



DAD'S LEAGUE

Presented by:

Daley Henson, Lanier Daniel, Rebecca Matthews

Presented to:

Antoine Harvis, Parent Educator for Dad's League
Terri Knight, Instructor of Survey Research Methods
PRCM 4500

Introduction

This campaign was designed by a team of Auburn University public relations students enrolled in the PRCM 4500 Survey Research Methods class, which is a senior level public relations course focusing on public relations campaigns. The team is made up of three students; Daley Henson, Lanier Daniel and Rebecca Matthews. The team was assigned to work with Dad's League, a fatherhood initiative non-profit organization located in Opelika, Alabama. This book contains carefully implemented research and plans for an outreach campaign created throughout the Fall 2016 semester as a semester-long project.

Table of Contents

Executive Summary.....	3
Literature Review.....	4
Media Analysis Audit.....	5-6
S.W.O.T. Analysis.....	7-9
Goals and Objectives	10-11
Methodology.....	12-13
Results.....	14-22
Discussion/Recommendations.....	23-25
References.....	26
Appendices.....	27-32

Executive Summary

The Dad's League Campaign was created at the request of Antoine Harvis, Parent Educator for Dad's League, and Terri Knight, PRCM 4500 Survey Research Methods professor. The purpose of this project was to implement a survey and create an outreach campaign for Dad's League. This campaign was created by a group of three senior public relations students at Auburn University enrolled in PRCM 4500. The students designed a survey in order to achieve the requested results and created this campaign based on discussions between them and Antoine Harvis.

The campaign was created throughout the Fall 2016 semester as a semester long project. The students in this group continually met with both Antoine Harvis and Terri Knight to discuss the progress of their campaign. The students met multiple times throughout the semester in order to complete and perfect each part of the project.

The students also created a survey and administered it on November 22, 2016 until November, 29, 2016 through Qualtrics, a survey software provided by Auburn University. The survey was a compilation of 18 questions that included demographic, open-ended, multiple choice, polar and Likert-Type questions. The students in this group provided Antoine with the methods to best promote the survey to their target audience in the Opelika and Auburn area. The team worked together to collect the Qualtrics results.

The results of this campaign showed that by implementing the strategies and tactics discussed in class throughout this proposal, Dad's League will accomplish their goal of increasing awareness and outreach in their mission of helping fathers and families in Opelika, Lee County, and surrounding counties.

Literature Review

Non-profit organizations similar to Dad's League in Opelika, Alabama are quite rare on a national level. Fatherhood initiatives, while popular in their concept, are often difficult to implement due to their community nature and focus on small-group support. Community support may spring up around these local or regional initiatives, keeping them centered on their small and close-knit target audience.

A similar non-profit organization might be Boys and Girls Club of Greater Lee County, which motivates youth to reach their full potential. Dad's League stands out in focusing first on the parents in their outreach, tailoring their mentorship program to reach out to fathers and father-figures of all ages and backgrounds.

Dad's League engages their audience by posting on social media platforms, specifically on Facebook where they have their largest audience of 405 followers. Their posts consist of a relevant mix of links, pictures, and original content. The Facebook page includes links to sign up to the Dad's League email newsletter for more information. This engages their target audience and invited them to learn more and get involved with the organization.

The Dad's League social media following, under the handle of @dleagueconnects, is made up of 405 Facebook likes and/or followers and around 100 newsletter subscribers. In comparison, a local non-profit organization such as Boys and Girls Clubs of Greater Lee County has 1,229 likes on their Facebook page. The Facebook page for the Lee County Literacy Coalition has 515 likes, while the Child Care Resource Center has 357 likes. This suggests that a Dad's League, being a newer organization in the Auburn and Opelika area, has a great potential to grow their target audience and increase their outreach even more.

Media Analysis Audit

About:

Dad's League is a nonprofit organization that launched in August 2015 in Opelika, Alabama that serves fathers and father-like figures. The organization hosts locker room sessions and quarterly events that aim to give fathers a place to interact with both one another and their children. The program's goal is to help teach fathers how to be good parents and equip them with the resources and support needed to become heroes to their kids.

Dad's League Mission Statement:

"Dad's League serves fathers of all ages and backgrounds, residing in Lee, Chambers, Macon, Russell and Tallapoosa counties in Alabama. The program is designed to empower fathers to be the best parent that they can be, resulting in children that are safe, healthy, resilient and successful. Dad's League intends to be a community where fathers can be empowered and connect with other fathers to impact issues in our community where dads can be critical difference makers."

Locker Room Sessions and Quarterly Events :

There are five groups (community, justice system, schools, veterans and faith-based organizations) that meet for regular sessions. The program has established "Locker Room" locations where dads can come relax and interact while gaining insightful information concerning fatherhood. Each group is led by 2 volunteer facilitators, trained and equipped with

an evidence-based curriculum and materials. Quarterly events are held to create opportunities for dads to spend time with their child(ren) and be the Hero they are inside.

S.W.O.T. Analysis

Strengths:

Dad's League has a variety of strengths. First, they have multiple social and community strengths. They have involvement from many different local businesses. Local churches and their clergy support Dad's League. Dad's League also has strong community partnerships with fellow non-profits, and provides several types of community resources on their website. This includes child care resources, employment assistance, economic support and the Lee County Family Resource Center contact information. The small staff at Dad's League is resourceful in their work and consistently produces relevant and engaging content. This gives them a technological strength in their online presence. The Dad's League website has good SEO (search engine optimization) and the Facebook page is updated frequently.

Weaknesses:

There are a few weaknesses that Dad's League must address in their strategy going forward. First, Dad's League has a limited budget and staff. Antoine Harvis is the sole employee of the organization, and must take on all responsibilities with the help of a few volunteers. This severely limits Dad's League in their goal of expanding to other county's and growing their influence. Their small budget, mostly funded by grants, prevents another hire to assist in these goals. The organization also has a negative social stigma of being a reform program for fathers in trouble. This is not the goal of Dad's League, as it is meant for any father, father figure or role model for young people in the community. This connotation makes it difficult to attract fathers to join the program.

Dad's League's website and Facebook page also serve as a catch-all for their followers, but visually-engaging platforms such as Twitter or Instagram have not been utilized. There is a lack of variety in their social media, and there could be much more promotion of the program's success and positive media coverage. Original content with a basic posting schedule would be more appealing to the community.

Opportunities:

Dad's League has multiple opportunities in the local area. There are not many mentoring programs for parents, as most organizations reach out directly to the kids. This gives Dad's League an advantage as they target the root of family stability and have a large audience. They have strong support from within the community to lean on, and would benefit from partnering with similar organizations to gain more business sponsorship. The online presence of Dad's League can easily grow, as social platforms are free to set up and maintain. They have the technological savvy to quickly expand their reach through digital media.

Threats:

Threats to Dad's League include competition for business partners and donations. There are many other non-profit organizations in the local area clamoring for the same resources. Other initiatives with more government support and publicity may steal the thunder and recognition from Dad's League. Negative social stigma surrounding the organization may prevent men from signing up for Locker Room sessions in the first place, and there is great need to have more

residents join the community. Without a way to directly reach those who would participate, the program is hindered from growth. Economic crisis is also a legitimate threat, as non-profits are usually the first programs to be cut.

Goals and Objectives

Goal: Increase awareness about Dad's League and outreach in their mission statement of helping father figures and families develop a close relationship with their child in the Lee County and surrounding areas.

Objective One: Grow the Dad's League e-newsletter list and social presence on Facebook by 800 followers by the middle of 2017 and expand into other social media platforms.

Strategy: Communicate more regularly on social media and during high peak times as well as reach out to local radio stations to advertise both the organization and events.

Tactic: Hire an unpaid intern to take on these roles to create the content and to expand onto other social media platform. Specifically for trying to attract new members to the organization and spreading the word about Dad's League.

Objective Two: Increase engagement on social media by 25% by May 2017.

Strategy: Create content that Dad's League Facebook followers can have a dialogue in and is also relevant to them.

Tactic: Potential ideas for social media posts could be a monthly child spotlight, feature stories on sponsors or volunteers, polls that members could take and infographics about the organization.

Objective Three: Decrease the negative stigma that Dad's League is an organization specifically for troubled fathers or children of abuse.

Strategy: Host an event in each city within Lee County- Auburn, Opelika, Smith Station, Salem, Loachapoka and Beulah.

Tactic: During these events, making sure to highlight the Dad's League mission statement. Dad's League parent educator, Antoine Harvis, can attend parent teacher association (PTA) meetings at these local schools within the county.

Methodology

To analyze the perceptions of key publics and stakeholders, we conducted a Qualtrics survey. The survey consisted of 18 questions that include demographic, likert-type, multiple choice, open-ended and polar questions. The research was conducted using a quantitative survey method using Qualtrics, an online survey software tool. The survey was administered on November 22, 2016 and was open to the public to take for seven days. In addition to this survey being shared on various social media sites, our client also shared the survey to the Dad's League Facebook page as well.

The organizational goal was to increase target audience awareness of Dad's League and change the negative stigma around their fatherhood initiative, as well as gain members to the Dad's League community. To achieve this goal, many of the questions focused on how respondents obtain information, their perceptions of the organization and level of interest in various fatherhood activities.

While creating the survey, another goal of ours was to gather insight from both members of the Dad's League community and potential new members. Thus, we created a screener-question that took respondents to two separate different surveys depending on how they answered the question (for example, have you heard of Dad's League before this survey).

In addition, we found the majority of our client's information came from the Dad's League organization website, www.dleagueconnects.org, as well as their Facebook page. Our meeting with the client yielded observations and discussion that contributed to our SWOT analysis. While conducting our audit, we noticed the current Dad's League social channels consist of the organization's website and Facebook page. On their website, the organization

includes a “share this” section and includes various social platforms such as Facebook, Twitter, Google Plus, Pinterest, LinkedIn, mail and print section. Each link directs the user back to their own social platform with a message containing a link to the Dad’s League website.

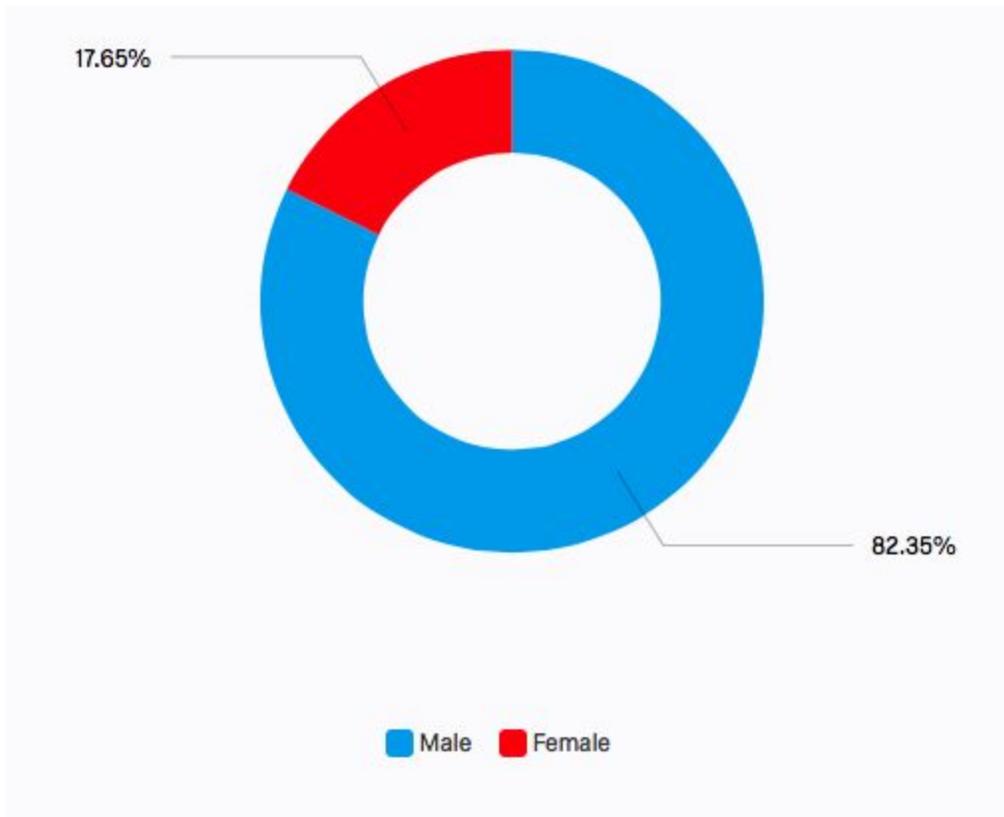
For traditional media, Dad’s League focused on communicating with their target audience through an e-newsletter and a brochure mailer. The sign-up page for the newsletter is present on both their website and Facebook page under “join now.” According to Antoine Harvis, the Dad’s League e-newsletter is currently their main source of communication for Dad’s League. The email listserv includes the contact emails of about 100 people, who make up the Dad’s League community. The organization also has several unpaid media promotions from news outlets such as OANow and the WRBL. In both of these media spotlights, the media highlighted a special community event Dad’s League was hosting at that time. Additional information about the organization and their mission was often included as well.

According to Antoine Harvis, the Dad’s League Parent Educator, other forms of traditional media the organizations utilizes include postcards, flyers and radio promotions.

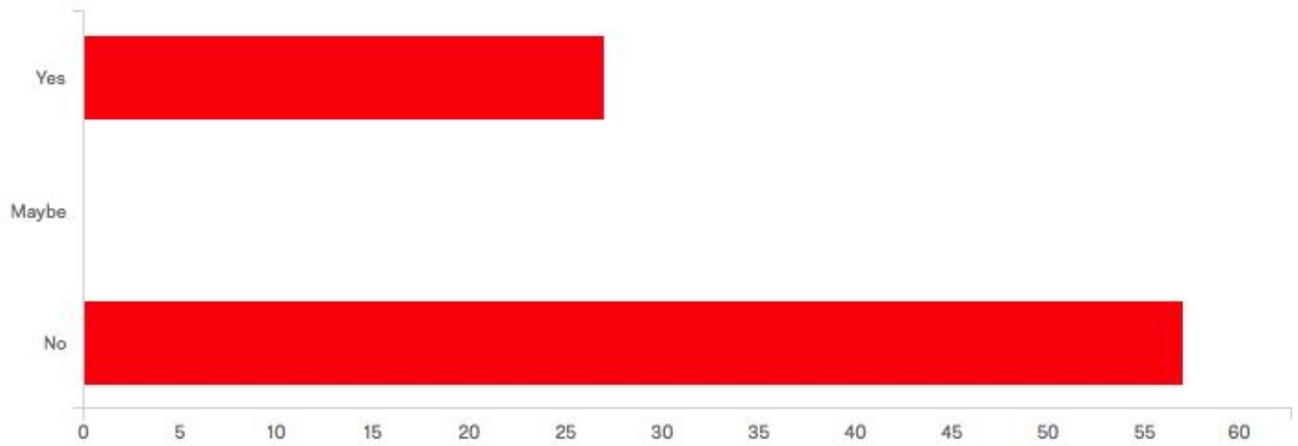
We observed the social media channels over the duration of a month and did not notice a particular posting trend directed towards their target audience. Their facebook page is the only social media that is consistently updated, so that is the source we analyzed. On their Facebook page, the organization posted on average about once per week. We did notice that if a special event was taking place, our client will post anywhere from 2-5 times a week. However, the subject matter of the content is steadily directed towards family and family oriented events in the area.

Results

Question 1- Please indicate your gender.

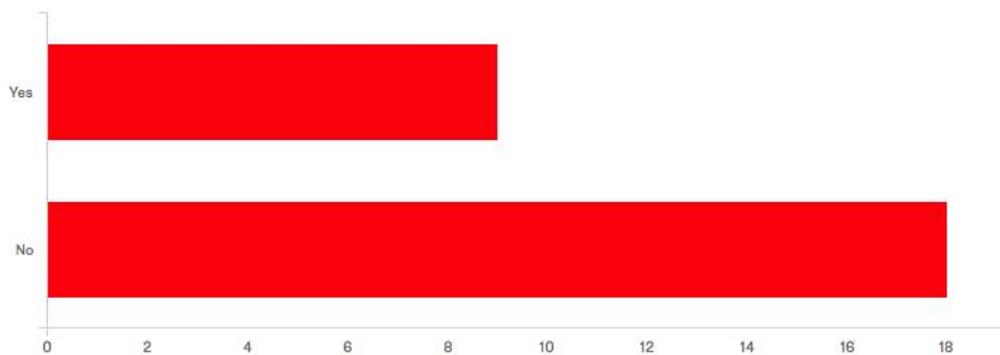


Question 3- Are you a father, guardian or father figure to a child within the Auburn/Opelika public or private school system?



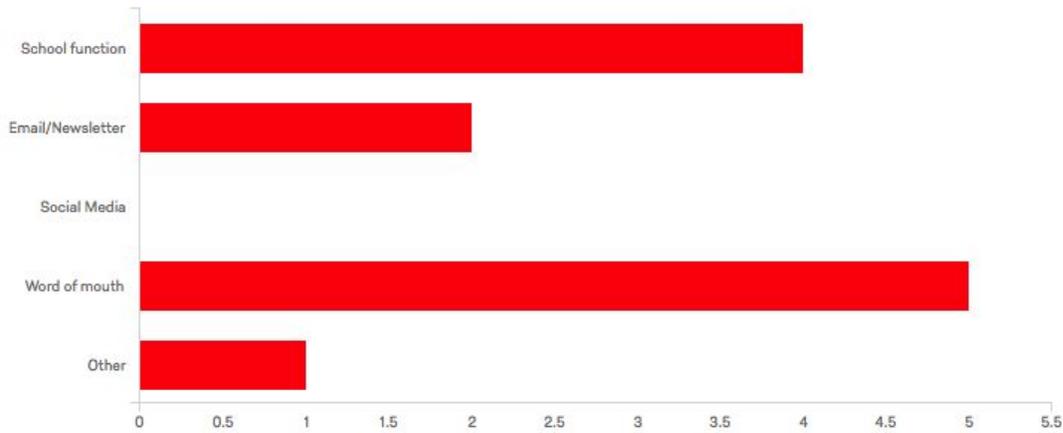
Since we only needed the opinions of male guardians in the area, we began our survey with two screener questions to ensure we were reaching our intended target audience. If the respondent selected female, they were then exited out of the browser.

Question 4- Have you heard of Dad's League before this survey?



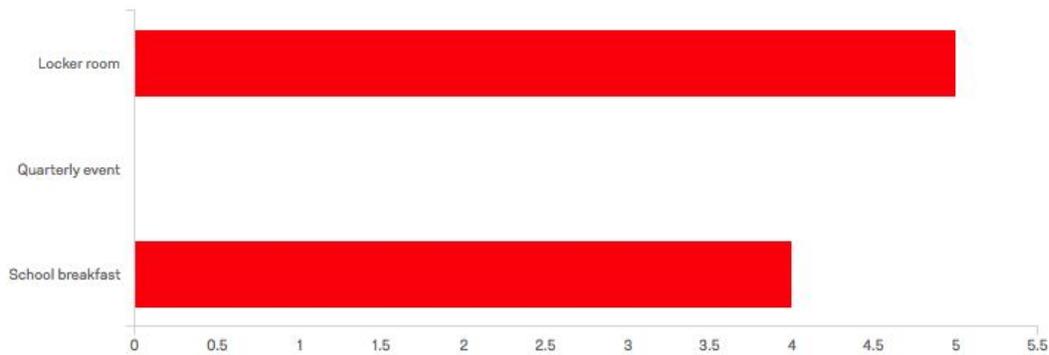
For this question, we needed to gather a sense of how strong the Dad's League presence is in the local community in order to get an estimate of our goals for the campaign.

Question 5- How did you hear about Dad's League?



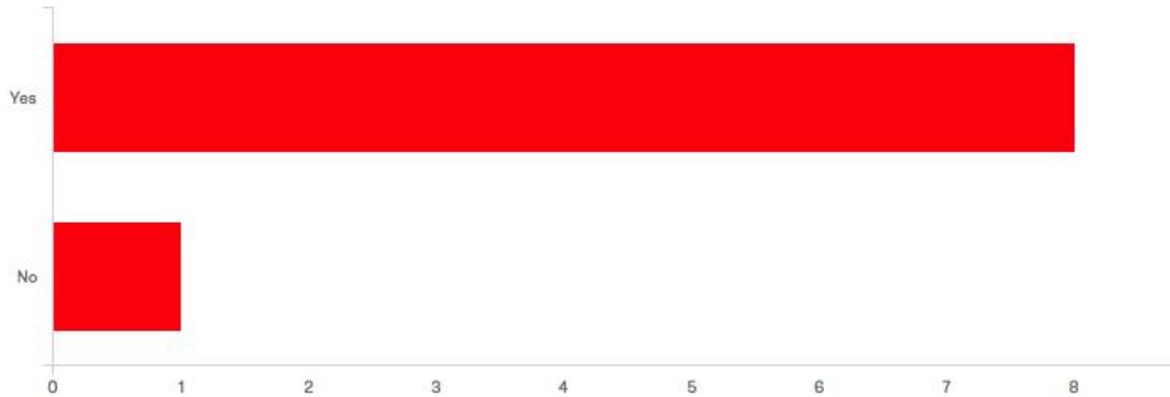
Finding out where respondents have heard about Dad's League gives a better insight on where Dad's League should publicize in the future.

Question 6- What Dad's League events have you attended?

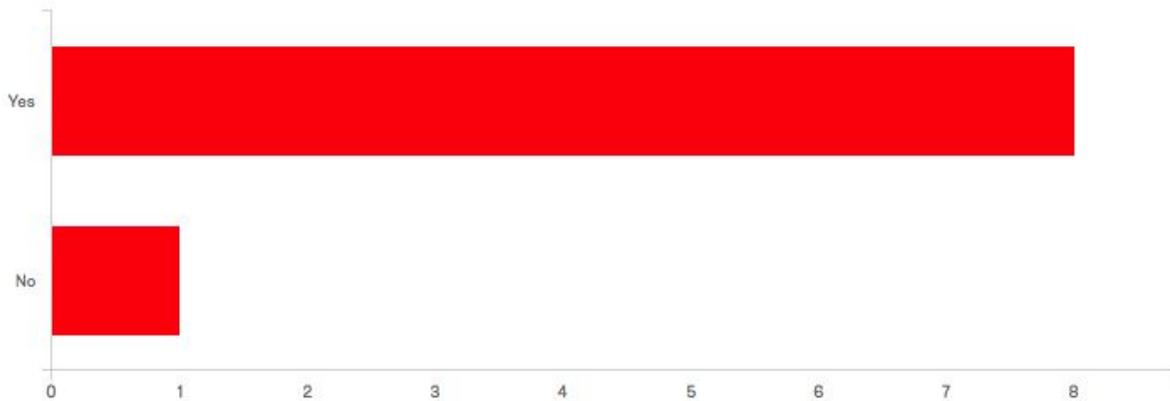


This question was asked in order to find out the popularity of the events Dad's League currently offers. We were shocked by this feedback, but the Dad's League team now knows that stronger advertising will be necessary when hosting quarterly events.

Question 7- Did attending a Dad's League Event improve the bond with your child?

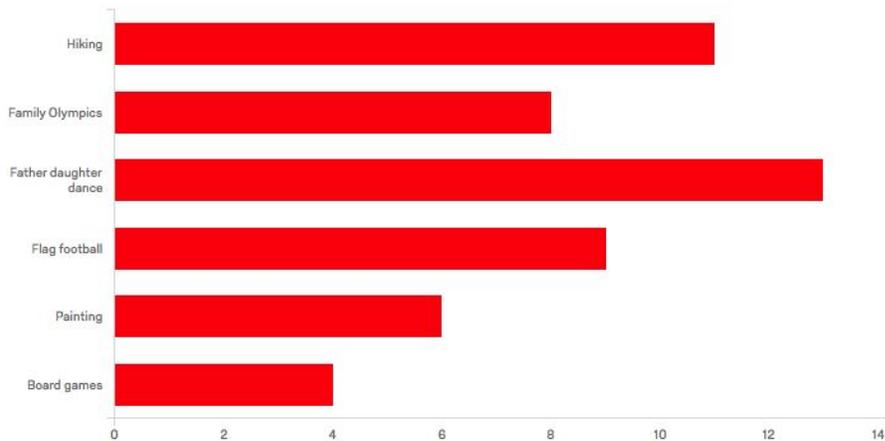


Question 9 - Would you attend another Dad's League event?



Questions 7 and 9 were asked to ultimately find out if Dad's League was accomplishing what they intend to. We were not surprised at this positive feedback received.

Question 10 - What Dad's League quarterly event would you be interested in attending?



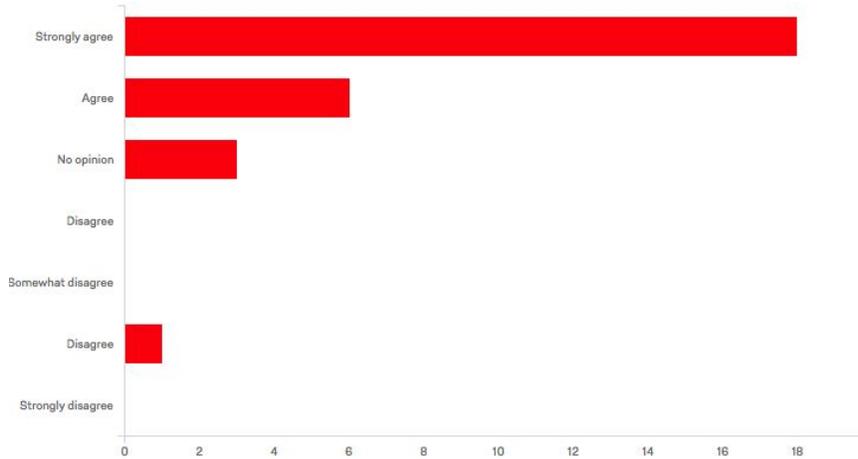
This question was used to give Dad's League some ideas to better suit the community. These results show that Dad's League may need to offer more events geared towards fathers and their daughters.

Question 11 - Describe what you would hope to gain from attending a Dad's League event?



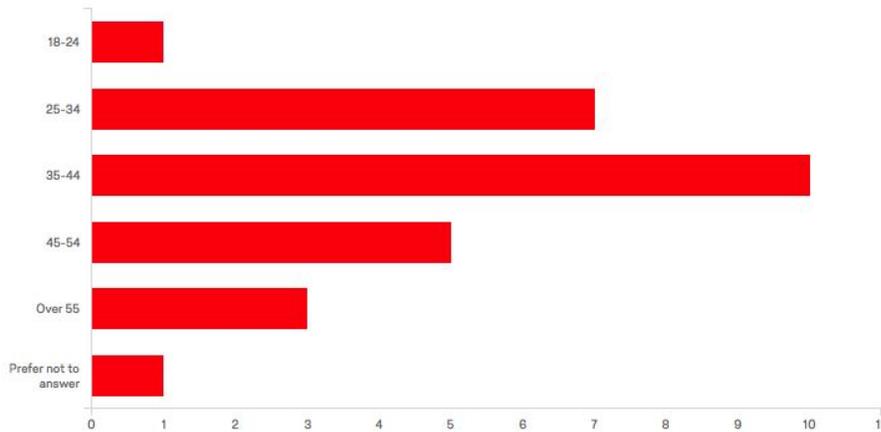
This is an open ended question asking for deeper feedback on what the respondent would like to gain from attending a Dad's League event. Not to our surprise, most of the answers had to do with improving bonds and relationships.

Question 13- Give your opinion on the following statement: Dad's League is for ANY father to be a more successful role model, teacher and overall father figure for their children or young people in the community.

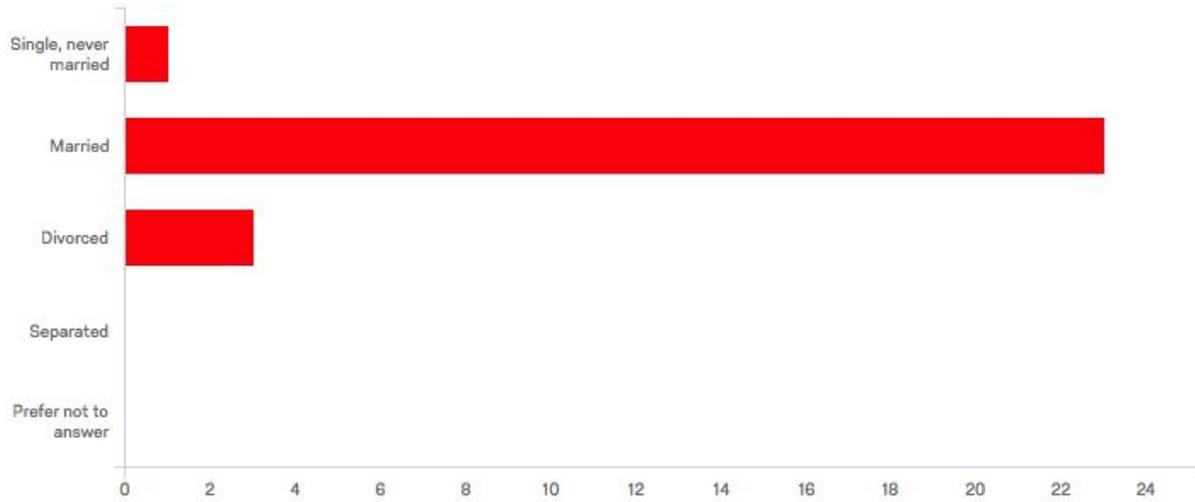


This Likert-type scale question was used to better understand the way the community perceives Dad's League and their perception of the organization's reputation.

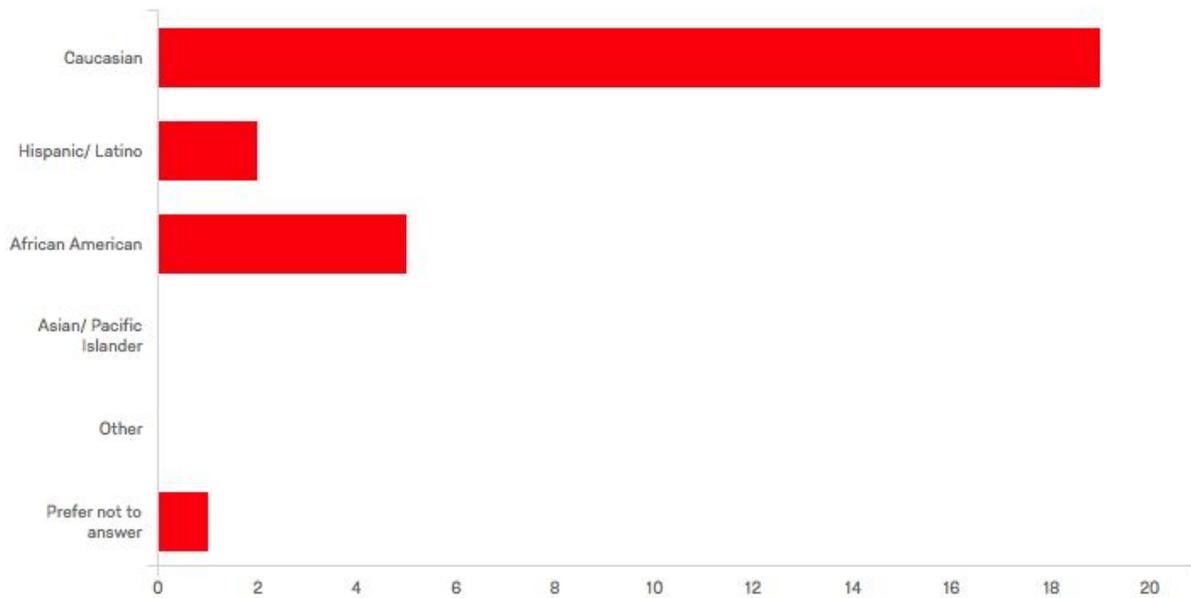
Question 14- What is your age range?



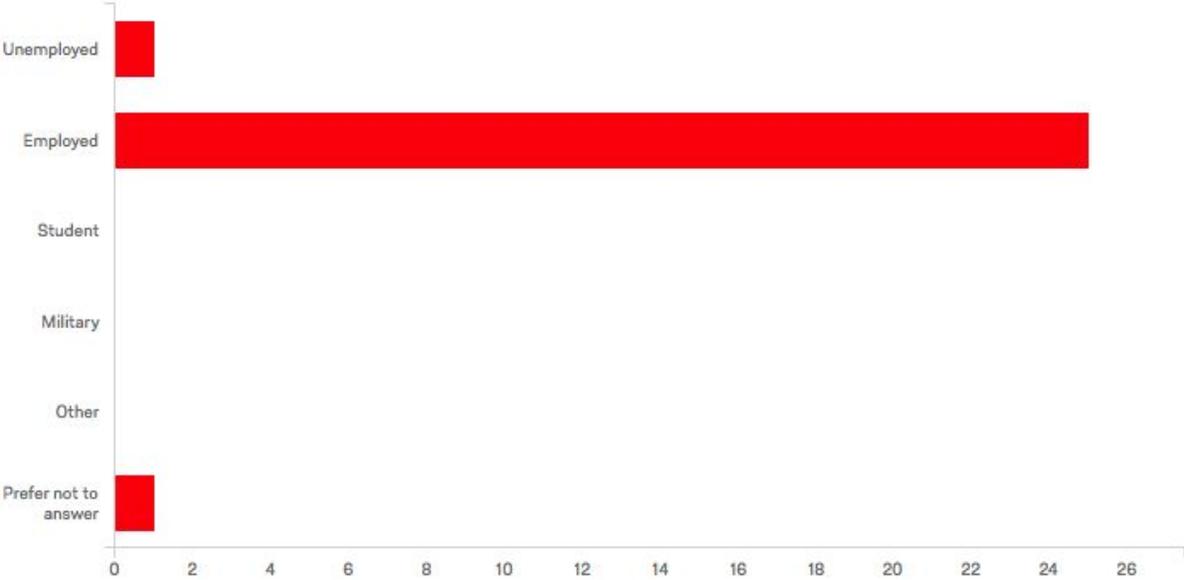
Question 15- What is your marital status?



Question 16- Please specify your ethnicity.

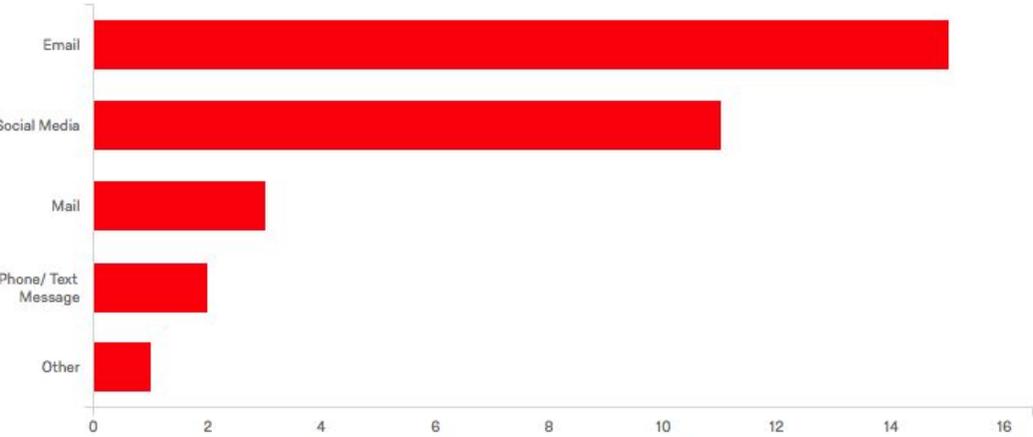


Question 17- What is your employment status?



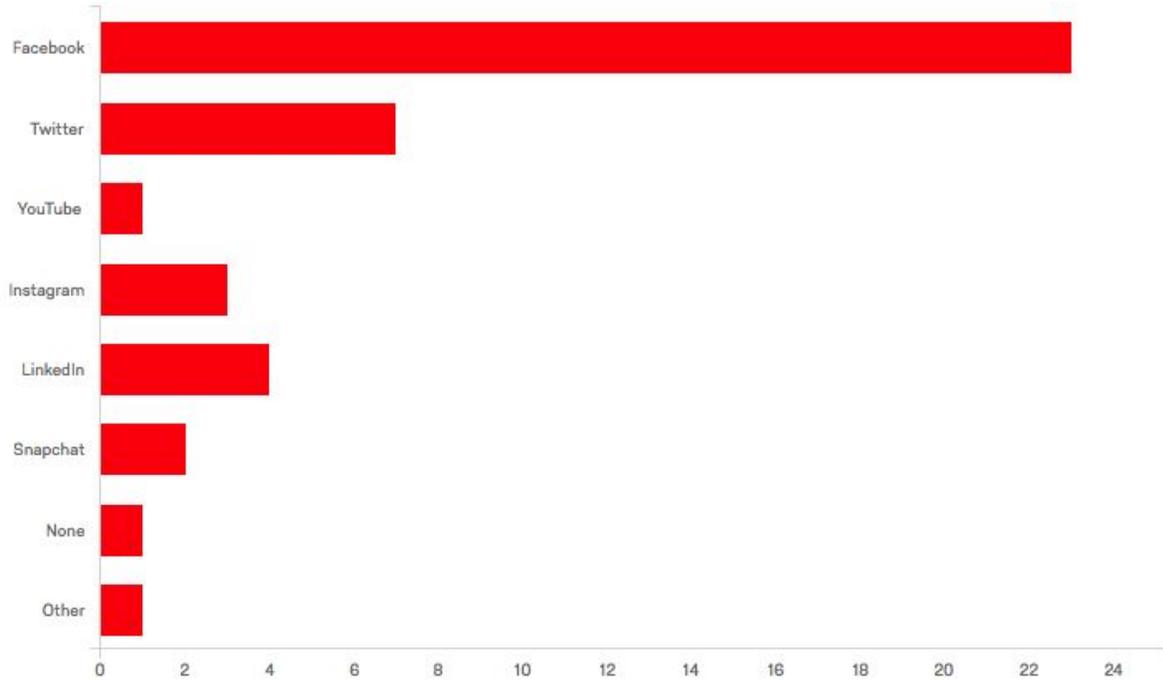
Questions 14-17 are basic demographic questions in order to get a better idea on the audience we are trying to reach.

Question 18- How would you prefer to receive news about Dad’s League events?



Question 19- Which social media outlet(s) are you most likely to engage with Dad's League in?

Select all that apply.



Questions 18-19 were critical questions to ask in order to find out the most efficient way for the Dad's League organization to disseminate information to their desired public.

Discussion / Recommendations

Dad's League is focused on improving their community awareness and outreach efforts in Lee County, as well as changing the social stigma surrounding their fatherhood initiative. They are reaching their goals to the best of their ability, considering they are a small non-profit organization with one full-time employee. However, Dad's League is actively working on expanding their social media presence to reach a wider audience in the Lee county area. Their target audience currently consists of father figures in the Opelika area, as well as their families. However, Antoine is working to expand this target audience into father figures in not only Auburn, but all over Alabama. Dad's League also has many partnerships in the area, as many of the non-profits in Opelika work together to help each other accomplish their goals. Some of these partnerships include the Child Care Resource Center Inc., the Children's Trust Fund of Alabama, and the W.K Kellogg Foundation.

When looking at the various ways the organization is trying to communicate, Dad's League uses Facebook as their main channel for news, updates, pictures and event promotion. The organization engages with their Facebook audience on a fairly regular basis, with weekly posts promoting Dad's League events and community updates. It is possible they could be overlooking other popular platforms such as Instagram or Twitter that could potentially reach a wider audience. According to our survey results, respondents said the social media outlets they were most likely to engage in were Facebook, Twitter and Instagram. Not surprised by these results, it would be beneficial for Dad's League to expand into these other platforms.

When looking at the messages, there are inconsistencies in the timing of posts on Facebook. Our group would recommend a basic but regular posting schedule. Implementing programs such as Hootsuite and Hubspot allows users to easily create and schedule posts on social media so they do not have to individually post each one. In addition, the social media topics are consistently family-oriented and relevant to parents in the target area. The organization attempts to engage their target audience using relevant hashtags, but they are not consistently implemented on posts. They have a good variety of engaging content and receive plenty of earned media (such as news features and local coverage). The graphic messages on social media posts and website photos are consistent as well, featuring happy families and snaps from Locker Room sessions or Quarterly events with kids.

Another area Dad's League is lacking in would be communicating their unpaid media to their audience, such as promoting their social media channels and website landing pages. Local news channels that run feature stories on the Dad's League organization could easily be re-circulated through these platforms as well.

In order to bring new fathers into the Dad's League community, it is crucial to keep a consistent positive tone throughout all channels of social media. Otherwise, fathers may get the wrong idea of what the organization is all about. Dad's League does a good job at doing this throughout all of their social media outlets. Their weekly postings all pertain to community and family oriented events around Lee county. The tone of their social media channels aligns well with the organization's vision and what they are trying to accomplish around the community.

The organization's mission is clearly played out in their messages, with videos further explaining their purpose and inviting potential members to easily join through their website.

Dad's League could potentially brag even more on their achievements and successful events in order to reverse the negative stigma surrounding their organization.

In our survey results, we found Facebook, Twitter and Instagram to be the top three social media outlets people are most likely to engage in. Since Dad's League currently only engages their audience through their Facebook page, we highly suggest they expand their social media efforts into one of these other social platforms. Another recommendation we have is that Dad's League include an open forum or online chat room on their website that allows fathers and community members to discuss topics about fatherhood and organization events. We believe that by doing this, it will increase the engagement that members have within the organization.

We believe that this would not only raise awareness of Dad's League in the Lee county area, but would also persuade more people to join the Dad's League community.

References

Boys & Girls Clubs of Greater Lee County. (n.d.). Retrieved November 30, 2016, from
<http://www.bgcleeco.org/>

Dad's League | Facebook. (n.d.). Retrieved November 30, 2016, from
<https://www.facebook.com/dleagueconnects>

Dad's League | Facebook. (n.d.). Retrieved November 30, 2016, from
<https://www.facebook.com/dleagueconnects>

Fatherhood. (n.d.). Retrieved November 30, 2016, from
<http://www.ccrcc-alabama.org/Fatherhood.html>

Appendices

Qualtrics Survey:

Hello, our names are Daley Henson, Lanier Daniel and Rebecca Matthews. This survey is being conducted by students in the the PRCM 4500 Survey Research class at Auburn University regarding a non-profit organization called Dad's League. We'd like to ask you a few questions about the organization and your knowledge about it. This survey should only take 10 minutes.

1. Please indicate your gender. (If Female is selected, then person will be taken to the end of the survey.)

- Male
- Female

2. Are you a father, guardian or father figure to a child within the Auburn/Opelika public or private school system? (If No is selected, take the person to the end of the survey.)

- Yes
- Maybe
- No

3. Have you heard of Dad's League before this survey?

- Yes
- No

4. How did you hear about Dad's League?

- School function
- Email/ Newsletter
- Social Media
- Word of Mouth
- Other: _____

5. What Dad's League events have you attended?

- Locker room
- Quarterly event
- School breakfast

6. Did attending a Dad's League event improve your bond with a child?

- Yes
- No

7. Would you attend another Dad's League event?

- Yes
- No

8. What adjectives would you use to describe Dad's League?

- _____

9. What Dad's League quarterly event would you be interested in attending? Choose all that apply.

- Hiking
- Family Olympics
- Father daughter dance
- Flag football
- Painting
- Board Games

10. Describe what you would hope to gain by attending a Dad's League event?

- _____

11. If not already a part of the Dad's League community, is there anything Dad's League could offer that would make you more inclined to join? If so, please specify.

- _____

12. Give your opinion on the following statement: Dad's League is for ANY father to be a more successful role model, teacher and overall father figure for their children or young people in the community.

- Strongly Agree
- Agree
- No opinion

- Disagree
- Disagree
- Somewhat disagree
- Disagree
- Strongly disagree

13. What is your age range?

- 18-24
- 25-34
- 35-44
- 45-54
- Over 55
- Prefer not to answer

14. What is your marital status?

- Single, never married
- Married
- Divorced
- Separated
- Prefer not to answer

15. Please specify your ethnicity?

- Caucasian
- Hispanic/ Latino
- African American
- Asian/ Pacific Islander
- Other: _____
- Prefer not to answer

16. What is your employment status?

- Unemployed
- Employed
- Student
- Military
- Other: _____
- Prefer not to answer

17. How would you prefer to hear about Dad's League events?

- Email
- Social Media
- Mail
- Phone/ Text message
- Other: _____

18. Which social media outlet(s) would you most likely engage with Dad's League in? Select all that apply.

- Facebook
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- None
- Other: _____

Thank you for your time. We know how valuable time is and appreciate you taking the time to complete this survey! If you have any further questions, please reach out and contact us at dah0017@auburn.edu, rrm0019@auburn.edu, or ltd0005@auburn.edu.