

**GOAL #1:** To grow support from the community and build and strengthen relationships with local businesses, in the hopes of increasing financial support of the PRPAC.

<b>Objective #1:</b> Connect with 5 new local businesses to foster support through financial means and production supplies by March 2023.	
<b>Strategy 1:</b> Have sponsorship opportunities with local businesses to raise money and strengthen ties with the community.	<b>Evaluation Method</b> How will you evaluate the success of this tactic?
Tactic 1: Have a fundraising event with Tully's from 5-10 PM for 2 weeks; PRPAC will get 15% of the bill when they order saying "PRPAC."	We will know that we are successful based on how much money we make at the end of the fundraising event. We hope to raise around \$500 from this partnership on this night.
Tactic 2: Partner with the Sweet Praxis, a local bakery in Syracuse. When checking out, customers will be asked if they want to donate to the PRPAC. In return, Sweet Praxis baked goods will be sold at the PRPAC's shows, with their label being advertised for good publicity.	The success will be evaluated by both how much money we raise from Sweet Praxis and how many baked goods they will donate to us for our next show or event.
Tactic 3: Do a youth dance class partnership with "Syracuse School of Dance." Sign ups will be \$20 a child and each kid will get an hour long singing bootcamp with the PRPAC and an hour long dance bootcamp with the School of Dance instructors.	We can evaluate our success based on how many children sign up for this program. Additionally, we can gauge our success based on how many children continue to work with either PRPAC or Syracuse School of Dance.
<b>Strategy 2:</b> Partner with nonprofits to allocate donations of props, costumes, and set design aspects	<b>Evaluation Method</b> How will you evaluate the success of this tactic?
Tactic 1: Create a "sign-up genius" that will be sent to local churches and schools for items needed for upcoming shows. These organizations may have leftover props or set design elements from past shows put on.	Our success will be determined based on how many items are donated to PRPAC and the number of people who sign up to contribute a donation.
Tactic 2: Work with 3 local consignment shops (Salvation Army, Goodwill, and Plato's Closet) to set up drop off bins for costumes or fabrics, to be donated specifically to PRPAC.	We will determine success based on how many donations we receive in these drop-off bins.
Tactic 3: Ask local high schools to build elements of the sets or displays in their tech-ed classes, to be donated to the PRPAC	We can evaluate success by how many high schools get involved, how much they build, and the extent to which they continue to help.

<b>Objective #2:</b> Raise \$10,000 from individual community donations through fundraising pushes by March 2023.	
<b>Strategy 1:</b> Set up weekly fundraising events at the local schools, to get the youth involved and interested in the PRPAC while also raising money.	<b>Evaluation Method</b> How will you evaluate the success of this tactic?
Tactic 1: Have a car wash from 9-1 one morning, with 50% of the proceeds going to the PRPAC and 50% going to the school's drama department. This will be mutually beneficial for both the PRPAC and the local school's arts departments.	Our success will be measured by how many cars we washed and the tips we received. The cars will both measure how much money we made and how much exposure the company has achieved.
Tactic 2: Host a talent show at the local high schools. The children will audition, and the one winner from each local school will have a role in the upcoming PRPAC production. The tickets will be \$5 each for the parents or outside spectators to come see.	Ticket sales will determine the success of this tactic and also allow PRPAC to gain exposure with the younger community as well as their family, friends and others who are close to them.
Tactic 3: Host a babysitting night from 6-10, with extra PRPAC employees watching kids from the schools while a show is being put on for the parents. Tickets will be \$30 an adult, to cover the costs of both the production being put and the babysitting. All proceeds will go to the PRPAC.	Our success for this tactic will rely on how many tickets we sold for that night.
<b>Strategy 2:</b> Host a brunch at the PRPAC with live performance	<b>Evaluation Method</b> How will you evaluate the success of this tactic?
Tactic 1: Partner with local restaurants and stores to provide food and drinks for brunch and intermission.	Our success will be evaluated based on if our local restaurant partners will want to continue the partnership after the event hosted by PRPAC
Tactic 2: Host it at the PRPAC, using the space for free and setting up a small stage for songs to be performed on.	Since the space and entertainment will be free, the measure of success relies on the exposure we get to the community.
Tactic 3: Have a raffle at the brunch, with local businesses donating prizes or experiences.	Success will be evaluated based on how many ticket sales there are and how many local businesses donate to PRPAC.

<b>Objective #3:</b> Increase followers by 50% on Instagram and 10% on Facebook by September 2022.	
<b>Strategy 1:</b> Collaborate with other accounts to grow our following on Instagram	<b>Evaluation Method</b> How will you evaluate the success of this tactic?
Tactic 1: Have a takeover with Syracuse University's VPA school, with a student touring the PRPAC facility to raise awareness of the PRPAC Instagram page.	Success will be evaluated through both how many views the stories are getting and how many additional followers the PRPAC Instagram receives.
Tactic 2: Have an article or post shared on the Daily Orange's Instagram to raise more awareness with Syracuse students and the local community.	We will evaluate success by how many clicks the article, written by the Daily Orange, receives and in turn, how many new followers the PRPAC Instagram gets. It can increase their exposure to the Syracuse student community.
Tactic 3: Post a paypal bingo board where users can pay and have their accounts tagged on the box they filled. They will be able to retag and repost on their individual stories, which will boost interaction with the PRPAC Instagram.	We can determine our success based on how many people post the bingo boards to their personal page and how many donations they receive from their followers. We can also see reposts which will help with exposure and new potential followers.
<b>Strategy 2:</b> Create a more curated feed and online persona that will reach the theater audience on Facebook	<b>Evaluation Method</b> How will you evaluate the success of this tactic?
Tactic 1: React and voice their opinions on current events in the Black community and in the theater world, to create a stronger brand presence and online persona.	Success will be determined by comments and reposts as well as new potential followers who come across their page who support their voice and opinions.
Tactic 2: Post clips of their past productions and numbers to showcase their talent and draw attention to their mission and vision as a company.	Our success will be measured by how many views these videos get and how many new followers we receive on the PRPAC Facebook.
Tactic 3: Utilize hashtags and key search words to optimize SEO	Success will be monitored by how often the PRPAC and related articles populate on search engine results.

**Evaluation Summary:**

## PRPAC Communications Planning- Juice Consulting

The evaluation tools vary for different tactics, but overall, the best evaluation metric is the funds raised through our efforts. As the agency concerned with donors, the monetary amount we raise will indicate how much of an effect we have made on the support of the PRPAC. Through our various fundraising efforts, such as a car wash, a talent show, a babysitting night and a brunch, we will be able to provide direct routes to facilitate donations. However, on a broader and more abstract scale, awareness from the community is also something that we as the donors agency are trying to spread. These fundraising events will be greatly beneficial, but long-time support of the PRPAC will come from these community outreach partnerships and initiatives. The evaluation methods for the awareness initiatives will be a slower, more drawn-out process to measure, as the partnerships with the local community will take time to foster. The one aspect of community awareness that we will have immediate results of is the social media component of our tactics. Through likes, follows, clicks and other impressions, we will be able to statistically gather how widespread our posts and content are. Overall, the metrics for how we will grow the financial support of the PRPAC differ, but all are important to a comprehensive effort to increase fundraising.