

# CHICAGO HOPES

TEAM LOYOLA HOPES

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# EXECUTIVE SUMMARY

## ORGANIZATION

Chicago HOPES is an initiative of the Students in Temporary Living Situations (STLS) department of Chicago Public Schools. They provide after-school tutoring services to homeless CPS students at 26 shelters around Chicago. Currently there are 13,000 CPS students in temporary living situations, comprising 3% of enrolled CPS students. 2,000 of these students live in homeless shelters, and this is the population that Chicago HOPES serves.

## CHALLENGES

Chicago HOPES operates on a \$2,000 annual budget, which limits opportunities to create awareness through mass media vehicles. The awareness level of the rate of homeless students in Chicago is very low, making it difficult for audiences to understand or interpret key messages.

## OPPORTUNITIES

We have the chance to assist in growing the organization in terms of awareness, participation, and social change. By providing a public relations manual we can enable Chicago HOPES to execute effective and engaging public relation practices that are sustainable and can be achieved with little to no cost to the organization.

## GOALS

Our goals are to create and execute an effective campaign to inform citizens of Chicago about the growing problem of homelessness in our city, and its effect on education, and to host a volunteer appreciation event in which past and present volunteers are recognized, and a community dialogue is established among members of Chicago HOPES, donors, and media representatives

### **CAMPAIGN: RAISING HOPE THROUGH EDUCATION**

- Goal 1: Create a communications manual detailing how to plan, implement, and evaluate an effective and sustainable public relations plan.

- Goal 2: Create news releases, feature pitches, phone scripts, radio pitches, PSAs (live copy and recorded), and social media outlets (Facebook and Twitter pages).
- Goal 3: Create a guideline and mockup for an e-press room, and provide all content that should be included on the page.
- Goal 4: Create a guideline for effective search engine optimization and digital metric compilation
- Goal 5: Create a media list in order to enable Chicago HOPES to create and maintain key contacts with various media outlets

### **EVENT: RAISING HOPE**

- Goal 1: Host a volunteer appreciation event and establish a sense of community throughout all facets of the organization.
- Goal 2: Honor the founder of the organization, Patricia Rivera, past and present staff, volunteers, and AmeriCorps VISTAs.

### **SOCIAL MEDIA OUTREACH**

- Goal 1: Create online community spaces through social media platforms
- Goal 2: Raise awareness of events, operations, developments and causes through viral media
- Goal 3: Engage target markets in discussion about social justice issues in an environment conducive to free flow of thoughts and ideas
-

# RESEARCH

# SUMMARY

Chicago HOPES is a non-profit organization that was founded in 2006 by Patricia Rivera. It was started as an initiative under the Chicago Public Schools' Students in Temporary Living Situations department (STLS) which operates within the Chicago Public Schools system. Chicago HOPES staff of AmeriCorps VISTAs and network of volunteers work to end the cycle of homelessness by providing homeless CPS students with educational support.

The main service provided by Chicago HOPES after school tutoring to keep students caught up in school. However, they also offer extra-curricular activities, parental advice, transportation to and from school, and summer programming. There are currently 18 AmeriCorps VISTAs that coordinate the estimated 75 volunteers who tutor at 25 shelters throughout Chicago.

In the past Chicago HOPES has been featured in various media outlets which include radio, print, and broadcast. They have been featured in the Chi-Town Dailey News, a news broadcast on ABC-7 Chicago, and a short piece on Chicago Public Radio, among others.

As far as promotion goes, they recently won a \$25,000 advertising budget with WGCI through in a drawing. Social media is a huge opportunity for Chicago HOPES. Before we started working with them, they did have Twitter and Facebook accounts, but they were not being used to their full potential.

Two of the challenges for Chicago HOPES are the amount of funds available to operate and the low organizational awareness rate with limited publicity being achieved. They are constantly looking for ways to provide more services with less funding. However, this did allow us a wide range of opportunities to provide much needed assistance for them which included a full public relations plan and campaign to increase general awareness, make relevant media contacts, and create a platform to continue to communicate and promote at a low cost in the future.

# SITUATION ANALYSIS

## HISTORY

In 2006 Patricia Rivera founded Chicago HOPES as an initiative under the Chicago Public Schools' Students in Temporary Living Situations department (STLS). At the time, she was the manager of STLS, and realized the need for a staff dedicated to providing educational services to the homeless youth of Chicago. She initiated the staffing of 18 AmeriCorps VISTAs for the program, and assigned them the task of growing the Chicago HOPES initiative and creating awareness and realization of the needs of CPS students in the city.

## BACKGROUND

Chicago HOPES' efforts are channeled to keep homeless kids in school while helping to create a sense of stability in a stressful period of their life. The average age of a homeless person in Chicago is nine. The organization provides extra-curricular support, parental advice, transportation to and from school, as well as school supplies and guidance. An entire 3% of the Chicago public school student population is in temporary living situations. Temporary living situations are defined in three ways:

- “Doubled Up” families in which multiple families reside in a single family home for a temporary period due to financial hardship.
- People who live in shelters.
- Anyone residing in inadequate forms of housing.

## SERVICES/PROGRAMS

Chicago HOPES provides after-school tutoring services to homeless Chicago Public School students at various homeless shelters throughout the city. They not only provide educational services, but also encourage the children to take breaks from schoolwork with fun learning activities throughout their sessions, and provide healthy snacks. During the summer months, Chicago HOPES continues to provide educational services, as well as running various programs including field trips and community gardening initiatives.

## CURRENT STAFF

Today there are 18 AmeriCorps VISTAs, who are with the organizations for one year each, and are on a rotating schedule to avoid a complete re-staffing at the end of each cycle.

Chicago HOPES works in 25 homeless shelters, with a fluctuating number of around 75 volunteers who provide tutoring services at the various shelters throughout the city.

## **PREVIOUS MEDIA COVERAGE**

Chicago HOPES holds an annual volunteer appreciation dinner, where outstanding members of the HOPES team are recognized. They also hold an annual Valentine's Day raffle, selling tickets during lunch hours in the weeks leading up to the event. This year they managed to raise over \$1,000, which went towards operational costs. Previously they have been featured in the following media outlets:

-Chi-Town Daily News: Chicago HOPES was covered in this online local news site. The reporter visited Great Hope and interviewed various coordinators, students, and tutors.

-ABC 7 Chicago: "Someone You Should Know." Chicago HOPES was featured on Harry Porterfield's human-interest broadcast "Someone You Should Know" which airs Tuesdays and Thursdays on the 5 p.m. ABC newscast. He visited the Maria Shelter and interviewed students, tutors, and Chicago HOPES staff.

-The Beam: Summer 2008 Newsletter. This article was featured in the newsletter for the National Association for the Education of Homeless Children and Youth (NAEHCY). This piece looks at a day in the life of a homeless student in our program.

-Chicago Public Radio: Chicago HOPES was briefly covered on Chicago Public Radio. The broadcast was focused primarily on the mural located at the Great Hope Family shelter in Little Village.

-The Phoenix (Loyola University's weekly newspaper): This piece highlights the program at Cornerstone Community Outreach shelter in Uptown. Several Chicago HOPES staffers are interviewed and discuss the program's history.

## **CURRENT MEDIA CHANNELS**

Current communication channels include press releases, a weekly newsletter, and a \$25,000 advertising budget with WGCI, which Chicago HOPES won in a drawing. Currently the Chicago HOPES website is the main source of communication. Prior to our team revamping the Facebook and Twitter pages, Chicago HOPES had accounts on both of these outlets. However, former volunteers had created these accounts and the sign-in information for both had been lost.

## **CHALLENGES**

The budget for Chicago HOPES is under \$2,000 per annum. They are constantly looking for ways to provide more services with less funding. The primary focus of the office is directly aiding the kids, so without a larger permanent staff it is difficult to make time for communications efforts.

Chicago HOPES has a very low organizational awareness rate with very little publicity. Currently the level of awareness of the growing number of homeless students in Chicago is not as strong as it should be.

## **OPPORTUNITIES**

The partnership of Loyola Hopes and Chicago HOPES gives we students the chance to assist this organization to grow in terms of awareness, participation, and social change. With an increase in awareness of the growing homelessness issue within the Chicago Public Schools system, the opportunity for change on a societal level is vastly increased.

We also have the opportunity to create a relationship between Chicago HOPES and a number of media outlets. These outlets offer potential feature articles to increase awareness throughout the community. The ability to carry on public relations efforts in an effective and engaging manner is a legacy that our group hopes to provide Chicago HOPES. This legacy will be achieved by providing the organization with the public relations book that we have created and by customizing traditional PR to fit their needs and goals.

# INTERVIEW

WITH LUIZ VALADEZ

LEAD VISTA

**Why should people care about homelessness? How does homelessness affect education? and vice versa (what is the relationship)?**

Homelessness is a dire issue in the city of Chicago that, unfortunately, is only escalating under the pressures of national economic situation. Most Americans are only a lay-off or missed paycheck away from losing their homes and we are increasingly seeing this happen not only to urban families, but to families in suburban and rural areas as well. Many of these families come to Chicago looking for opportunity and find an even more desperate situation than the one they left.

Children are caught in this cycle through no fault of their own. In these periods of homelessness, the upheaval has a detrimental effect on their educations. If they are fortunate enough to be placed in a shelter, there is a good chance that they will at least continue to attend school. If they do stay in school, it is often a new school on a different educational track than their used to, which leads to them falling behind and adds to the emotional turmoil of an already abhorrently stressful situation. There are times, however, when they slip through the cracks and wind up out of school for months at a time. Of course, if don't find placement in a shelter, there is no telling how long they could be out of school.

With the myriad of worries they face, education is often the first aspect of their lives to falter. When you recall what a significant part of your life school was when you were a child, you can begin to realize how hard it is for a child experiencing homelessness to lose that. Imagining that in conjunction with the additional losses of stability is unfathomable.

**What does Chicago HOPES do to remedy the situation? How did Patricia get involved with Americorp and get them to send volunteers?**

An additional obstacle faced by students living in homeless shelters is the often lack of a space conducive to studying. Chicago HOPES goes into shelters to not only provide a safe and warm environment for these students to study and do their homework in, but also provides caring adults in the form of certified teachers, AmeriCorps VISTA volunteers, and volunteer tutors from the community to support and assist these students. Our ideal is a one-on-one student/tutor relationship for every student, with AmeriCorps VISTA volunteers overseeing the administrative end of the program, and certified teachers to set curriculum and field questions.

In 2006, Patricia Rivera, program manager of CPS STLS, sought out a creative solution to an issue she saw in Chicago's homeless shelters: these shelters had programming for adults, but nothing for children. Knowing that this was a issue that both she and the shelters wanted to rectify, she sought a creative solution in the form of AmeriCorps VISTA volunteers. Knowing that she was already under resourced and on a limited budget from CPS, she saw VISTA volunteers as an ideal avenue to pursue. She brought the first group of VISTA members into CPS STLS in 2006 with the task of creating a shelter-based after-school tutoring program from the ground up.

**Why did you originally want to help Chicago HOPES?**

I became interested in working Chicago HOPES because I wanted to learn more about student program and education in Chicago. My background is in creative writing and poetry and I am currently working towards establishing a non-profit organization that would provide free arts programming to homeless shelters in Chicago; I am teach creative writing to 4th Grade students at Kinzie Elementary in the Garfield Ridge area. Chicago HOPES further appealed to me because I knew I would be working with an underserved populace. While, initially, I knew I wanted to work with underprivileged and at risk youth, I hadn't realized the egregiously under-addressed needs of the populace Chicago HOPES served.

**What opportunities do you see for Chicago HOPES in the future?**

I see Chicago HOPES becoming a more holistic addresser of needs to the shelter populace of Chicago, while also establishing an outlet to provide services for homeless youth who are not living in shelters.

**What are the strengths of your organization? What are you doing to help the community? How exactly are kids being helped by your program?**

We shine most visibly in the tenacity and enthusiasm of the people who work for Chicago HOPES, as they are truly the organization personified. There isn't a single member of the HOPES team who doesn't regularly go above and beyond the scope of their job description in their desire to aid our children.

We regularly create partnerships with other community-based organizations to provide services for our students that we cannot provide. Often, this leads to larger scale community projects many of which involved community revitalization, like the Grow Hopes community garden project we will be initiating in the coming weeks. We also participated in numerous food and clothing drives for the communities our program inhabits.

Our students benefit from the personal attention they get from the caring adults we bring into the shelters. As they are being aided in their academics and getting the questions they have answered, they are also being given a constant in the form of our program, providing a modicum of stability in their uncertain situations. We also use our space within the shelters to ensure that parents and students are aware of their educational rights and also to ensure that these rights are being met.

**Do you see any change in the community since your organization has been here?**

That isn't something I can answer properly. We definitely see a change in our students and a change in the shelter communities we are a part of, but there are larger issues in the communities we inhabit that we cannot address.

**What goals does Chicago HOPES have? What would the perfect Chicago HOPES look like?**

At this point, Chicago HOPES is working towards sustainability. AmeriCorps VISTA members have managed the program from its inception and we only have one year left on the contract between VISTA and STLS. After this, Chicago HOPES will have to operate with the free resource that VISTA has provided. We are working towards establishing a plan for next year's group of VISTA members to enact that will streamline the organization's operations to the extent that they can be carried out with a negligible cost to CPS STLS.

The ideal Chicago HOPES would become see the program become a more integral part of shelter operations. The program would be provided at least four days a week with separate sessions for elementary and high school students. HOPES would have a more visible presence within our student's schools and work with their teachers to established an individualized program curriculum for our students. HOPES would also employ social workers to work with the parents of our students to ensure they were being provided with resources that help them steer their families onto a more stable path.

**What are Chicago HOPES biggest boundaries? What can be done to overcome these?**

Chicago HOPES suffers from an uncertain future as a program within CPS. With the current budget crisis and management shifting, we can't tell from one day to next what the future of our parent program CPS STLS is and, in turn, we cannot be sure of the future of the HOPES program. Under Patricia Rivera's leadership, we could be assured that the program would always exist despite being largely under the radar within CPS. With the advent of Patricia Rivera's retirement, we have no guarantee that STLS's new manager will feel as strongly about the service we provide. To put it in context, CPS STLS has a difficult

enough time meeting its mission of upholding the federally mandated right of homeless students because it is understaffed, underfunded, and isn't enough of a priority to CPS to be made its own department--CPS STLS has been under three different departments in the short time it has existed; in light of this, it is easy to perceived that the Chicago HOPES program ranks even lower on the CPS list of priorities.

Ultimately, the public will have to become more aware of this issue and its effect on Chicago at large and demand change from our elected officials. Part of our duty, as people who are conscious of this issue, is to make it more visible in the communities we inhabit and educated those around us about its detrimental effects on our collective well-being.

# PLANNING

# SUMMARY

The campaign for Chicago HOPES consists of three key objectives. First we wanted to provide a customized communications manual detailing sustainable public relations plans for future staff. Second, we needed to create multimedia and electronic press kits for donors, volunteers, and members of the media. Last, our group would host a volunteer appreciation event, where past and potential donors, sponsors, organizational partners, and the media can come together. At this gathering, they can hear the stories of Chicago HOPES volunteers and celebrate their dedication to supporting the education of homeless students.

During the campaign we will be targeting potential volunteers, who are at least 18 years old and possess a high school diploma, members of the media interested in doing stories about Chicago HOPES, potential partners interested in working with a non-profit that is fighting against homelessness, and college students looking for internships in non-profit public relations that could carry with on the work we started.

“Raising hope through education” is the theme for this campaign. We believe that it encompasses the mission of Chicago HOPES in a creative way that will provide a good basis for reaching out in the community to generate awareness of how big homelessness is in the CPS system and what is being done to help. This theme can be seen in each aspect of the campaign that uses three main types of tactics: press relations, online presence and event strategies.

On the other side of the planning we have the Chicago HOPES volunteer and donor appreciation event. The theme for the Event is simply “Raising Hope.” This stays true to our campaign theme while allowing us to focus more on the volunteers and donors rather than the actual after school tutoring programs.

# CAMPAIGN

## OBJECTIVES

- 1) Provide a customized communications manual detailing sustainable public relations plans for future staff.
- 2) Create multimedia and electronic press kits for donors, volunteers, and members of the media.
- 3) Host a volunteer appreciation event, where past and potential donors, sponsors, organizational partners, and the media can come together. At this gathering, they can hear the stories of Chicago HOPES volunteers and celebrate their dedication to supporting the education of homeless students.

## TARGET PUBLICS

Chicago HOPES' volunteers must be 18 years of age or older and have a high school diploma or GED. The main target markets are members of the press, organizational partners and their established networks, college students looking for internships and charity work to perform in their free time, and concerned community members such as parents and teachers.

## THEME

Message: "Raising Hope Through Education."

This message was created because it has a number of uses. Chicago HOPES is raising hope through education by providing homeless students with the opportunity to learn in a one-on-one environment and providing a sense of stability. When more people become aware of the number of homeless children in Chicago they will become more inclined to contribute to the cause.

## STRATEGIES

The campaign used three main types of tactics: press relations, online presence and event strategies.

For the press relations:

Press pitches were used to invite members of the press to come to Raising Hope and hear the stories of Patricia Rivera and the volunteers being honored.

Press phone pitches were constructed to personally contact the press representatives invited to Raising Hope to remind them of the importance of attending the event.

A public service announcement was drafted to remind Chicago of the reality of homelessness and that Chicago HOPES offers many ways to help.

A pitch for the public service announcement was made, explaining the importance of reminding Chicago that child homelessness is harsh, unforgiving and a widespread issue.

A social media release was drafted to inform bloggers about the career of Chicago HOPES' founder, Patricia Rivera.

A traditional press release was drafted to inform the press about the significance of the career of Chicago HOPES' founder Patricia Rivera as she is retiring in June.

## **EVENT**

### **TARGET MARKET**

The current staff, volunteers and donors for 2009 and 2010 were the primary target market for the event.

Secondarily, we contacted related organizations and local press concerned with education and charitable work.

### **THEME**

Theme: "Raising Hope."

We selected this theme because the event was created to celebrate successes and motivate the staff and volunteers as they prepare for the initiation of new summer programs. We incorporated the use of personal narratives of volunteers and VISTAs in order to create a sense of community amongst guests, as many of them have stories similar to the ones told by the speakers. In addition to this, the keynote speaker, Patricia Rivera, is a riveting and inspirational story teller, and is a master at "Raising Hope" through the use of narratives.

### **STRATEGIES**

Electronic invitations were used to invite all guests two weeks before the event, as they can be produced at no cost and are extremely effective for reaching our target market and goal of sustainable public relations. Subsequently, event reminders were sent again five days prior to the event.

Invitations were sent to three basic markets; those involved with the organization, members of the media, and representatives from other non-profit organizations that could benefit from a partnering of programs.

Pitch letters were written and sent along with the e-vite via email to over 60 reporters covering various beats, publications and mediums throughout the city. The pitch letters included information about the work of Chicago HOPES, event details, possible feature ideas and interviews to happen at the event.

Invitations were also sent to various, related non-profits inviting them to attend our event. Our efforts were made in order to forge possible inter-organizational relationships between HOPES and other non-profits that we believe could work together to promote extra-curricular education for the students.

In addition to electronic outreach, the shelter coordinators brought fliers to their respective shelters in the weeks leading up to the event and pitched the event personally to the volunteer tutors.

# IMPLEMENTATION

# SUMMARY

The implementation of our campaign can be broken down into three phases. Each phase has its own focus on a certain objective of the overall campaign.

Phase one focused on the use of traditional press outreach. This was done in order to generate more awareness for the Chicago HOPES and the problem of homeless in the Chicago Public Schools system. Chicago HOPES had not really been using a clear format for media outreach. We created a variety of media materials that includes: a media list, traditional news release, PSA, PSA pitch letter, phone pitch script, feature story pitch, social media release.

The second phase was the actually event. The end was on April 16, 2010. It was a volunteer and donor appreciation event that last from 6:30-8:30 P.M. at the Rooftop Skyclub at the MDA Apartments on Lake St. The dress was casual and mocktails and hors d'oeuvres were served. The turnout was better than expected. Speeches were given by AmeriCorps VISTAS and Patricia Rivera, who was honored for her hard work and upcoming retirement.

Phase three was focused on the revamping Chicago HOPES's social media tools and website content detailed guides have been provided for whoever will be running the social media efforts in the future. The strategy for Facebook and Twitter is clearly laid out in the instructions.

Their Facebook site was updated with photos from the event and some new content. The Twitter page was not really being used since it was created last year. Work was done to provide a background, relevant people to follow, and new tweets. A Hootsuite account was also created to link the efforts being made on Facebook and Twitter.

The fourth phase of the implementation for the campaign consisted of guidelines for Chicago HOPES staff to sustain the efforts we started. The work included a manual for future communication/ promotion and planning efforts, finding an intern to continue the work, and creating a lasting relationship with Loyola to provide internships for credit in the future.

# TRADITIONAL NEWS RELEASE

CONTACT:

Luis Valadez  
Chicago HOPES  
773.553.2237  
lhvaladez@cps.k12.il.us

FOR IMMEDIATE RELEASE

## **Founder of Tutoring Service For Homeless Students to Retire in June**

*Patricia Rivera, founder of CPS initiative Chicago HOPES, leaves great legacy*

CHICAGO. (April 17, 2010)- Patricia Rivera, the founder of Chicago HOPES, is preparing to retire from a career spent dedicated to providing educational services to public school students whose academic careers are put in jeopardy by conditions outside of their control.

Chicago HOPES is an initiative of the Students in Temporary Living Situations division of the Chicago Public Schools system. The mission of this organization is to motivate and provide students with the academic support necessary to break the cycle of homelessness that threatens their futures and our communities.

Rivera started the program in 2006. It began as a small group of volunteers who provided tutoring at two shelters in Chicago. Since then the organization has grown to reach 25 shelters throughout Chicago. There are 18 AmeriCorps VISTA volunteers, who each dedicate one year to growing this organization and spreading knowledge of the issues of homelessness, as well as over 75 volunteer tutors who give two hours of their time each week to supplement the education of those less fortunate.

There are over 13,000 homeless students accounted for in the city of Chicago, which comprises nearly 3% of enrolled CPS students. The average age of a homeless person in Chicago is nine. Since its establishment in 2006 Chicago HOPES has provided thousands of children with additional education to prepare them for their futures. For more information about Chicago HOPES visit their website at [www.chicagohopes.org](http://www.chicagohopes.org).

###

# PSA PITCH

Name of person

Position

Organization

Address

Dear \_\_\_\_\_,

I am writing today on behalf of Chicago HOPES to ask you to help us inform your audience about a critical resource and program to help homeless Chicago Public School Students. Chicago HOPES (Heightening Opportunity and Potential for Educational Success) is a non-profit organization that was founded in 2006 to combat the cycle of homelessness by empowering children in the Chicago Public School system that are in unstable living situations. Our organization currently provides after school tutoring programs at 25 shelters throughout the city.

We ask that you use the enclosed PSA from Chicago HOPES in your rotation. The aim of this PSA is to help Chicago HOPES increase the level of awareness throughout the city and its surrounding areas in order to increase the number of volunteer tutors at the Chicago homeless shelters we operate in.

There are still children out there who need our help and the only way we can do that it by increasing our volunteer pool and overall awareness for the organization.

You can get more information about Chicago HOPES by visiting us on the web at [www.chicagohopes.org](http://www.chicagohopes.org).

Please let me know if you would like us to send you a copy of our pre-recorded PSA. You can also contact me by phone or e-mail if you have any questions. I will be calling you next week to see if you need more information.

Thank you for your assistance in helping homeless Chicago Public School students.

Sincerely,

Luis Valadez  
773.553.2237

# PSA

Live Copy

Start Date: April 1, 2010

End Date: Ongoing

Sponsor: Chicago Hopes

Contact: [Name]  
[Phone]  
[Email]

“Raising Hope through Education” 30 sec.

There are thousands of homeless students in the Chicago Public School system this year. These children spend their days in class, and spend their nights riding trains or sleeping in shelters. They have no other place to call home. Chicago Hopes provides after-school tutoring for homeless public school students at twenty shelters throughout Chicago. Learn more about how you can help raise hope through education. Visit us at [www dot Chicago Hopes dot org](http://www.ChicagoHopes.org).

###

# SOCIAL MEDIA RELEASE

## **Founder of Tutoring Service For Homeless Students to Retire in June**

*Patricia Rivera, founder of CPS initiative Chicago HOPES, leaves great legacy*

### **CHICAGO (April 17, 2010)**

Patricia Rivera, the founder of Chicago HOPES, is preparing to retire from a career spent dedicated to providing educational services to public school students whose academic careers are put in jeopardy by conditions outside of their control.

Rivera started the program in 2006. It began as a small group of volunteers who provided tutoring at two shelters in Chicago. Since then, the organization has expanded its reach to 26 shelters throughout Chicago. There are 18 AmeriCorps Vista volunteers, who dedicate one year to growing this organization and spreading knowledge of the issues of homelessness, as well as over 75 volunteer tutors who give two hours of their time each week to supplement the education of those less fortunate.

There are over 13,000 homeless students accounted for in the city of Chicago, which comprises nearly 3% of enrolled CPS students. The average age of a homeless person in Chicago is nine. Since its establishment in 2006 Chicago HOPES has provided thousands of children with additional education to prepare them for their futures. For more information about Chicago HOPES visit the website at <http://www.chicagohopes.org>.

### **QUOTES**

Approved quotes from Luis Valadez, lead VISTA at Chicago HOPES:

- “Most Americans are only a lay-off or missed paycheck away from losing their homes and we are increasingly seeing this happen not only to urban families, but to families in suburban and rural areas as well. Many of these families come to Chicago looking for opportunity and find an even more desperate situation than the one they left.”
- “Under Patricia Rivera’s leadership, we could be assured that the program would always exist despite being largely under the radar within CPS. With the advent of Patricia Rivera’s retirement, we have no guarantee that STLS’ new manager will feel as strongly about the service we provide.”

Chicago HOPES is an initiative of the Students in Temporary Living Situations division of the Chicago Public School system. The mission of this organization is to motivate and provide students with the academic support necessary to break the cycle of homelessness that threatens their futures and our communities

### **CONTACT INFORMATION**

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[www.chicagohopes.org](http://www.chicagohopes.org)

### **RELATED LINKS**

<http://www.hopesgardens.blogspot.com>  
<http://www.cps.edu/Pages/home.aspx>

# FEATURE PITCH

April 12, 2010

Jessica Young  
Staff Reporter  
The Chicago Reporter  
332 S. Michigan Ave. 500  
Chicago, IL 60604

Dear Ms. Young,

Within the Chicago Public Schools, 13,000 students live in unstable living situations. After all, the average age of a homeless person in Chicago is nine. This level of instability causes children to miss a great deal of school and imposes incredible amounts of stress. For the past three years, Chicago HOPES has been working to end the cycle of homelessness by supporting academic programming in 25 shelters in Chicago.

In 2006, Patricia Rivera, the manager of Students in Temporary Living Situations Program (STLS), began work on a program to tutor students living in homeless shelters. That program is now called Chicago HOPES (Heightening Opportunity and Potential for Educational Success).

Chicago HOPES had a humble beginning, covering only two shelters in the city during its opening year. However, with the dedication of Rivera and her colleagues, it grew into a major program. There are now volunteers from Chicago HOPES working to end the educational deficit through its after-school tutoring, enrichment and community programming at 25 shelters across Chicago.

We believe that a feature story about Rivera and Chicago HOPES would be informative and inspiring for your readers. Rivera will be speaking at Chicago HOPES's "Raising Hope" spring event on April 16, 2010. She will be telling donors, volunteers, partners and potential sponsors about her vision for the organization as well as her personal investment in the program. At this event, Rivera will be available for interviews.

In an interview, Patricia Rivera can discuss:

- Her personal experiences in creating Chicago HOPES with a such a small amount of available resources
- The mission of Chicago HOPES to end the cycle of homelessness in Chicago, in hopes that a similar model can be used in other major cities.
- What the immediate future has in store for Chicago HOPES, and how your readers can volunteer or donate to help homeless students succeed academically

Chicago HOPES' goal to provide students with the support necessary to break the cycle of homelessness will only succeed with the support of others. We invite you to help us in this mission by publishing a feature about Chicago HOPES.

I will contact you in the next few days to discuss a possible feature. You can call me at 773.553.2237 or email me at lhvaladez@cps.k12.il.us if you have any questions. Thank you for your consideration.

Sincerely,

Luis Valadez  
708-351-6936

# PHONE PITCH SCRIPT

“Hello, this is James Andrews from Chicago Hopes, a nonprofit organization that tutors homeless children in shelters. I’m calling about our upcoming event. Have I caught you at a good time?”

- Chicago HOPES is having an event to recognize its volunteers and donors on Friday, April 16 at 63 East Lake St on the rooftop of MDA apartments.
- Patricia Rivera, the founder of Chicago Hopes will be giving a speech at the event. A number of volunteers will also talk about their experience tutoring children at the shelters.
- The event will be an opportunity to learn more about Chicago Hopes.

Facts:

- There are currently over 13,000 Chicago Public Schools students self-identified as homeless.
- Over 2,000 of these students are currently living in homeless shelters and this is the population that Chicago HOPES serves.
- Plan B angle:

Homelessness is a serious issue in the city; our event is the perfect opportunity to learn how Chicago Hopes is making a difference to confront this issue.

If you can’t attend can I send you a press kit?

Voicemail Close:

“Hello, this is James Andrews from Chicago Hopes, a nonprofit organization that tutors homeless children in shelters. I’m calling about our upcoming event.”

- Chicago Hopes is having an event to recognize the volunteers and donors on Friday, April 16 at 63 East Lake St on the rooftop of MDA apartments.
- Patricia Rivera, the founder of Chicago Hopes will be giving a speech at the event. A number of volunteers will also talk about their experience tutoring children at the shelters.
- The event will be an opportunity to learn more about Chicago Hopes.

We hope you can join us on April 16. If you have any questions, please contact Luis Valadez at 773.553.2237

# E-PRESS ROOM

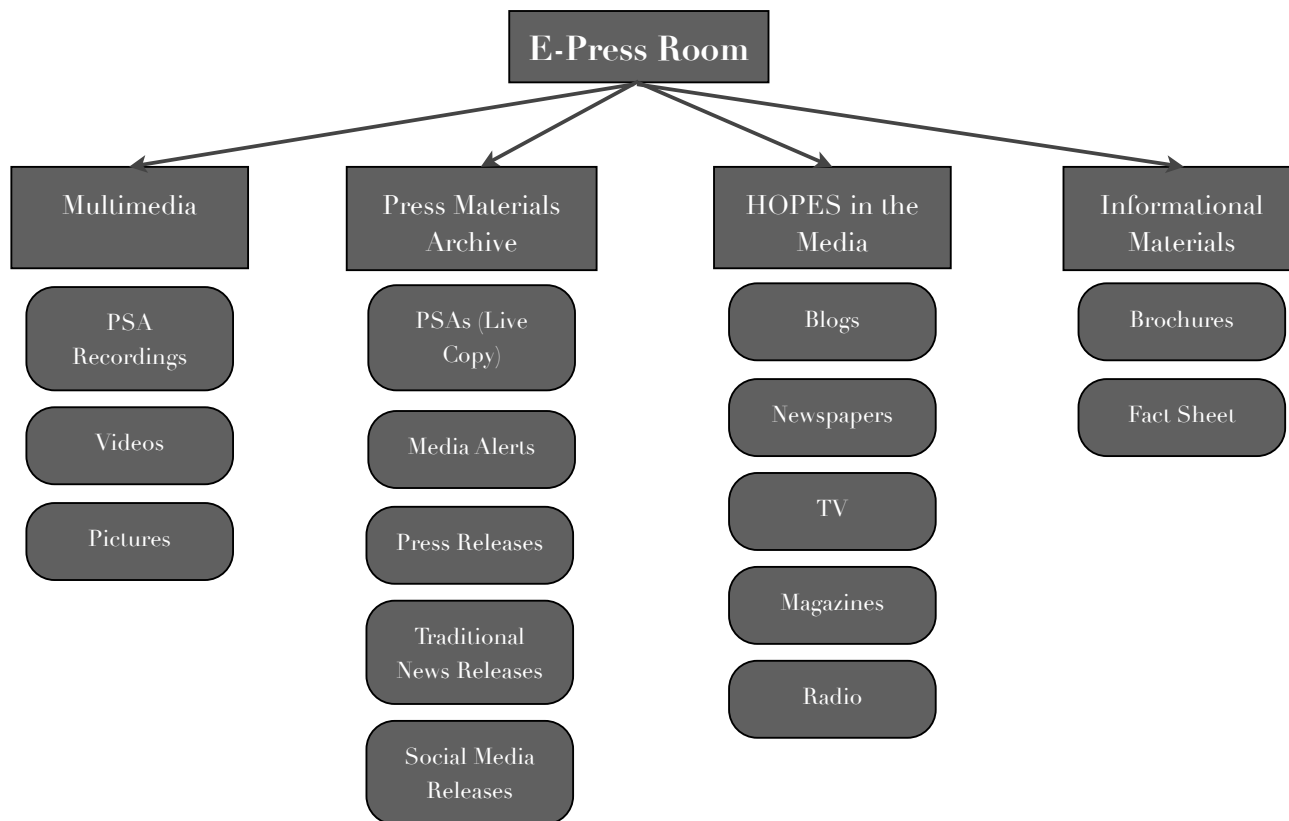
Sending out physical press kits to writers is time consuming, costly, sometimes unreliable, and limiting in the amount of materials Chicago HOPES could provide to journalists. With an e-press room, the information they need is instantly available.

The emergence of the e-press room is making public relations affordable for non-profits and small businesses across the country and tolerable to overwhelmed newsroom journalists. An e-press room easily stores photos, videos, quotes, fact sheets, brochures, links to past coverage, and an archive of press materials organized chronologically or by topic for easy location. An e-press room provides information instantly and allows anyone to download materials straight to their computers, which saves time and money.

Chicago HOPES' e-press room should have a page for links to past media coverage, a page archiving past press materials, a page of informational materials such as brochure PDF files and fact sheets, and a page for multimedia to supplement any story.

E-press rooms provide in-depth, well-organized content available 24-7 through an easy to find web page. The moment a journalist wants to know about Chicago HOPES, all press materials are in front of them instantly with the click of a mouse.

# E PRESS ROOM MOCKUP



# MEDIA LIST

## NEWSPAPERS

First	Last	Company	Work/Fax #	Email	Position	Info
Matt	Arado	Daily Herald-Cook County	(847)427-4552 (847) 427-1301	marado@dailyherald.com		Daily Newspaper, Publisher Education
Amanda	Barrett	Chicago Sun Times	(312) 321-3000	abarrett@suntimes.com	Features Editor	
Jeff	Borgardt	Chicago Inside	773-465-9700		Editor	
Leslie	Chin	Chicago Citizen Newspapers	773-783-1251		Reporter	
Annette	Coffee	Chicago Journal	312/243-2696	calendar@chicagojournal.com	Calendar Editor	
Suzanne	Hanney	Streetwise	312-829-2526 ext 19	suzannestreetwise@yahoo.com	Editor-In_Chief	
Rhonda	Jones-Gillespie	Chicago Defender	(312) 225-2400	rgillespie@chicagodefender.com	New Editor	
Kelly	Kimbiell	Chicago Reporter	(312) 427-4830 ext. 4040		Editor?	
Micah	Maidenberg	Chicago Journal	312/243-2696	mmaidenberg@chicagojournal.com	Editor Activist/ Newsroom archivist	
Roman	Morrow	ABC7 NEWS				
J. Coyden	Palmer	Chicago Crusader	773-752-2500			
Sandi	Pedersen	Chicago Journal	312/243-2696	spedersen@wjinc.com	Online Editor	
Frank	Pinc	Chicago Journal	312/243-2696	fpinc@wjinc.com	Photographer	
Lou	Ransom	Chicago Defender	(312) 225-2400	lransom@chicagodefender.com	Executive Editor	
Rosalind	Rossi	Chicago Sun-Times	(312) 321-2553 (312) 321-3084	rrossi@suntimes.com		Daily Newspaper, Education

# MAGAZINES

First	Last	Company	Work/Fax #	Email	Info
Debbie	Abilock	Knowledge Quest, Libraries	(312) 280-4386 F: (312) 280-5276	kq@abilock.net	Libraries
Sharon	Bond	Giving USA Update	(888) 374-7258	sbond@connect2amc.com	Philanthropy
Daniel	Borochoff	Charity Rating Guide & Watchdog Rep	(773) 529-2300	aipmail@charitywatch.org	Non-Profit
Joseph	Branin	College & Research Libraries	(614) 292-6151 F: (614) 292-7859	branin.1@osu.edu	Libraries
Judith	Carter	Information Technology and Libraries	F: (312) 280-3257	judith.carter@unlv.edu	Libraries
Beth	Dempsey	ULC Exchange, Libraries	(312) 676-0999 F: (312) 676-0950	info@urbanlibraries.org	Libraries
Karla	Dial	School Reform News	(312) 377-4000 F: (312) 377-5000	dial@heartland.org	Education
Marilyn	Ferdinand	Our Children Preschool	(312) 670-6782 F: (312) 644-1899	mferdinand@pta.org	
Candice	Fisk	The Woman's Newspapers	F: (877) 438-9286		Education
Victoria	Jicha	Flute Talk	(847) 446-5000 F: (847) 446-6263	fteditor@instrumentalistmagazine.com	Education
Marilou	Jones	Forumnotes	(312) 578-0090	mjones@donorsforum.org	Philanthropy
Sarah	Karp	Catalyst Chicago	(312) 673-3882	karp@catalyst-chicago.org	Education
Patricia	Kee	Thresholds in Education	(815) 753-9359		Education
Sara	Kelly Johns	Knowledge Quest	(312) 280-4386	johns@noahnet.org	Libraries
Myka	Kennedy Stephens	SRRT Newsletter	(312) 280-2523	mykaks@gmail.com	Libraries
Jodie	Lazar	ULC Exchange	(312) 676-0999	jlazar@urbanlibraries.com	Libraries
Heather	Malec	Newberry Newsletter	(312) 255-3625	malech@newberry.org	Libraries
Kristy	Mangel	The ILA Reporter	(312) 644-1896	kristy@ila.org	Libraries
Rick	Michal	Nuclear News	(708) 579-8244	rmichal@ans.org	Education
Wilma	Miranda	Thresholds in Education	(815) 753-9359, F: (815) 753-8750	myers@catalyst-chicago.org	Education
John	Myers	Catalyst Chicago	(312) 673-3874	jodonnell@aall.org	Education
John	Ostenburg	Chicago Union Teacher	(312) 329-6251	johnostenburg@ctulocal1.com	Education
Ryan	Peterson	EDTECH	(847) 419-6193	ryanpet@cdw.com	Focus on K-12

## MAGAZINES (cont.)

First	Last	Company	Work/Fax #	Email	Info
Diane	Powell	Journal of Continuing Education Top...	(847) 823-5169	diane.powell@amt1.com	Education, Teaching, and Curriculum
Diane	Rado	School Week	(630) 858-9335	rado@schoolweek.us	Education
Monica	Regan	Non-Profit	(815) 717-3780	managing.editor@hightidepress.com	Non-Profit
Eric	Shoaf	Library Administration & Management	(312) 280-503	eric.shoaf@utsa.edu	Libraries
Janet	Sinder	Law Library Journal, Libraries	(410) 706-0792	jsinder@law.umaryland.edu	Libraries
Alexander	Slagg	EDTECH	F:(847) 968-0851	alexsla@cdw.com	Focus on K-12
Susan	Starr	Journal of the Medical Library Association	(858) 455-1630	jmlaeditorbox@gmail.com	Libraries
Marc	Truitt	Information Technology and Libraries	(780) 492-4770	marc.truitt@ualberta.ca	Libraries
Beth	Whittaker	RBM: A Journal of Rare Books, Manuscripts...	(614) 247-7463	whittaker.50@osu.edu	Libraries
Debra	Williams	Catalyst Chicago	(312) 673-3873	williams@catalyst-chicago.org	Independent Reporter: Education

## NEWS WEBSITES

First	Last	Company	Work/Fax #	Email
Kathleen	Hughes	Public Libraries	(312) 280-4028 F: (312) 280-5029	khughes@ala.org
Christine	Taylor	ALCTS Newsletter Online	(800)545-2433 F: (312) 280-5033	ctaylor@ala.org

# RADIO

First	Last	Company	Work/Fax #	Email	Position	Info
Linda	Lutton	WBEZ-FM	(312) 948-4650	<a href="mailto:llutton@chicagopublicradio.org">llutton@chicagopublicradio.org</a>		FM Radio Station: Education
Julia	McEvoy	WBEZ-FM	(312) 948-4650	<a href="mailto:jmcevoy@chicagopublicradio.org">jmcevoy@chicagopublicradio.org</a>		FM Radio Station: Education
Peter	Kreten	WXAV 8.3 FM- St. Xavier University	(773) 298-3375	<a href="mailto:pkreten@sxu.edu">pkreten@sxu.edu</a>	General Manager	
Karla	Fernandez	WHPK 88.5 FM - University of Chicago	(773) 702-8289	<a href="mailto:psa@whpk.org">psa@whpk.org</a>	PSA Director	
Danielle	Basci	WLUW 88.7 FM - Loyola University Chicago	(312) 915-8806	<a href="mailto:wluw-fm@luc.edu">wluw-fm@luc.edu</a>	General Manager	
Cheryl	Morton-Langston	WBBM 780 AM - News Radio 780		<a href="mailto:clangston@colum.edu">clangston@colum.edu</a>	General Manager	
Jennifer	Owens	WNUR 89.3 FM - Northwestern University	(312) 202-3564	<a href="mailto:jennifer.owens@cbsradio.com">jennifer.owens@cbsradio.com</a>	PSA Director	
Doug	Kaplan	WIIT 88.9 FM- Illinois Institute of Technology WGN 720 AM	(847) 491-7101	<a href="mailto:gm@wnur.org">gm@wnur.org</a>	General Manager	
		WLRA 88.1 FM - Lewis University	(815) 836-5000	<a href="mailto:wlraradio@lewisu.edu">wlraradio@lewisu.edu</a>	PSA Director	
		WBEZ 81.5 FM - Chicago Public Radio	(312) 893-2995	<a href="mailto:psa@chicagopublicradio.org">psa@chicagopublicradio.org</a>	PSA Director	
		WIIT 88.9 FM- Illinois Institute of Technology WGN 720 AM	(312) 567-3087	<a href="mailto:program.wiit@iit.edu">program.wiit@iit.edu</a>	Program Director	
Carlos	Mendez	WRTE 90.5 FM- Your Nonprofit Community Radio Station	(312) 455-9455	<a href="mailto:carlos.mendez@radioarte.org">carlos.mendez@radioarte.org</a>	Program Director	

# BLOGS

First	Last	Company	Work/Fax #	Email	URL
Alexander	Russo	District 299 The Chicago Schools Blog (The Unofficial Inside Scoop)	(312) 286-9242	<a href="mailto:district299@gmail.com">district299@gmail.com</a>	Twitter Name: district299
	Tipline	Streetwise		<a href="mailto:tipline@streetwise.org">tipline@streetwise.org</a>	<a href="http://www.streetwise.org">www.streetwise.org</a>
	Press Releases	Streetwise		<a href="mailto:pressreleases@chicagohomelessblog.com">pressreleases@chicagohomelessblog.com</a>	<a href="http://www.streetwise.org">www.streetwise.org</a>
		Chicago Homeless Blog		<a href="mailto:essblog@gmail.com">essblog@gmail.com</a>	<a href="http://www.chicagohomelessblog.com">www.chicagohomelessblog.com</a>
		Homeless Chicago			<a href="http://www.homelesschicago.wordpress.com">www.homelesschicago.wordpress.com</a>
		Cornerstone Community Outreach		<a href="mailto:info@ccolife.org">info@ccolife.org</a>	<a href="http://www.ccolife.org/blog">www.ccolife.org/blog</a>
		Change.org			<a href="http://www.homelessness.change.org">www.homelessness.change.org</a>
		Heartland Alliance			<a href="http://www.povertytoopportunity.blogspot.com">www.povertytoopportunity.blogspot.com</a>
Mark		Hardly Normal		<a href="mailto:mark@hardlynormal.com">mark@hardlynormal.com</a>	<a href="http://www.hardlynormal.com/blog">www.hardlynormal.com/blog</a>
		Pads Chicago			<a href="http://www.padschicago.wordpress.com">www.padschicago.wordpress.com</a>
		Tent City			<a href="http://www.tentcityblog.blogspot.com">www.tentcityblog.blogspot.com</a>
Bri		Girls Guide to Homelessness		<a href="mailto:info@girlsguidetohomelessness.com">info@girlsguidetohomelessness.com</a>	<a href="http://www.girlsguidetohomelessness.com">www.girlsguidetohomelessness.com</a>
		Chicago Now			<a href="http://www.chicagonow.com/blogs/district-299">www.chicagonow.com/blogs/district-299</a>
Munroe	Anderson	Monroe Anderson Blog		<a href="mailto:monroeanderson@gmail.com">monroeanderson@gmail.com</a>	<a href="http://www.monroeanderson.typepad.com">www.monroeanderson.typepad.com</a>
Joanne	Jacobs	(Personal Blog)		<a href="mailto:joanne@joannejacobs.com">joanne@joannejacobs.com</a>	<a href="http://www.joannejacobs.com">www.joannejacobs.com</a>
		The Chicago Blog		<a href="mailto:publicity@press.uchicago.edu">publicity@press.uchicago.edu</a>	<a href="http://www.pressblog.uchicago.edu/subjects/education">www.pressblog.uchicago.edu/subjects/education</a>
		Education Policy Blog			<a href="http://www.educationpolicyblog.blogspot.com/2009/05/look-at-chicago-schools-under-duncan.html">www.educationpolicyblog.blogspot.com/2009/05/look-at-chicago-schools-under-duncan.html</a>
		Pure Parents			<a href="http://www.pureparents.org">www.pureparents.org</a>
		Windy Citizen			<a href="http://www.windycitizen.com/tag/chicago-education-blog">www.windycitizen.com/tag/chicago-education-blog</a>
		Time Out Chicago			<a href="http://www3.timeoutny.com/chicago/blog/out-and-about/2010/01/more-volunteer-opportunities/">http://www3.timeoutny.com/chicago/blog/out-and-about/2010/01/more-volunteer-opportunities/</a>

## BLOGS (cont.)

First	Last	Company	Work/Fax #	Email	URL
		Volunteer Match			<a href="http://www.volunteermatch.org/">http://www.volunteermatch.org/</a>
		Chicago Community Ventures			<a href="http://chiventures.typepad.com/blog/volunteer-opportunities/">http://chiventures.typepad.com/blog/volunteer-opportunities/</a>
Emily	Weinberg	Non-Profit Blog Exchange			<a href="http://nonprofitblogexchange.blogspot.com/">http://nonprofitblogexchange.blogspot.com/</a>
		The Chicagoist			<a href="http://chicagoist.com/labs/contribute">http://chicagoist.com/labs/contribute</a>
		Chicago Reader			<a href="http://www.chicagoreader.com/TheBlog/archives/you-shoot/">http://www.chicagoreader.com/TheBlog/archives/you-shoot/</a>

# SEARCH ENGINE OPTIMIZATION

In March 2010, Google performed 10 billion searches, out of 15 billion searches total. Google is the navigation tool which directs billions of visitors to sites they are *already interested in*. However, to get Google to recognize a site, the design has to play by Google's rules. Generally these rules apply across the board at other search engines too.

When evaluating a site, Google only reads text. The text in any image, like the "donate" icon on the homepage, will go unrecognized when Google's trollers scan the site. As often as possible, Chicago HOPES needs to make sure that key text is visible on every page. This allows Google to understand the searches to send to the page. Good SEO is all about descriptive use of key words to make each page clearly understandable to both Google and visitors.

Google's suggested keywords tool (<https://adwords.google.com/select/KeywordToolExternal>) generated a table of which words are the most descriptive of the Chicago HOPES website. It then cross references the uniqueness (how much competition there is for that keyword or phrase between websites) with the search popularity. This examination highlights desirable keywords Chicago HOPES should try to use as much as possible to direct more searches to the website, generating more traffic for free.

SEO guidelines are free to use, this benefits the organization in two ways when SEO is done right. Firstly, people searching for Chicago HOPES or an organization are much more likely to find the website because the website will be catered to search terms people are already using.

Secondly, when the website gets more traffic, this raises its profile with Google, meaning that it will climb closer to the first page of Google's search result. There is a huge difference in traffic between the number 10 and 11 spots. Getting on the first page of search results is crucial to being found online as the list of top ten generates 89% of the traffic.

The best way to climb the Google ranking is by building authority. The more sites that link to ChicagoHOPES.org, the higher the relevance, and therefore the greater the authority.

# KEYWORD METRICS

Category	Keyword	Advertiser Competition	Local Search Volume (March)	Global Monthly Search Volume
The Homeless	feed the homeless	66%	4400	8100
	shelter for the homeless	53%	-1	2900
	help for the homeless	66%	1900	2900
	helping the homeless	73%	6600	8100
	shelters for the homeless	60%	1300	1900
	the homeless	66%	201000	246000
	coalition for the homeless	60%	18100	18100
	help the homeless	73%	12100	18100
Homeless Shelters	homeless shelters	86%	246000	246000
	homeless shelters chicago	33%	2900	3600
	homeless shelters in chicago	40%	1600	1900
	homeless shelters volunteer	46%	-1	1300
	homeless shelters volunteering	40%	390	590
	after school programs	100%	90500	110000
After School	after school program	100%	90500	110000
	after school matters	46%	-1	6600
	after school programs for kids	66%	2400	1600
	children after school program	80%	-1	480
	high school	80%	-1	480
High School	walter payton high school	40%	3600	2900
	chicago high school	60%	201000	201000
	junior high school	93%	673000	823000
	high school	100%	6800000	8310000
	high school tutoring	100%	8100	22200
Homeless	homeless information	53%	3600	5400
	homeless statistics	73%	33100	40500
	homeless volunteer	73%	8100	14800
	homeless	100%	2240000	3350000
	homeless program	53%	14800	14800
	homeless shelter	86%	165000	246000
	homeless solutions	60%	1900	2400
	help for homeless	73%	9900	12100
	help homeless	73%	40500	49500
	help homeless people	60%	4400	6600
	homeless charities	80%	3600	14800

Category	Keyword	Advertiser Competition	Local Search Volume (March)	Global Monthly Search Volume
Homeless (cont.)	homeless charity	86%	3600	12100
	homeless facts	66%	8100	12100
	homeless housing	73%	22200	27100
	homeless pictures	53%	14800	18100
	homeless population	66%	12100	14800
	homeless programs	66%	12100	12100
	homeless shelter in chicago	20%	480	720
	homeless shelter volunteer	60%	2400	4400
	homeless shelter volunteering	46%	390	720
	homeless students	46%	5400	4400
	homeless students in school	0%	-1	140
	homeless teenagers	66%	4400	4400
	homeless teens	66%	9900	12100
	homeless volunteering	66%	1600	3600
	homeless volunteers	60%	1300	1900
	homeless women	66%	22200	27100
	homeless youths	46%	720	1000
	shelters for homeless	66%	14800	18100
	statistics homeless children	0%	-1	1900
	volunteer for homeless	40%	-1	1600
volunteering for homeless	40%	-1	590	
helping homeless	66%	12100	18100	
School				
	elementary school chicago	53%	33100	33100
	school district	100%	11100000	11100000
	school tutoring	100%	22200	40500
	elementary school	100%	7480000	7480000
	public school chicago	40%	40500	40500
	christian school	100%	1220000	1500000
	grade school	100%	368000	550000
	middle school	100%	13600000	11100000
	school district chicago	46%	12100	9900
	chicago school	80%	823000	673000
	school	100%	185000000	277000000
	central school	80%	1830000	1830000
	country school	66%	301000	368000
	jamieson school	20%	1300	2900
	kindergarten school	93%	301000	301000
	nursery school program	80%	320	390
	private grade school	86%	1900	2400
	private nursery school	73%	480	1600
	school field trips	80%	12100	12100
school tutoring programs	53%	-1	1600	

Category	Keyword	Advertiser Competition	Local Search Volume (March)	Global Monthly Search Volume
Volunteer	chicago soup kitchen volunteer	0%	-1	390
	volunteer jobs	100%	201000	368000
	volunteer soup kitchen	66%	12100	18100
	volunteer	100%	3350000	5000000
	volunteer opportunities	100%	246000	301000
	volunteer with kids	80%	2900	3600
	volunteer work in chicago	40%	-1	720
	find volunteer opportunities	80%	-1	720
	local volunteer	86%	6600	8100
	volunteer children	86%	22200	33100
	volunteer for children	73%	4400	5400
	volunteer in chicago	53%	6600	6600
	volunteer international	86%	27100	49500
	volunteer job	93%	14800	33100
	volunteer programs	100%	74000	90500
	volunteer soup kitchens	66%	-1	1900
	volunteer with children	80%	5400	9900
	youth volunteer	93%	22200	33100
	youth volunteer programs	73%	2900	3600
	charity volunteer	93%	8100	165000
	literacy volunteer	66%	3600	5400
	volunteer organization	100%	14800	27100
	volunteer organizations	100%	27100	49500
	volunteer work	100%	201000	550000
ways to volunteer	46%	1900	2400	
Chicago	public schools chicago	40%	110000	110000
	americorps chicago	20%	-1	480
	chicago high schools	60%	27100	22200
	chicago soup kitchens	46%	-1	1300
	public high schools chicago	33%	2900	2900
	shelters chicago	40%	14800	18100
	chicago board of education	60%	8100	8100
	chicago private schools	60%	9900	8100
	chicago leadership	33%	-1	6600
	chicago	100%	83100000	83100000
	schools chicago	66%	301000	301000
	teach for america chicago	33%	1000	880
	chicago and events	46%	3600	2900
	chicago public schools calendar	40%	2900	2400
	cps chicago	26%	-1	6600
	events of chicago	40%	9900	9900

Category	Keyword	Advertiser Competition	Local Search Volume (March)	Global Monthly Search Volume
<b>Tutoring</b>	tutoring program	100%	9900	12100
	sat tutoring	100%	12100	12100
	tutoring agencies	100%	1000	2400
	tutoring jobs	100%	60500	60500
	calculus tutoring	100%	4400	5400
	chemistry tutoring	100%	6600	6600
	english tutoring	100%	8100	14800
	geometry tutoring	100%	3600	3600
	private tutoring	100%	14800	27100
	science tutoring	100%	3600	4400
	summer tutoring	100%	8100	6600
	tutoring centers	100%	9900	12100
	tutoring programs	100%	9900	9900
	tutoring services	100%	33100	40500
	tutoring	100%	1000000	1220000
<b>Schools</b>				
	public schools	100%	6120000	6120000
	schools	100%	45500000	45500000
	private schools	100%	1000000	1220000
	county schools	86%	5000000	4090000
	christian private schools	80%	14800	14800
	cps schools	33%	-1	5400
	high schools	100%	2240000	2240000
	k 12 schools	80%	550000	823000
	kindergarten schools	86%	60500	90500
	middle schools	100%	450000	450000
elementary schools	100%	1000000	1000000	
<b>Tutor</b>				
	tutor	100%	1500000	3350000
	writing tutor	100%	9900	12100
	sat tutor	100%	8100	12100
	chemistry tutor	100%	14800	22200
	english tutor	100%	27100	74000
	find a tutor	100%	6600	8100
	geometry tutor	100%	5400	6600
	science tutor	100%	8100	12100
	tutor job	86%	6600	22200
tutor services	93%	1900	9900	
<b>Homelessness</b>				
	homelessness the	53%	-1	27100
	homelessness	93%	301000	450000
	what is homelessness	46%	2400	3600
shelter homelessness	46%	720	1300	

Category	Keyword	Advertiser Competition	Local Search Volume (March)	Global Monthly Search Volume
Homelessness (cont.)	homelessness services	53%	720	1600
	homelessness facts	66%	6600	9900
	homelessness families	53%	720	720
	homelessness statistics	66%	14800	18100
	stop homelessness	60%	720	1000
Tutors				
	sat tutors	100%	4400	5400
	chemistry tutors	100%	4400	8100
	physics tutors	100%	1900	4400
	private tutors	100%	8100	27100
	math tutors	100%	40500	40500
Miscellaneous	tutors	100%	368000	823000
	education charities	80%	1900	4400
	shelters	100%	1830000	1830000
	soup kitchens	86%	40500	60500
	thanksgiving volunteering	66%	-1	3600
	charities	100%	1500000	3350000
	charity	100%	2240000	6120000
	charity organizations	100%	22200	49500
	community services	100%	450000	2240000
	shelter	100%	5000000	6120000
	soup kitchen	93%	165000	201000
	volunteering	100%	368000	823000
	educational	100%	5000000	9140000
	local community service	80%	1600	1900
	at risk kids	66%	5400	5400
	charity work	100%	49500	301000
	child hunger	86%	8100	9900
	children charities	100%	14800	33100
	educational field trips	80%	3600	4400
	help children	100%	135000	165000
	help with homework	100%	33100	40500
	kindergarten program	93%	9900	14800
	local volunteering	86%	1000	1600
	non profit donate	66%	4400	4400
	pre kindergarten program	80%	1600	1900
	student volunteers	73%	5400	8100
volunteering soup kitchen	53%	-1	1600	
women's shelter	66%	74000	135000	
youth programs	100%	135000	135000	
at risk youth programs	86%	6600	6600	
child counseling	100%	22200	27100	

# raising hope

A VOLUNTEER APPRECIATION AND COMMUNITY DIALOGUE EVENT

# OBJECTIVES

One major problem plaguing the organization is the dispersed nature of the key stakeholders: the volunteers, employees and donors. Therefore, the best strategy to engage our publics would be to host a gathering for stakeholders working in the 25 shelters in Chicago.

The Chicago HOPES staff asked us to make volunteer appreciation a primary focus for our event. By bringing together those spending the time tutoring, we could honor their dedication and have every facet of the organization celebrate their dedication.

We designed a volunteer appreciation and community dialogue event that allowed our donors, volunteers, community partners, and staff to recognize the hard work of the volunteers and interact on a personal level.

We also decided to invite representatives from related non-profit organizations in order to foster deeper relationships with these natural allies. Potential supporters were invited as well so we could communicate to them the importance of the organization and encourage them to become volunteer tutors or donors.

The event was also a perfect opportunity to recognize the organization's founder, Patricia Rivera. Ms. Rivera is slated to retire from the organization in June. She has been working with Chicago HOPES since its inception in 2006 and she had worked for Chicago Public Schools in the Students in Temporary Living Situations Program for seven years prior to founding Chicago HOPES. Her story has the potential to invigorate current volunteers and inspire other attendees to join the organization.

# PUBLICITY

## SOCIAL MEDIA

We created a Facebook event to encourage volunteers to attend. We also wanted to advertise the event on the Chicago HOPES website so anyone interested in the organization could potentially attend and find out more. Twitter updates throughout the event could were so we could create a shared, interactive online experience with guests

unable to attend. Chicago bloggers that covered topics relevant to the organization were invited in hopes that they would attend the event or cover the organization in their blog.

## **PRESS RELATIONS**

We created a Cision media list of related beats across print and digital publications. We emailed reporters the pitch in the body of the email and attached the invitation, PDF of the brochure, and the media alert. We included a link to the E-Press kit online at [chicagohopes.org](http://chicagohopes.org) for further information. We asked them to reply so that we could confirm their attendance or to provide them with a physical press kit if requested.

We planned to have a designated press representative at the door of the event to hand out press badges and event schedules, as well as physical press kits. This representative would mediate the needs of the press by introducing them to potential interviewees, helping them understand the organization, and supply pitches and story ideas. The representative would encourage interested press to leave a card for follow-up from the organization. Reporters who left cards would receive a thank you email offering further support if needed.

## **INVITATIONS**

Digital versions of the invitation were sent out to all press contacts, past donors, volunteers, university contacts, and inter-organizational contacts to save money and expedite the RSVP process. A link to our EventBrite page to manage RSVPs was included with every email. The pitches for volunteers, donors, press, and inter-organizational contacts were each tailored specifically for that group. We planned to send follow up emails five days later as well as reminder emails the morning of the event. We planned to give shelter coordinators fliers to encourage volunteers not included in the given email list to attend. We also planned to send invites to all members of the Facebook group.

## **FACILITIES**

The event was held on the rooftop SkyClub at the MDA apartment building in the Loop. Matt Woodruff is a resident in this building and was able to reserve the space free of charge for this event. The space is decorated as a contemporary loft, with couches, fireplace, pool table, light-up bar, fresh flower arrangements, and large outdoor spaces with city views and tables. This decidedly residential feel allowed guests to feel comfortable in

the space, and take time to explore the many indoor and outdoor areas. This fostered an environment for meeting new people and talking about the organization.

A large step-and-repeat was placed near the elevator for guests to be photographed in front of and have the event logo in the background. After entering and having their photo taken, guests were directed to a sign-in table where they could pick up name tags and designate themselves as volunteers, staff, or press.

A large plasma TV displayed a silent looping presentation that provided information about shelter locations, program overviews for potential volunteers, how to donate, photos of staff interacting with the students, and our official sponsor for the event.

## STAFF

Members from our PR team asked our friends to help us staff the event. Together with these volunteers, we had plenty of personnel available to service all of our guests' needs promptly and effectively.

- A Greeter in the downstairs lobby to check people's names off the list and direct them to the elevator
- A security guard in the lobby assisting with check-in
- Two volunteers at the upstairs check-in table collecting email addresses, distributing name tags, and giving out raffle tickets to teachers and volunteers
- An emcee to focus guests' attention on key activities
- A press relations representative to assist media guests and set up interviews
- Two servers to walk around with platters of hors d'oeuvres
- A food runner to bring new platters from the kitchen downstairs to the servers
- A bartender
- A photographer
- A videographer
- Two volunteer chefs to remain in the kitchen downstairs preparing platters for the food runner to take to the rooftop

Key volunteer staff members were given instructional handouts outlining what their duties for the evening were.

# EVENT BUDGET

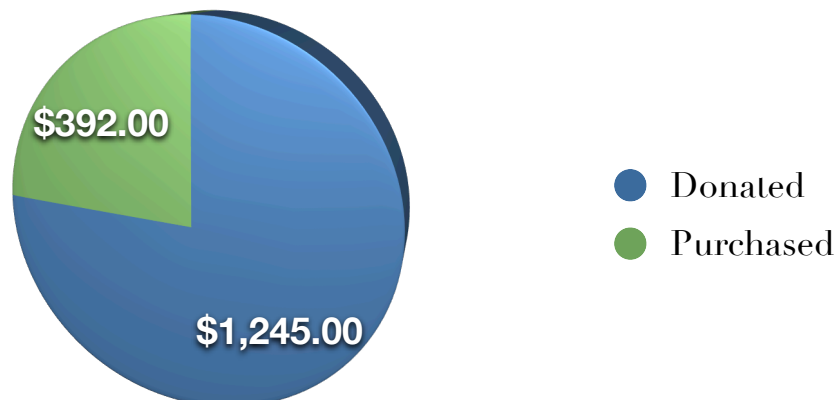
## BUDGETED

Item (Quantity)	Value	Origin	Use	Buyer
Foam Board	\$ 15.00	Blick Art Materials	Step and Repeat	Matt Woodruff
Double Stick Tape (2)	\$ 10.00	Walgreens	Step and Repeat	Matt Woodruff
Cake (Ingredients)	\$ 25.00	Nick DeVries	Cake	HOPES Fund
HOPES Logo Travel Mugs (75)	\$ 300.00	Designated CPS Supplier	Volunteer Gift Bag	HOPES Fund
Plates, Napkins, Utensils	\$ 42.00	Party City	Utensils	HOPES Fund
<b>TOTAL:</b>	<b>\$ 392.00</b>			

## DONATED

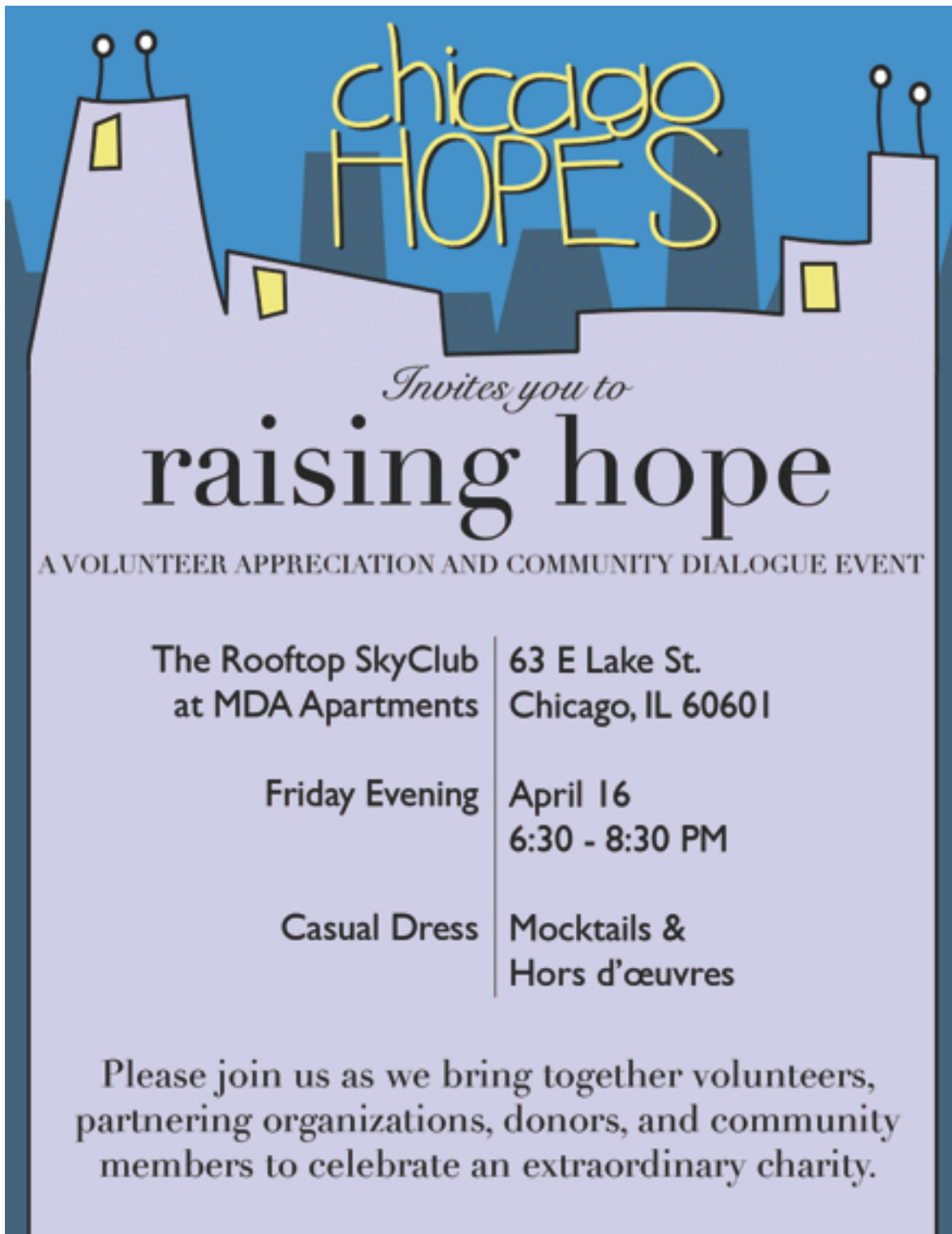
Item (Quantity)	Value	Donor	Use	Secured By
Cake (Labor)	\$ 200.00	Nick DeVries	Cake	Luli Perkins
Groceries	\$ 50.00	Potash	Soda, Pigs in Blanket	Jenna Gales
Glassware (75)	\$ 100.00	Lodge Mgmt. Group	Glassware	Matt Woodruff
Hors D'oeuvres (270)	\$ 300.00	Lodge Mgmt. Group	Hors D'oeuvres	Matt Woodruff
Juices (36)	\$ 150.00	Lodge Mgmt. Group	Drinks	Matt Woodruff
Venue	\$ 0.00	MDA	Event Space	Matt Woodruff
Pizza (5), Salad	\$ 75.00	Apart Pizza	Pizza, salad	Luli Perkins
Rosebud Gift Certificate	\$ 75.00	Rosebud Restaurant	Raffle Prize	HOPES Staff
Potbelly Gift Certificate (2)	\$ 20.00	Potbelly	Raffle Prize	HOPES Staff
Borders Gift Card	\$ 10.00	Borders	Raffle Prize	HOPES Staff
Red Lobster Gift Certificate	\$ 25.00	Red Lobster	Raffle Prize	HOPES Staff
Pair Cubs Tickets (2)	\$ 200.00	Anonymous	Raffle Prize	HOPES Staff
Signed Bears Football	\$ 40.00	Anonymous	Raffle Prize	HOPES Staff
<b>TOTAL:</b>	<b>\$ 1,245.00</b>			

Donated vs Budgeted Event Costs



# EVENT INVITATION

This invitation was attached in emails sent out to guests. We decided not to print physical invitations as a money-saving tactic since it was mainly an internal event.



# EVENT PROGRAM

This program was given to guests in the lobby when they checked in and waited for the elevator.

## FRONT



## BACK



# ATTENDEES

The following list represents the people who signed in at the front desk. Note that many guests who arrived with friends only signed in themselves and that volunteers and PR staff are not included.

1. Adriana Stanovici
2. Alana Heber
3. Alex Winters
4. Anjanetta Huntley
5. Ann Abdelnour
6. Anne Mehal
7. Anne Rooney
8. Ashley Johnson
9. Brian Gibbs
10. Briana Pitassi
11. Daniel Mendez
12. Daniel Tremel
13. Daniela Stellino
14. Debbie Koran
15. Dustin Johnson
16. Diannia Jemison
17. Elizabeth Graff
18. Elizabeth Staren
19. Evelyn Nazario-Rose
20. Francesca Far
21. Gerli Ruawl
22. Heather Coman
23. Hillary Delbaya
24. Hiro Tanaka
25. Ivorlynn Ow
26. Jade Lea Beo
27. Jason Blake
28. Javier Sedillo
29. Jen Farley
30. Jennifer Berman
31. Jennifer Fabbrini
32. Jennifer Hatton
33. Jessica Contre'
34. Joe Guido
35. Joe O'Conner
36. Joy Hochstettler
37. Katie Siemsen
38. Kellie Harclerode
39. Kelly Rasho
40. Kemel Deonl
41. Keri Rosen
42. Kevin Houldsworth
43. Kristi Whalen
44. Kyle Johnson
45. LeighAnna Dywer
46. Linda Trevins
47. Luis Valdez
48. Lynn Gerbac
49. Mark Siemsen
50. Max Esparozza
51. Michael DeLong
52. Michael Meuris
53. Michael Westlar
54. Miranda Whitman
55. Muge Vecino
56. Nicole Spearman
57. Nina Harvey
58. Nora Ale
59. Pam Eveland
60. Patricia Felkins
61. Patricia Rivera
62. Rikara Skaggs
63. Ron Smith
64. Ryan Rehkamp
65. Samanta Boddapoti
66. Samantha Holley
67. Sara Peck
68. Sean Jones
69. Shirley Evans
70. Stanee Willis
71. Suzette Vela
72. Tanner Kroeger
73. Terrance Chatman
74. Tina Rivera
75. Todd Evelre
76. Will Colle
77. William Wesselman
78. Wilma Gray
79. Xavier Marrero
80. Zakryscha Hayes

# EVENT SCHEDULE

## **6:30 - 7:00**

Guests arrive and check in.

## **7:00 Introduction**

Betsy gives the opening speech.

*Welcome to the Chicago HOPES annual volunteer appreciation ceremony:*

*Thank you for coming, we are here to celebrate everyone's time and dedication to this wonderful organization.*

*Chicago HOPES will be having raffle drawings every hour on the hour, so make sure to get your tickets. There is a donation vase on the table, all proceeds will be going to Chicago HOPES, cash and checks are accepted.*

*There are also forms floating around with an area for comments, suggestions, and personal stories, so if you have any great stories to tell, go ahead and fill one out.*

*Please feel free to enjoy the food, mingle, and meet everyone. This is going to be a great time, so please enjoy yourselves! And make sure to stick around long enough to see the premiere of the new CPS video!*

## **7:10 Raffle Prizes**

Betsy and Sean draw winners for the prizes.

## **7:20 Volunteer Recognition**

Betsy introduces several key volunteers and they speak about their experiences.

## **7:40 Raffle Prizes**

Betsy and Sean draw the final winners for the prizes.

## **8:00 Cutting the Cake**

Patricia Rivera and cake designer Nicholas DeVries pose for a photo making the ceremonial first cut. Cake is cut by Nick and distributed by PR staff.

# EVENT SCHEDULE (cont.)

## **8:10 Final Remarks**

Luis gives his final remarks.

*I would like to thank everybody for joining us on this special evening, I hope that you have all enjoyed yourselves and learned a lot about Chicago HOPES and the community that surrounds us all. As we all know, giving is better than receiving, and giving your time to an organization like Chicago HOPES helps not only the students, but the volunteers and the community as a whole.*

*And on a closing note, I would like to remind you all to spread the message of Chicago HOPES. Homelessness does have a solution, and we are here to stop the cycle.*

## **8:15 Call to Action**

Patricia Rivera gives a brief call to action remark.

*We need all the help we can get. At Chicago HOPES we are always looking for volunteers to tutor our students. Please help spread the word to your family, friends, and coworkers, and let them know how easy and rewarding it is to volunteer with Chicago HOPES.*

## **8:20 Sponsor Recognition**

Jenna thanks our sponsors for the evening.

- Lyn McKeane from The Lodge Management Group
- Bianca from Apart Pizza
- Chef Nicholas DeVries
- Potash Bros. Grocery

## **8:45 Cleanup**

The final guests leave and the PR team begins restoring the event space.

# GREETER INSTRUCTIONS

You are the first contact point for guests when they arrive. You represent the entire organization and set the tone for tonight's event.

Your goals are:

- Greeting the guest and making them feel welcome
- Letting them know they are in the right place
- If they have immediate questions, (regarding other people coming not on the list, parking, etc) you need to call Matt Woodruff immediately
- Work with the concierge desk to ensure everyone's smooth admittance and cooperation from building staff

Procedures:

- Greet the guest
- Take them to the elevator
- Give them each a program
- Put them in the elevator **AND PUSH THE 24 BUTTON FOR THEM**

\*Only the first elevator may be used to transport guests up to the top floor. Push the button by that elevator only.

If residents enter or exit the other two elevators, please kindly inform the guests that those elevators do not take them to the event floor and that it should only be a moment longer.

If residents are waiting for an elevator while the guests are too, don't worry about them getting in the first elevator with the guests.

# BARTENDER INSTRUCTIONS

It is your job to ensure that every guest has prompt, professional beverage service. The guests will see the menu of our specialty mock-tails displayed on the bar. You need to have those recipes memorized so you can prepare them quickly. If a guest asks for ANYTHING else that we have the ingredients to make for them, go ahead and make it.

\*Every drink requires a garnish of cherry, lime slice, or lemon slice. Waters get lemons, juice drinks get limes.

## 1)The Fizzy Lizzie

½ orange juice

½ sprite

Splash grenadine

Cherry

## 2)The Shirley Temple

Sprite

Splash grenadine

Cherry

## 3) The Chicago Cooler

1/3 orange juice

1/3 pineapple juice

1/3 ginger ale

Splash grenadine and lemon juice

## 4) The Cosmo-Not

1/3 Ginger ale

Splash Lemon juice

1/3 Orange juice

1/3 Cranberry juice

## 5) The Citrus Collins

¾ cup grapefruit juice

½ tablespoon lemon juice

1 tablespoon grenadine

## 6)The Mai Tai Mocktail

½ cup pineapple juice

½ cup cranberry juice

Splash lime juice

# SERVER INSTRUCTIONS

There are two categories of food for this evening: Buffet and Passed

Buffet foods are the foods that remain out on the tables throughout the night. These are Cake, Pizza, and Salad.

Passed Hors d'oeuvres are the foods that you will be most concerned with. These foods are delivered by the food runner and taken by you to walk around and serve.

Your job includes:

- Maintaining the tables of stationary food (keeping them clean and appetizing)
- Bussing empty glasses, plates, trash, etc and disposing it in the proper location.
- Being FULLY knowledgeable about the food you are serving
- Accepting Passed Hors d'oeuvres from the food runner and walking them around and offering them to guests. Never set down a platter on a table, keep walking it until its empty, then put it in the designated drop spot (bottom of stairs)

# PHOTOGRAPHER INSTRUCTIONS

Photos we would like to have:

## **BEFORE**

- Prep setting up
- Prep in the kitchen
- Décor (cake, food, step/repeat, check in table, outside shots, view)
- Group photo of PR team
- Greeters in lobby
- Outside/front of building
- General shots documenting the event space

## **DURING**

*Step and Repeat:*

- Group photo of PR team with HOPES staff
- PR team with Patricia Rivera
- HOPES staff with Patricia Rivera
- Recognized Volunteers with Patricia Rivera

*Events:*

- Patricia Rivera cutting the cake
- Emcee speaking
- Recognized volunteers speaking
- Giving out prizes

*Candids:*

- People signing in
- People getting filmed by the step and repeat or anywhere
- Someone viewing our Plasma display information
- People hanging out and chatting, eating

## **AFTER**

- Group shot of all the volunteer staff

# FOOD SELECTIONS

Our food selections were designed to be a classy take on traditional school lunch foods.

The following food items were served on trays by volunteer servers:

## **Bagel Bite Bruschetta**

*A take on the classic after-school snack food Bagel Bites. Mini bagels with cherry heirloom tomatoes, buffalo mozzarella, fresh basil, olive oil, and a balsamic glacé*

## **PB&J Waffle Sandwiches**

*Cashew butter and preserves between cuts of warm Belgian waffle*

## **Grilled Cheese**

*White cheddar and smoked gouda cheeses between golden-brown italian bread brushed with herb-garlic butter*

## **Pigs in a Blanket**

*Cocktail sausages wrapped inside a warm puff pastry dough*

The following items were available throughout the event on a buffet table.

## **Pizza**

*Thin crust artisan cheese and pepperoni pizzas from Apart Pizza*

## **Salad**

*Mixed greens with red and yellow bell peppers, cherry tomatoes and balsamic dressing*

## **Cake**

*A custom three-tiered cake. Base of vanilla buttermilk cake with raspberry preserve filling and vanilla buttercream layers. Top two tiers of chocolate buttermilk cake with dark chocolate ganache filling and vanilla buttercream coating. Covered with fondant resembling the Chicago HOPEs logo*

# BEVERAGE SELECTIONS

Our beverage selections featuring signature “mock-tails” were designed to give summery, youthful ingredients a grown-up yet non-alcoholic spin.

## **The Fizzy Lizzie**

*Orange juice, Sprite, splash of grenadine*

## **The Shirley Temple**

*Classic kid’s drink of Sprite with a splash of grenadine*

## **The Chicago Cooler**

*Orange juice, pineapple juice, ginger ale, splash of grenadine*

## **The Cosmo-Not**

*Ginger ale, cranberry juice, splash of orange juice, twist of lemon*

## **The Citrus Collins**

*Grapefruit juice, splash of grenadine, twist of lemon*

## **The Mai Tai Mock-tail**

*Pineapple juice, cranberry juice, twist of lime*

## **Water**

*Pellegrino or tap with twist of lemon*

# COMMENT CARD

The following comment card was drafted and printed to be distributed to guests at the event in order to encourage feedback about the direction of the organization.

## raising hope

A VOLUNTEER APPRECIATION & COMMUNITY DIALOGUE EVENT

Dear Guests,

We are so glad that you could make it to the event tonight. It is people like you that allow us to continue to serve our wonderful students at 25 shelters throughout Chicago. However, we are still young as an organization, so we'll need your continued support to keep fighting to end the cycle of homelessness.

In order to help improve our organization we'd like to hear your comments, concerns, stories and suggestions, or just let us know what you thought about the event tonight.

Thanks for your support!  
Chicago HOPES Staff

**Comments:**

# RAFFLE PRIZES

Raffle tickets given to volunteers and teachers at check-in gave them an opportunity to win one of several great prizes. Giving the tickets only to the volunteers and teachers free of charge made them feel special and demonstrated appreciation for their hard work.

## **Football**

*Signed by the entire 09-10 season Chicago Bears*

## **Cubs Tickets**

*Two pairs*

## **\$75 Rosebud Gift Certificate**

## **\$25 Red Lobster Gift Certificate**

## **\$10 Potbelly Gift Card**

*Two gift cards*

## **\$10 Borders Gift Card**



ABOVE: HOPES founder Patricia Rivera with Chicago HOPES staff.  
BELOW: Guests receiving drinks from the volunteer bartender.





ABOVE: HOPES founder Patricia Rivera with cake designer Nicholas DeVries and members of the PR team. BELOW: PR team with Ms. Rivera.





ABOVE LEFT: A teacher from one of the shelters winning a raffle prize.

ABOVE RIGHT: Madonna House shelter coordinator Evelyn Rose with educator Mark Steensen.

RIGHT: Chicago HOPES staff members Betsy Starner and Sean Jones displaying some of the raffle prizes.





ABOVE: Patricia and Tina Rivera getting drinks from the bar.

LEFT: Sonya Bhatia serving bagel bite bruschetta.



ABOVE: The outdoor portion of the event space.  
BELOW: Volunteers posing in front of the step-and-repeat.



# SOCIAL MEDIA STRATEGY

## SOCIAL MEDIA GOALS

Chicago HOPES' goals in the social media sphere are to:

- Engage publics and become an opinion leader in the online dialogue about education, social justice, charity work, Chicago and relevant legislative news
- Bring together current and potential stakeholders of the organization in all appropriate social media platforms to help foster a sense of community and belonging within Chicago HOPES
- Publicize the Chicago HOPES organization

In order to reach more publics at a low cost, Chicago HOPES will engage in the hub-and-spoke strategy of online presence. Chicago HOPES will reach out to online communities and dialogues by joining social networks like Twitter, LinkedIn and Facebook. This will help the Chicago HOPES organization gain free publicity in a space where users come together over shared ideals, activities and networks. The nature of social media connects people and fosters engagement, which is the primary communication goal of Chicago HOPES.

Chicago HOPES wants to inform the public about problems facing homeless youth trying to get an education. They want to demonstrate how they are working to help kids break the cycle of homeless and gain a sense of stability in their lives.

## TARGET PUBLICS

At this point in time, nearly every target public is present in the social media sphere.

- members of the local and national press including bloggers
- organizational partners and their established networks
- college students looking for internships and charity work to perform in their free time
- concerned community members such as parents and teachers

Members of the local press are online in numerous social media platforms because news often breaks first on the internet; sometimes through social media. The local press will most definitely be on Twitter, learning of real-time news from across the globe and down the street. By following these reporters and following their press contacts, the Chicago HOPES organization is taking the first step to developing a relationship with these media influencers in the hopes that they may one day cover a story about Chicago HOPES.

Many existing non-profits already have well-developed social media networks which promote online engagement and communication happening in the social media arena. By connecting with past partners online, Chicago HOPES becomes privy to their friends' and followers' groups and could benefit from participating in such dialogues. By doing so this publicizes Chicago HOPES.

College students are the primary online demographic because of their status as digital natives, their social nature and activeness in educational and non-profit work. An enthusiasm for networking, especially in those joining causes, and looking for jobs, is quite common among college students.

Concerned parents and teachers are getting online to help monitor their children more intensely and get involved in community matters. They are more likely to be in networks like the PTA, the neighborhood watch or a carpool. These days, middle-aged adults are the fastest growing demographic on Facebook.

## **PAST SOCIAL MEDIA USAGE**

Chicago HOPES is currently using email newsletters through Django, Facebook, and Twitter to reach their publics through social media.

The email newsletter is comprised of local or national news pertaining directly to Chicago HOPES, as well as internal news about organizational developments, events and changes. This newsletter is largely a department effort, but Lynne Christenson coordinates it twice a month.

The only social media networks used by Chicago HOPES are Twitter and Facebook. In the Facebook fan page, Chicago HOPES only had a profile picture, a founding date and one album posted in January 2009 with eight pictures posted.

The Twitter account was also simply a profile without any tweets or followers.

## **IMMEDIATE ENHANCEMENTS**

There are unlimited free online resources for Chicago HOPES to engage their target audiences in. Twitter, Facebook and FourSquare would be effective and complimentary social media sites for Chicago HOPES to engage in.

Chicago HOPES has never had any previous experience in social media or any formal policy regarding such self-driving publicity. However, after discussing the possibility of starting a social media campaign, the first response was that “the more followers, the better.” Simply acquiring more contacts is an excellent place to start when it comes to social media.

To enhance the current usage, our team will create basic profiles in LinkedIn, Facebook and Twitter which will represent Chicago HOPES online presence. These sites will use as many branding materials as possible from the website.

- To immediately address the social media gaps, our team will put:
- the Chicago HOPES logo as the profile picture in each network
- the Chicago HOPES name as the user name of each network
- write detailed profile information to transparently inform potential contacts of who Chicago HOPES is succinctly and memorably
- the Chicago HOPES background from the website in the Twitter feed for the background
- 

## **SOCIAL MEDIA TOOLS**

Chicago HOPES will immediately start using Twitter, Facebook, Google Alerts, YouTube, LinkedIn and possibly FourSquare in the future.

- Twitter will be used to participate in real-time conversations by using 140 character messages and following tweeples to participate in the online dialogue about matters pertaining to homelessness, education and Chicago HOPES. Twitter is also an excellent way to share news about the organization in real time.

- Facebook will be used to create an ongoing community dialogue, recruit volunteers and donors, and boost the sense of community within the organization. Due to the spread-out operations of Chicago HOPES, many volunteers never get a chance to meet one another. Facebook will serve as a central meeting place for staff and volunteers to interact on a day-to-day basis.
- LinkedIn is a professional network designed to connect workers by education, group involvements, and job history. By creating a company profile, Chicago HOPES VISTAs can create business networks to stay in touch and create lasting contacts.
- Google Alerts are a quick and easy way to keep track of news that pertains to your organization. It is a valuable tool for any organization and will play an essential role in supplementing all forms of social media being used by Chicago HOPES.
- YouTube is will be used to give Chicago HOPES communication messages a human face and more depth as an organization. By posting videos of events, staff interviews, and volunteer testimonials, the organization's brand image will take on a whole new form.

## **SOCIAL MEDIA OPERATIONS RESPONSIBILITIES**

After developing the new social media components, the Chicago HOPES Vista staff will need to select the person or persons who will be responsible for carrying out updates and maintaining the day-to-day operations required to keep such social media tools relevant.

- Keeping up with the Google Alerts is a responsibility delegated to all staff.
- LinkedIn and Facebook are very similar in nature and should be developed by the same staff member.
- Twitter should be delegated to a staff member who is present at most events, especially if they possess a smart phone with a data plan.
- YouTube videos are a group effort and should be created on a regular basis with a consistent theme or goal to keep viewers interested.

- Every member of the organization should create a LinkedIn profile to stay connected to Chicago HOPES and their coworkers for future networking and outreach.

## **CONTENT MANAGEMENT GUIDELINES**

Content posted by the Chicago HOPES administrator needs to be professional and represent the voice of the organization. Posts may be subjective, but negative judgment, anger or personal problems should not be expressed on the company social media accounts. Chicago HOPES should respond immediately to any sign of abuse of the power of outreach because the last thing that should bring down such a worthy charity is a social media post.

Negative, hateful, inappropriate or unethical comments will be dealt with in a quick and effective manner, deletion from the page. Should an external stakeholder publish the inappropriate material, then that contact will be blocked online to prevent another comment. Should the user be an internal stakeholder, the reaction will be situational.

## **EVALUATION**

Results from social media data will be measured in contacts made, online mentions, correspondence reach and depth, invitation RSVP, participation in online dialogues and web metrics driven to the site.

To measure the immediate results of the social media campaign, Chicago HOPES will need to look carefully at the levels of activity among current fans and followers of Twitter and Facebook. We can take a look at how many followers we have gained on both Facebook and Twitter from the time that the campaign began and at various stages throughout the campaign. With any luck, some of the results should show increased fan and follower traffic, increasing amounts of donors, and an increased flow of volunteer tutors by the end of the project in May.

Increases in unique visitors, pages views, time spent on the page, and depth of visit are excellent ways to measure results of the social media campaign. Even a small increase could be the sign of initial success. Results may not be seen right away, but after the lag period is over, results will become more clear. However, since the Django metrics are completely non-functional, Chicago HOPES will have to wait another five months to begin studying the social media affects.

# FACEBOOK PROPOSAL

## PROFILE ELEMENTS

The profile page is the real barometer of success, involvement and interest in Facebook. It is imperative that the profile page of any Fan account have as much information as possible to create an understanding among visitors. Such information would include:

- contact information
- links to other organizational websites or social media accounts
- background on the organization
- a good logo in the profile picture

## GOALS OF FACEBOOK

Create an informational, fan based page in the Facebook network where stakeholders and interested parties with accounts can learn about Chicago HOPES and keep in touch with developments. Facebook is the most low navigation-apprehension possible, as it is the most heavily trafficked site in the world, checked more than daily for most people in Chicago HOPES' target audience of college students. This low navigation apprehension also means that information is more likely to be absorbed and users are more likely to explore further out of their comfort zone more often.

Facebook is a chance for a sense of community to develop in an organization where staff, volunteers and donors rarely get a chance to come together. Through the facebook page, they can easily keep up with each other.

## HOW TO SEEK FANS

Push the Facebook link in all other web pages and social media sites, as well as in the bi-monthly newsletters. Also, use the search bar to search names of volunteers to connect and let them know you suggest that they become a fan of your page.

## STATUS UPDATE GUIDELINES

Status updates can involve posting a link, video, picture, tag or news update

There should be a minimum of three to four content-rich status updates that simultaneously push information, while encourage feedback from the fans. These should take place during business hours while people are in front of their computers.

Status updates should be treated as the organization itself speaking, and any personal information should be kept to personal pages.

Some ideas are:

- Had a great night at the event last night, did you prefer the chocolate or buttercream cake?
- Spring break is almost over, what are you doing to prepare for school again?
- Here is a great link that will help you get your back-to-school shopping taken care of! [www.com](http://www.com)

Suggested ratio of status updates is

- 40% should be correspondence with other fan pages, fans or groups
- 40% should be posts about news related to Chicago HOPES and its effects
- 20% should be plugging the organization

One to two people can safely manage the Facebook page, its correspondence, posting pictures, links and videos.

# FACEBOOK TOOLS

## INFORMATION PAGE

The information page is very similar to a web page's about section

- Website- directing viewers to the home page

- Company overview- an open-ended opportunity to plug the company and its function
- Mission- identifying the important
- Products- identifying what the organization is trying to push

## **WALL**

The wall is a mix between a news feed from Twitter and a place for dialogue to occur.

- @ tags a fan or friend in a status update
- Like is the option to give a technological thumbs-up to stories on the news feed located on the home page

## **EVENTS**

The events tab is perhaps the most business-friendly application on Facebook. This application sends invitations to events, allows for viral invitations to develop and gives customizable options as to how much interactivity the invited can have in contributing photos, wall posts or invitations to the event.

## **PHOTOS**

Photo albums are a powerful tool in creating a sense of belonging within an organization.

- They help a potential stakeholder visualize their future involvement,
- Report the latest developments in a personal manner, and
- Potential and current stakeholders get to personally see the people involved in events, meetings and everyday operations of Chicago HOPES.

This decreases apprehension about volunteering greatly and will aid in developing a sense of community.

## **FACEBOOK MARKUP LANGUAGE**

Facebook Markup Language or FBML is a recent change in Facebook's usually unwavering design requirements.

FBML tabs (added just like an extra application tab) allow for an entire page to be coded to the exact specifications of any website, allowing for e-commerce and online navigation within Facebook.

- Chicago HOPES could utilize FBML by creating a donate tab on their page

## **VIDEO AND LINKS**

Facebook allows for the embedding of video and links, making the pushing of information and media easier than ever. The facebook page can turn from conversational to informational just with the embedding of a link.

Just as with every other post on Facebook, the fans of the site can comment their feedback to each new update, so it's important to simultaneously sell information, but also provoke responses out of the Facebook fans seeing the page

Soon, the Facebook page will become a fully functioning meeting and interacting space for the organization where events, news and correspondence will help create shared experiences and a sense of community across its stakeholders.

# TWITTER PROPOSAL

## PROFILE ELEMENTS

It is imperative that the profile, while succinct, clearly identifies that Chicago HOPES is the Twitter user, while certain employees may be tweeting throughout the year. The “bio” section should identify the actual person writing the twitter feed and give a brief description of the mission of Chicago HOPES.

The background of the twitter page should be the same graphic on the background of the website. It is imperative that the website, Facebook, an RSS feed and LinkedIn links are featured on the profile.

## GOALS OF TWITTER

By simple law of promotion, getting the name of Chicago HOPES involved in public dialogue is a great promotion tactic. This will also give Chicago HOPES the opportunity to participate in a dialogue happening worldwide, 140 characters at a time.

The goals Chicago HOPES has for Twitter is that it will help them become opinion leaders, create contacts with the press, volunteers, donors and other tweeples who are interested in Chicago HOPES’ causes. Twitter will also help in promoting events, breaking news and making a better sense of community for tweeples who are also Chicago HOPES tutors.

## TARGET AUDIENCE

Our main target audience is people that are socially conscious of the local needs in their community. The campaign is targeting college kids, concerned parents and teachers, bloggers, the press and related non-profit organizations. Twitter reaches all of these groups in real time, which makes such communication an event.

## HOW TO FOLLOW

In order to reach these target audiences, it is important for Chicago HOPES to take the first step, by requesting to follow internal audiences, then external audiences by asking to follow each individual tweeter. The “find people” search also allows tweeters to search contact’s names to find their twitter profile, which is more reliable.

## TWEETS

Tweets are the proper name for the 140 character updates Twitter allows a user to make in real time. The novelty of Twitter is real-time communication, and so the focus of the tweets should typically be about timely issues like news, events, and special offers. Often this is in the form of a link, which must often be shortened by special online tools so that text can fit. However, within organizations it is important to remember the difference between

The tweets can represent many things for Chicago HOPES:

- Provide general information about Chicago HOPES
- Link to world and local news that affects Chicago HOPES
- Correspond with followers and create ongoing dialogues
- Share updates about events and developments happening from within Chicago HOPES
- Promote other Chicago HOPES media and programming
- Share Chicago HOPES' opinions on world news and legislation.

The suggested ratio of tweets typically follows as

- 40% should be re-tweeting, tagging someone or replying to a tweeter to share in the real-time communication event
- 40% should be reposts or re-tweets about Chicago HOPES or its causes
- 20% should be about sharing exciting announcements, promoting internal news and plugging the organization
  - The last two categories of tweets can be scheduled in advanced on HootSuite

## TIMELINESS

One person to two people should be responsible for being the voice of the organization, especially considering that with the development of HootSuite, many of the tweets can be made ahead of time during slow periods at work.

A minimum of four to six tweets should be made a day, typically during business hours unless the tweeter is reporting live from an event that relates to Chicago HOPES.

## HELPFUL TWITTER TOOLS

- Tweetdeck Allows for easy management of Twitter contacts and updates.
  - [www.tweetdeck.com](http://www.tweetdeck.com)
- Hootsuite Manage multiple accounts, pre-schedule tweets and more.
  - [www.hootsuite.com](http://www.hootsuite.com)
- Twitpic Photo sharing tool for Twitter.
  - [www.twitpic.com](http://www.twitpic.com)
- Tinyurl Compress links to articles and other web pages to fit into a tweet.
  - [www.tinyurl.com](http://www.tinyurl.com)
- Twittonary Dictionary of terms used on Twitter.
  - [www.twittonary.com](http://www.twittonary.com)
- Tweetbeep Tracks and alerts you when you are mentioned in a tweet.
  - [www.tweetbeep.com](http://www.tweetbeep.com)
- Twellow Tool to search for similar organizations to follow.
  - [www.twellow.com](http://www.twellow.com)

As online awareness of the organization continues to grow, so will the relevance of having a Twitter account. This social media tool will allow Chicago HOPES to continue to communicate with opinion leaders, its publics and stake holders.

# EVALUATION

This project book was dually geared to provide an in-depth explanation behind each objective, strategy and tactic so as to make this report also a manual for Chicago HOPES' future employees to use. This project followed guidelines set forth by the advertising and public relations curriculum, however all communication materials and plans were customized to Chicago HOPES' needs. These primary needs were timeliness, reach, effectiveness and sustainability.

By switching Chicago HOPES to virtually total internet-based communication to reach out to press, internal and external stakeholders, Loyola Hopes allowed for a swifter means of communication, a less expensive delivery cost, a broader market reach, and results that can be easily quantified though an innumerable amount of free online tools.

Online outreach through social media and search engine optimization has no operational cost. By creating inbound marketing strategies using the hub and spoke model of information dissemination and audience engagement, Chicago HOPES can create a community of interested online contacts engaged through online embassies who then seek more information by visiting the Chicago HOPES home page.

On April 16, 2010 Loyola Hopes held a volunteer appreciation event for Chicago HOPES' volunteers called Raising Hope. The event was titled as such because the chief objective of the night was to celebrate the successes and motivate the staff and volunteers as they gear up to head into the summer tutoring programming. The other goal of the celebration was to honor five exemplary volunteers and Chicago HOPES founder, Patricia Rivera.

Approximately 100 guests attended the event, with 80 key stakeholders signing in. The venue, donated free of charge, was filled to capacity. The food and drink completely donated by local business owners. Chicago HOPES invested in volunteer parting gifts totaling \$300, and party supplies totaling \$42. Loyola Hopes secured \$1,245 in donations for the event and spent \$50.

Loyola Hopes communication materials advertising the event was done completely without cost, helping Chicago HOPES goals of sustainability and effectiveness.

Unfortunately, there was no media coverage of the event, despite having reached out to over 60 media contacts from the Cision media list created by Loyola Hopes. However, Loyola Hopes prepared materials for the newsworthy event of Patricia Rivera's upcoming retirement; created, recorded and distributed public service announcements to 24 radio stations in Chicago; and created a social media outreach plan to raise awareness of the organization and its causes. These plans will be evaluated on the basis of contact creation, engagement, and outreach to the organization to get involved by volunteering, donating or contributing to online discussions involving Chicago HOPES and its causes.

This project emphasizes social responsibility by emphasizing the dignity and worth of each individual and cause Chicago HOPES supports. Not only did Loyola Hopes meet organizational standards of operation, but treated the causes Chicago HOPES stands for with the same standards of decency and excellence.

Loyola Hopes refused to utilize pandering tactics that risk reinforcing cultural stereotypes, dehumanizing children in a situation they have no control over, and refused to employ emotional manipulation tactics to further the organization gain. Chicago HOPES demonstrated a deep-rooted sense of social justice in its respect for the nobility of the human condition.

**SUSTAINABILITY**

# MANUAL (TABLE OF CONTENTS)

This manual is a how-to guide that includes everything you need to know about how to conduct successful public relations. Included are instructions, examples, and timetables for how, when, and where to implement these tools.

- Media Communications
  - News Release
  - Electronic News Release
  - Calendar Item
  - Media Alert
  - Radio Public Service Announcement (PSA)
  - Pitch Letter
  - Phone Pitch
- Using your Media List Effectively
- Press Guidelines
- Integrated Communications Plan (Phase 1 of event planning)
- Special Events
  - Before
  - During
  - After
  - Checklist
- Digital Media
  - Web Site (Hub & Spoke strategy)
  - Search Engine Optimization
  - Google Alerts and RSS feed
  - E-Press Room
  - Facebook/Twitter
  - Social Media Release

\*SEE ACTUAL MANUAL (SEPARATE FROM THIS BOOK) FOR CONTENT

# CHICAGO HOPES PR INTERNSHIP

An intern covering public relations at Chicago HOPES is necessary because of the vast number of PR needs that face the organization. News pitches and media releases should be used to promote events and newsworthy topics. Sending out press materials once completed should be done to inform the reporters. Phone calls should be made to follow up or be used as a way to pitch the topic in the first place. Social media is a key part to Chicago HOPES in regards to connecting with the volunteers and inspiring new people to join the organization. Monitoring and updating Twitter and Facebook pages in a consistent manner is necessary to the success of the social media efforts. Maintaining an E-Press room is important to Chicago HOPES so it can give reporters and anyone else interested in the organization a chance to learn. Incorporating new press materials in the E-Press room should be done in a timely manner. Monitoring articles and information about Chicago HOPES should also be done.

Anne Mehal  
1251 W Rosemont  
Chicago, IL 60660  
(402) 658-2244  
annemehal@gmail.com

April 27, 2010

Chicago HOPES  
125 S. Clark St., 9th Floor

Chicago, IL 60603

Dear Ms. Perkins,

I am a junior at Loyola University of Chicago interested working as an intern for Chicago HOPES. I believe that the Chicago HOPES has the ideal culture in which to learn about the non-profit sector and contribute to the Chicago's HOPES reputation as an outstanding center for the education and empowerment of disadvantaged youth.

Academically, my double majors in International Business and Political Science have afforded me a unique perspective and understanding of both the economic and social spheres of society, and has given me the resources necessary to be an asset to your program in both.

Last summer, I worked as a Congressional intern in Washington. This afforded me a strong base in communications and research, as well as the ability to be an effective worker under pressure. While there, I handled our constituent relations, fielding phone calls, scheduling tours, and responding to concerned emails. Additionally, I worked to develop new press and inter-governmental relations, including press releases, and compiled extensive research on past and current issues and bills for the legislative staff.

It is my belief that I have the skills and experience necessary to be an asset at your organization. This internship would provide me the opportunity to assist at Chicago HOPES as well as expand my own knowledge. Thank you for your consideration.

Sincerely,  
Anne Mehal

# Anne Mehal

1251 W. Rosemont Ave.  
Chicago, IL 60660  
Phone: (402) 658-2244  
Email: [annemehal@gmail.com](mailto:annemehal@gmail.com)

## Education:

2007 - Present Loyola University of Chicago, Chicago, IL  
Major: Political Science/International Business (3.6 for Major, 3.45 overall)  
2003 - 2007 Marian High School, Omaha, NE (3.7 GPA)

## Computer Skills:

Experienced with Mac and Windows PC hardware  
Working knowledge of Microsoft Office – Word, PowerPoint, Excel and as well as Adobe Photoshop and Indesign

## Volunteer Experience:

November 2007 - Present **Volunteer** – Soup Kitchen, Chicago, IL  
Prepare and serve meals weekly to the disadvantaged  
March 2006 - August 2008 **Volunteer** - Jim Esch Congressional Campaign  
Create campaign signs, buttons and update contact information on campaign contributor  
June 2005 - August 2005 **Intern** - Omaha Mayor's Office  
Update information on after-school programs, sort mail, file correspondence and attend meetings

## Extracurricular Activities:

August 2008 - Present **Journalist** – Phoenix (Loyola University of Chicago newspaper)  
Interview, research and/or write stories corresponding to student life  
September 2004 - Present **Member** – Student Democrats  
Discuss issues, volunteer time with local campaigns, inform classmates about important issues and recruit fellow students to join the organization  
September 2005 - May 2007 **Page Editor/Circulation Manager** – (Marian newspaper)  
Write stories, edit articles, take pictures, organize page layout, interview sources, organize distribution, and mail papers to alumni and schools

## Work Experience:

June 2009 – August 2009 **Office Assistant** – Creighton University, Office of the Vice President of Health Services  
Updated contract databases, moved the system from a paper to electronic format  
May 2009 – June 2009 **Intern** – Congressman Quigley  
Answered phones, sorted mail, scheduled and led tours, as well as researched former and current bills. Also, updated press and elected officials contact information  
June 2007 - August 2007 **Nanny**  
June 2008 - August 2008 Responsible for 7-8 year old girl, teaching French, Math and Reading, making meals and taking her to activities  
June 2008 - August 2008 **Retail Sales/ Cashier** - Gap, Inc.  
Sell children's clothes and stock inventory

## Honors:

First Honors Marian High School – 4 years  
French Honor Society  
Nebraska Young Democrats Volunteer of the Month (May 2006)

## References:

Available upon request

# SUMMARY

In order for Chicago HOPES to continue to successfully conduct public relations and to grow the awareness of their organization and its goals, we suggest the following:

- Chicago HOPES should continue to utilize their newly created social media outlets including Twitter and Facebook, and to measure and track their hits and results using the provided metrics tools.
- Chicago HOPES should reformat their website when the contract with the current host provider expires, and they should create an E-press room and ensure that all content is cohesive and linked to their other social media outlets.
- Chicago HOPES should pursue alliances with other non-profit organizations in an effort to grow their volunteer pool and create new outlets for the students.
- Chicago HOPES should pursue alliances with corporate sponsors in order to potentially increase their budget and open doors to organizational growth and development.
- Chicago HOPES should create an annual report in order to clarify their yearly objectives and results, and to allow potential partnering organizations to gain stronger understanding of the operational aspect of Chicago HOPES