



Public Relations Plan for Riverside Arts Academy

by

Cole Stillwagon

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Company Overview

Riverside Arts Academy is a non-profit Arts Academy that is dedicated to enriching the lives of Riverside youth. In 2012, councilman Andy Melendrez saw a dire need for the youth of Riverside to have access to arts education. He started conversing with Riverside Unified School District about creating an organization to serve the under resourced students in the area. From these conversations the East Side School of Arts was born. Operating on a next to nothing budget they began their mission to change young students' lives through music education.

By 2013 Riverside Arts Academy had grown to serve over 500 students. This growth was attributed to the hard work and compassion of volunteers, founders, and generous donors. Thanks to local businesses such as Windermere Tower Properties, The Latino Network, Altura Credit Union, and The Riverside Police Foundation, these under-resourced students were given the opportunity to expand their skills, gain a new passion, and be poured into caring and professional members of the community.

In 2015, RAA was able to expand its partners and programs to create the Riverside Arts Academy Music Project (RAAMP). RAAMP offers music instruction to children from four different elementary schools in the Riverside Unified School District as well as provides weekend instruction at Cesar Chavez Community Center and California Baptist University. They continue to serve the community and expand offerings as they discover new needs within the community and acquire the proper resources to do so.

Since their opening in 2012 they have been dedicated to fulfilling their mission of changing lives by providing access to arts and music education at no cost to students

aged 4-17. Not only do they teach music and art, but they deeply enrich the lives of Riverside youth through teaching critical life skills, boosting self-esteem, and changing the trajectory of students' lives for years to come. In a fun and creative environment students are able to gain many benefits from experiencing the arts such as success in school, work, and life. RAA understands the versatile and dynamic benefits the arts are able to provide and continue to passionately provide these opportunities to students.

Situational Analysis

Riverside Arts Academy stays alive because of its donors. Currently, RAA has a wide variety of donors ranging from big corporations like Amazon to Stater Bros to individual donors. The main situation that RAA is currently facing is brand awareness in regards to donors. Due to the current communication with current and potential donors, RAA is struggling to gain new donors and keep the current donors. RAA is just getting enough money per year to stay afloat but we want to help RAA get more than enough money each year. Currently, communication consists of a monthly booklet that contains far too much information in a non-easy to read format that is not brand cohesive. They are not reaching out to past donors, informing them where the money is going, how donations have helped the program or sharing children's testimony. Donor appreciation used to happen through luncheons and choral events. Some of these events include their annual donor's brunch and multiple student choral performances. Both events where donors were given the opportunity to see the students share their hard work and passion with many. Now, with the COVID-19 pandemic, those events have been heavily impacted, leaving students with a lack of resources to share their music with donors. Despite the lack of resources available to students, numerous steps have been taken to share their student's music virtually. Through zoom performances shared on their social media, donors and general audiences have been able to see a piece of the work the Riverside Arts Academy has accomplished in young students' lives.

In order to keep any nonprofit open and expanding, there needs to be a consistent flow of donors. With no brand awareness or communication with current

donors, RAA is not bringing in new or recurring donations on a steady basis. If donations cease to exist so will RAA. Crafting a clear picture of what this organization stands for and how it has helped the community is the message that prospective investors need to see and returning donors want to see. Showing a wise allocation of funds being dispersed in intentional and specific ways needs to be a priority. There is little communication regarding past donations and the success or change they brought the enrolled students, but also no goal-driven directive that perspectives can get behind. With no history oriented fund dispersion documents or baseline communication, there seems to be little interest garnered towards future investments. This will stall the program until it eventually becomes ineffective in its main goals and is forced to close its doors for good. After analysing RAA it is clear that Bayhill Public Relations needs to find a way to reach more potential donors and create a way to show donors what their investment is doing in the lives of children.

SWOT Analysis



Audience

Primary Audience: The Primary audience for the brand awareness track is donors. Riverside Arts Academy has a wide variety of donors spanning from individuals to corporations both small and large. There is not one specific donor that RAA favorites because the variety of donors is what helps keep RAA alive. The individual donors tend to be middle to upper class, riverside locals who range from 30-65 in age. The corporate donors span from local businesses to large organizations.

Secondary Audience: The secondary audience is people who are 'donors' but they don't donate money. They donate musical instruments and offer help to fix them when they fall into disrepair. This audience is a big part of RAA because it helps create community involvement in our program and allows for more people to see what is being done for the students in the area. In offering several services, we require a diverse donation base, and that is not always monetary value. Getting instruments and instructors that volunteer their time and extra resources is an immense blessing, and therefore an important audience to address.

Marginal Audience: The marginal audience would be young adults who don't have enough money to donate currently but could become passionate about the program. If we introduce them to the program and help them come to love RAA and what they do then when they are making a good salary they may be interested in donating to RAA. In

addition to being able to donate they could also promote RAA which could help us reach more people. Young people tend to like to share their passions on social media and this would be a great way to promote all RAA is doing and reach the hearts of many individuals.

Target Audience: Our target audience for this campaign and plan is individual donors who are in the specific demographics that RAA looks for and is consistent with working with. This includes middle to upper class Riverside locals who typically range from 35-65 years of age. We will be targeting individual donors in various tiers of giving to expand RAA's reach, create consistency in giving, and engage in a direct and targeted message.

Goals & Objectives

Goal 1: Foster donor relationships through targeted communication

Objective 1: Revamp and send Email Newsletter to RAA donor list

Objective 2: Create and deploy Gratitude Campaign

Objective 3: Send survey to RAA donor list about preferred newsletter content

Goal 2: Create, deploy, and communicate a tiered donor plan

Objective 1: Distribute tiered plan to RAA donor list

Objective 2: Create and distribute 10 social media posts about tiered donor plan

Objective 3: Financially fund 35 students through tiered donor plan

Strategies & Tactics

Strategy

Foster intentional communication strategies through tiered donor campaigns and targeted communication. Achieving this through social media posts on both Instagram and Facebook. As well as monthly newsletters that update and promote what is happening at RAA, what funding and support is being used for and how it is having an impact. Also creating a gratitude campaign to create an environment of thankfulness and appreciation between RAA and donors. Implement a tiered donor plan that includes a separate sponsor a child campaign to garner community involvement and donor awareness. Create a survey to be distributed to RAA donor list and foster communication over content and material being provided to donors. Gather photos, testimonials and thank you letters from students involved in the program to utilize in social media posts and newsletter content.

Goal 1 Tactics

- Reformulate and revamp newsletters(see appendix A)
- Create and implement a gratitude campaign(see appendix B)
- Create donor list for newsletter
- Create survey with interactive questions to review RAA's current communication processes (see appendix C)

Goal 2 Tactics

- Create a tiered plan and cost estimate for each student/class per year (see appendix D)
- Create instagram posts about tiered donor plan (see appendix E).
- Create facebook posts about tiered donor plan (see appendix E).
- Create hashtag for tiered donor plan

Implementation Timeline

Week 1:

Monday: Create a monthly newsletter template for Donors

Wednesday: Prepare email list that will be used for Communication Survey

Friday: Create 5 social media posts regarding tiered donor plan and sponsor a child

Week 2:

Monday: Prepare welcome packages for Gratitude Campaign.

Wednesday: Create 5 social media posts regarding tiered donor plan sponsor a child and gratitude campaign

Friday: Create thank you videos for donors

Week 3:

Monday: Prepare donor newsletter #1

Wednesday: Post on Instagram and Facebook (introduce tiered donor plan)

Friday: Have students write personalized thank you letters for donors

Week 4:

Monday: Send out donor newsletter

Wednesday: Post on Instagram and Facebook (sponsor a child)

Friday: Send out welcome packages to new donors.

Week 5:

Monday: Send out thank you video #1 to donors

Wednesday: Post on Instagram and Facebook (sponsor a child)

Friday: Have students write personalized thank you letters for donors

Week 6:

Monday: Send out Survey to donors

Wednesday: Post on Instagram and Facebook (Survey)

Friday: Have students write personalized thank you letters for donors

Week 7:

Monday: Prepare Donor Newsletter #2

Wednesday: Post on Instagram and Facebook (tiered donor plan)

Friday: Write personalized thank you notes to new donors from the week (for donor welcome packages)

Week 8:

Monday: Send out donor newsletter

Wednesday: Post on Instagram and Facebook (sponsor a child)

Friday: Send out welcome packages to new donors.

Week 9:

Monday: Send out reminder about survey

Wednesday: Post on Instagram and Facebook (Gratitude Campaign)

Friday: Prepare one year letters for donors

Week 10:

Monday: Analyze Survey results

Wednesday: Post on Instagram and Facebook (sponsor a child)

Friday: Write personalized thank you notes to new donors from the week (for donor welcome packages)

Week 11:

Monday: Prepare Donor Newsletter #3

Wednesday: Post on Instagram and Facebook (tiered donor plan)

Friday: Send out welcome package to new donors

Week 12:

Monday: Send out donor newsletter

Wednesday: Post on Instagram and Facebook (gratitude campaign)

Friday: Conclude campaigns, gather survey data, and begin evaluative measures

Evaluative Measures

- **Donor Communication**
 - Track email newsletters being sent out to the donor list.
 - Track gratitude campaign being sent out to new and current donors.
 - Track survey list being sent out to the donors list.
- **Tiered Donor Plan**
 - Track tiered plan being sent out to the donors list.
 - Track 10 social media posts being sent out to socials.
 - Track donors sponsoring students and classrooms.

Appendix A

MAY 3, 2021 | ISSUE NO. 1

THE MEMBER MONTHLY

A newsletter for RAA members, donors, and sponsors



bringing the arts to our communities

RAAMP STUDENTS PERFORM AT EL SISTEMA

RAA is proud to announce that three students will be attending the El Sistema Seminario this month!

Citali Campos, Tuan Nguyen, and Yunshu Zhang have all been selected and will be contributing recordings for the El Sistema Virtual Performance.

El Sistema is an internationally recognized music program whose mission is to effect social change through music for children with the fewest resources and the greatest need. The Riverside Arts Academy has been an El Sistema affiliate since 2018.

SPONSOR A CHILD UPDATE:

27 more students have been sponsored!!



SPRING 2021 VIRTUAL CONCERT

Come support the studnets of RAA and listen to the sounds that would not be possible withot you!

When: Saturday May 8

10:00 AM - 11:00 AM

Where: Via Zoom

Please RSVP at www.riversideartsacademy. Once you have RSVP'd the zoom link will be sent to your inbox on file.

SHOP AT AMAZON SMILE

Have you heard the news? Amazon will give back to RAA when you shop through them! That's right, you shop as usual and Amazon gives back through there Amazon Smile program. Go to smile.amazon.com and select "Riverside Arts Academy" as your charitable organization of choice and then shop as usual!

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COVID - 19 ADAPTATION:

With the onset of COVID-19 RAA took darastic changes to continue focusing on music education and helping children. As we continue to move forward over a year later this is how our program will shift this summer:

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- asdfajklasdfajklasdfak
ljsfdajklasdfjlakfd
- asdfakjlkjasdfalkj
- asdfakdjlasdfjalksjfd
- afsldkjflkjafldkjsa
- afsdkljfdaslkfjaslfdkja

More information on our moving forward plan will be available soon.



Appendix B

GRATITUDE CAMPAIGN

1. Welcome Package: This package would be sent to new donors to show your appreciation for their support.
2. Thank you Videos: The videos would be a video of multiple students holding up thank you signs, videos of students sharing what RAA has done for them and videos of videos from RAA members thanking donors for their support.
3. Handwritten Thank You letters from the students
4. One Year Donation Letter: One year after the donor donated RAA can send a letter/email out to the donor talking about all that RAA did this year thanks to their donation and encouraging them to donate again.
5. Social Media Thank Yous: Create posts to share on social media how thankful you are for your donors.



RIVERSIDE ARTS ACADEMY

We appreciate you!



Dear (insert donor name),

Who are you and what classes do you take at Riverside Arts Academy

What does RAA mean to you

Thank the donor for their donation and helping support RAA

Warm regards,,

insert name

RAA Student





HAPPY 1 YEAR

RIVERSIDE ARTS ACADEMY

Insert Donor Name

It has been one year since you donated to Riverside Arts Academy and oh what a year it has been!

Insert all that RAA has accomplished this year

Talk about how we would love them to be apart of RAA for the next year and how much we appreciate their donation and support of RAA

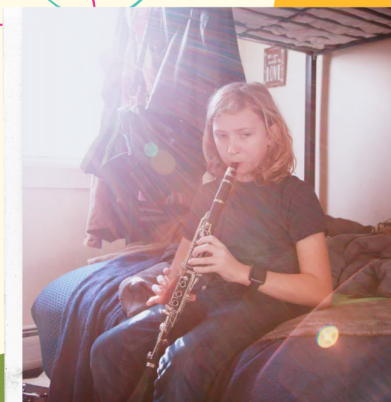
Sincerely,

Insert Name Here

Riverside Arts Academy



Thank you
DONORS
for supporting
**RIVERSIDE
ARTS
ACADEMY**



"RAA has taught me so much and I am so grateful for the donors who help keep RAA alive"-RAA student

Appendix C

<https://www.surveymonkey.com/r/ZJ7QZZH>



Donor Communications Survey

We are extremely grateful for your generous donations. We would love your feedback on how we can improve our donor communications and awareness!

1. How long have you been donating to Riverside Arts Academy?

- Less than six months
- Six months to a year
- 1 - 2 years
- More than 2 years

2. How would you rate RAA's current communication with donors?

- 1 Star
- 2 Stars
- 3 Stars
- 4 Stars

Appendix D

RIVERSIDE ARTS ACADEMY PRESENTS:



TIERED-DONOR PLAN

FOUR EASY WAYS TO DONATE AND GIVE MORE ACCESS TO MUSICAL EDUCATION



TIER ONE SPONSOR A CHILD

Sponsor a child is a new initiative that RAA is launching, which allows donors to give a monthly donation of \$100-\$200. This cost covers the entire year for a child in terms of instruments, lessons, and camps that occur during the school terms and summer holidays. With this donation you will receive a welcome gift and a thank you letter from Dr. Postgate, the president of RAA. If you are interested in donating to this program please follow the link to the proper donation platform.

TIER TWO ONE TIME DONATION

RAA knows that you have a busy and active life, so offering a quick one time donation option helps ease the stress of monthly payments. Beginning at \$500, you are able to donate however much you or your business is comfortable with, and receive a thank you subscription to our monthly newsletter. If you are interested in a one-time donation please follow the link to the proper donation platform.



TIER THREE MONTHLY DONATIONS

Do you need a quarterly or monthly donation option? Well here is your plan! Starting monthly with a base of \$50, you can enroll in an automatic withdrawal plan with whatever amount you choose. The quarterly base begins at \$250 and features four payments throughout the year that can be automatically withdrawn. When you enroll in either of these donation tracts, you are eligible for a free gift. Follow the link for more information on qualifying rates and registration for this donation platform.



TIER FOUR SPONSOR A CLASS

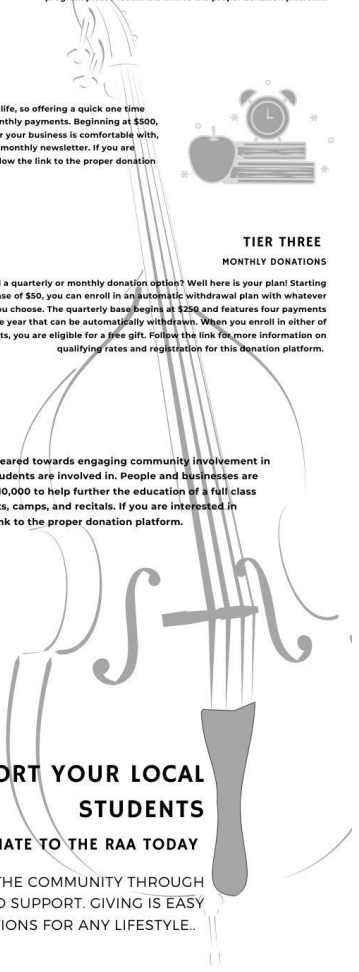
Sponsor a class is an initiative that is geared towards engaging community involvement in RAA and the musical education that students are involved in. People and businesses are able to donate anywhere from \$3,000-10,000 to help further the education of a full class roster for the year, through instruments, camps, and recitals. If you are interested in sponsoring a class, please follow the link to the proper donation platform.



SUPPORT YOUR LOCAL STUDENTS

DONATE TO THE RAA TODAY

WE GIVE BACK TOT THE COMMUNITY THROUGH MUSICAL EDUCATION A ND SUPPORT. GIVING IS EASY AND THERE ARE OPTIONS FOR ANY LIFESTYLE..



Appendix E



SPONSOR A CHILD

WANT TO SEE A LIFE CHANGE?
HERE'S YOUR CHANCE.

SPONSOR AN RAA CHILD FOR A YEAR -
HELP COVER THE COST OF:

- MUSIC EDUCATION
- HANDS ON LEARNING
- INSTRUMENT FEE
- INSTRUMENT CLEANING
- SKILLS TO BETTER THEM FOR LIFE
- & MEMORIES TO LAST A LIFETIME



GIVE THE GIFT OF:

**CONFIDENCE.
SKILL.
KNOWLEDGE.
MENTORSHIP.**

Sponsor a child today at
riversideartsacademy.com



CHANGE A LIFE.

SUPPORT RAA

CLICK THE LINK IN OUR BIO TO FIND
THE NEW WAYS TO SUPPORT RIVERSIDE
ARTS ACADEMY. A CHILD THANKS YOU !!

