be used in the survey to measure the efficiency of how Rainbow Omega promoted the volunteer program. This also helps to measure the awareness of the program with the target audience.
https://forms.gle/L4YkRMELQwF56fZn9

Figure 3: Survey Questions to Measure Objective Two

Provided below are sample questions for the survey that can be used to measure the attitudes toward Rainbow Omega's volunteer program.

Figure 4: Example of Social Media Items for Content Analysis

The figures below are examples of how the public interacts with content on Facebook. To evaluate how the public is interacting with content, items such as the number of likes, shares, and comments should be noted. Also, the tone of comments is important to analyze for public opinion.

Figure 5: Survey Questions to Measure Objective Three

Provided below are sample questions for the survey to help measure how volunteers acted in the program. This allows the volunteers to describe what duties they conducted and if they would do the Rainbow Omega volunteer program again.

Figure 6: Facebook Reviews

The Facebook Review will help Rainbow Omega see what the volunteers have said about their experience. This is an example of a different organization and their review section. This review tab will need to be activated on Rainbow Omega's Facebook account.

Figure 1: Clubs and Organization Contact List

This is a list of contacts of people from both high schools and college that are active within student involvement

- High Schools

a. Lincoln High School

i. Lindy Smith- Secretary

• lsmith@tcboe.org

• 256-315-5295

b. Oxford High School

i. Heath Harmon- Principal

• heharmon.oh@oxboe.com

• (256) 241-3166

c. Pell City High School

i. Brittany McKinney- Beta Club Advisor

• brittany.mckinney@pellcityschools.net

• (205) 338-2250

• Colleges

a. Jefferson State

i. Sonja Williams – Advisor for Ambassadors

• recruiting@jeffersonstate.edu

• (205) 856-6054

b. Gadsden State Community College

i. Kelley Pearce – SGA advisor

• 256-549-8376

c. Jacksonville State University

i. Josh Robinson – Dean of Students

• Jrobinson6@jsu.edu

• 256-782-5491

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