



Start-Up Public Relations Proposal

Written By:

Tara Beck
Katrina Branson
Geoffrey Koester
Emily Simpson
Julia Walker

Our Mission Statement

Dapper Dudes is committed to providing a structured and challenging way of life to assist our male students in developing the necessary skills and attitudes to become more successful in school, the community, and life.

Executive Summary

We designed this proposal to create an organization in local elementary schools to support and challenge young boys to be professional men early in their lives. Our proposal covers outreach for potential participants, mentors, school faculty and staff, and the community. We have created an extensive plan for the initial start up of the organization through the upcoming fall semester of school (see timeline).

Team responsible for drafting this plan:

- Tara Beck, Katrina Branson, Geoffrey Koester, Emily Simpson, Julia Walker

Situational Analysis

Following extensive research and analysis, the circumstances and situation affecting Dapper Dudes appear to be as follows:

Prospective volunteers' attitudes toward Dapper Dudes indicate that participants look forward to actively engaging with the younger generation, working to help them succeed in future endeavors. Prospective Dudes' attitudes toward the program indicate a slight degree of hesitancy toward the program, but a greater degree of hope and excitement for better futures.

Compared to leading competitors Dapper Dudes is performing strongly in the following areas:

- Providing a flexible, foundational plan and policy for encouraging young men to be successful gentlemen
- Providing volunteer opportunities for young men in high school and college
- Offering a "safe place" for at-risk boys to learn more about being a gentleman

Some of the weaknesses of Dapper Dudes seem to be:

- A lack in funding
- Being the first branch of its kind

Goals & Objectives

The overall goal is to bring a Dapper Dudes branch to Terre Haute, Indiana. Our current aim is to establish an after school program in elementary schools and start a new branch with West Vigo Elementary School based on the need in the area.

The goal is to reach out to older males, preferably high school upperclassmen and college students, inviting them to volunteer as mentors in the program. More than anything, Dapper Dudes wants to do what it takes to help young boys become successful professionals as adults.

Objective 1: Expand Dapper Dudes within the Terre Haute area

- Reasoning: Help young boys grow up successful despite their home lives.
- Benefits: Dapper Dudes will provide donated gentlemen's attire, mentorship from volunteers, and an escape from rough home lives to show how proper gentlemen act.
- Measurement: Before and after the first semester of Dapper Dudes at West Vigo Elementary School, mentors will distribute surveys to members to see how the program is impacting their lives thus far. Because of the members' expected young ages, the questions will be simple.

Objective 2: Create Dapper Dudes Clothing Drive

- Reasoning: Help provide young males gain confidence and improve self-esteem while teaching them how to dress professionally.
- Benefits: By hosting a business professional clothing drive for young males, Dapper Dudes will be preparing to raise confidence and self-esteem in members.
- Measurement: Dapper Dudes will ask the "Dudes" questions before and after they receive their clothing to measure their self-esteem and confidence levels. The questions will ask how they felt while wearing nice clothes compared to wearing street clothes.

Target Audiences

Dapper Dudes is a great program to help them grow into young men, teaching them proper manners towards society, peers, and themselves. Dapper Dudes works well in the starter school in Charleston, South Carolina, and believes it will work just as well in Terre Haute with the help and cooperation of a handful of different groups.

- Participating boys (school children)
- Parents of participants and potential participants
- Local school and community counselors
- Program mentors and potential mentors
- Terre Haute community

Key Messages

Dapper Dudes is an after school program for boys who don't have men at their home. They learn proper manners such as how to shake hands with others, making eye contact, opening doors and addressing their elders. They do all of this while dressed in their Sunday best. Look good, feel good, do good. When was the last time you saw someone fighting who was wearing a tuxedo?

For the Children

- Have fun with children your age after school learning manners and wearing some good looking clothes. Every girl's crazy about a sharp dressed man.

For the Parents

- Have your children join our after school program in which they'll learn proper manners while dressing properly to do so

For the Counselors

- Introducing a program for students to learn proper manners and in doing so, learning how to be a true gentleman.

For the Mentors

- Did you come from a tough childhood? Help those in need with our after school program, teaching young boys how to act like gentleman and learning manners

Key Messages, continued

For the Local Community

- Introducing a new program to your neighborhood called Dapper Dudes, teaching young boys manners and how to be a true gentlemen. Look good, feel good, do good.

Strategies & Tactics

Social Media

The concept for Dapper Dudes started as social media as word spread of a “Gentleman Club’s For Kids” in South Carolina. As a result, social media will play a large role in our own organization both in getting out the word about Dapper Dudes and also in receiving feedback from and connecting with similar organizations across the country.

Twitter

- Twitter will be used to post updates and will be primarily used to reach out to the kids involved in Dapper Dudes and the mentors volunteering as well. Twitter will be a prime tool for internal communication because of the age groups we are targeting.
- Hashtag: #VigoDapperDudes

Facebook

- Facebook will expand beyond the typical Facebook group. We will utilize the Groups feature to connect with parents and school faculty to keep those groups updated and involved in Dapper Dudes.

Pinterest

- Pinterest will be used to pin professional dress options for the kids, event ideas, and to further promote the organization to the community.
- Pinned images can be posted on other social media, such as Facebook and Twitter, secondarily but will primarily be hosted and found on Pinterest.

Blog

- The blog, on WordPress, will be the hub for all things Dapper Dudes in Vigo County. It will include all of our major updates, our events in the community, pictures from those involved, and more. It will connect to all of our other social media and vice versa.



Strategies and Tactics, continued

Press Releases

As we develop the Dapper Dudes program further, we will be designing and sending press releases to local news outlets, high schools, elementary schools, churches, Goodwill stores, and Salvation Army stores. The press releases themselves will vary according to their designated destinations. Our purposes in sending press releases will be to grow the program and support of the program, to ask for clothing donations, to request sponsors, and to offer volunteer positions.

Editorials

Dapper Dudes plans to have many flyers posted around the community, specifically elementary schools and middle schools. Brochures will be placed in the Guidance Counselor's office within each school detailing the Dapper Dudes program with information for the parents. A social media page is expected to be up and going by the start of the upcoming school year with details regarding upcoming events and fundraisers as well as testimonies from previous members who have since grown up.

Events

In order for Dapper Dudes to take off and attract attention, a few events have been put in place to accomplish these goals.

Professional Clothing Drive

- In July of 2016 a clothing drive will be held in the community of West Vigo to prepare for the upcoming school year where any clothing donations will be accepted. The boys in Dapper Dudes will be wearing their Sunday's best clothing, so any donation will be helpful.

School Supply Drive

- The school supply drive will be similar to that of the clothing drive, except instead we will be collecting school supplies for the boy in Dapper Dudes to use. All donations are welcome and encouraged as we plan for the beginning of the year in Vigo County.

Fundraising Banquet

- Dapper Dudes will be hosting a banquet in August of 2016 to raise more awareness of the program. Also, it will bring together the community in West Vigo to raise money for the program while promoting it as well. A win-win situation.

Strategies and Tactics, continued

Events, continued

Recruitment

- During the month of August Dapper Dudes will be visiting college campuses and fraternities to recruit young adults to become mentors for the boys in Dapper Dudes. The money will hopefully come from the money raised at the community banquet.

First Meeting

- In September of 2016 Dapper Dudes will have their first official meeting where the clothing and school supplies that were collected will be distributed for the first time.

Recruiting 2.0

- In October of 2016 do more recruiting for the organization, especially mentors to help the young boys in Dapper Dudes, also in doing this we'll be raising more awareness for the program as well.

“Reverse Trick-or-Treating”

- A donation drive during or around Halloween to once again collect clothing where any donations will be welcomed and more attention will be brought to the program.

Thanksgiving Dinner for All

- Everyone involved in Dapper Dudes, including the young boys and mentors, will be invited to a thanksgiving dinner specifically for those involved in the program.

Thank You Christmas Party

- A “thank you” Christmas Party for the mentors and anyone else involved in helping the program throughout the year.

Speaking Opportunities

Dapper Dudes is a great shaping tool to help young boys understand how to act in proper ways especially if there are little to no role models to help form their opinions. Sometimes these boys could become discouraged if some skills or learning is difficult for them and they think that sometimes it can be tough. Since Dapper Dudes has been installed recently, many young men have grown up in the same situations as the current boys without the help. We are hoping to get these men in to talk to the community, mentors, and boys about their own experiences.

Strategies and Tactics, continued

Speaking Opportunities, continued

List of Speakers

- Raymond Nelson- founder of the original Gentleman's Club in Charleston, South Carolina.
- Les Brown- motivational speaker who lived in low-income area in Florida and later adopted.
- Nick Vujicic- a man born with no arms and legs but still finds it in himself to be independent and happy with his life. Likes to talk about determination and not giving up.
- Scott Backovich- He is a young speaker that gets into the mindset of his audience and speak to them on their own level to figure out who they are and what they can achieve.
- Possible mentor or student in Terre Haute area- this could help to find someone locally who would like to share their wisdom with the kids.

Timeline

April 2016

- Dapper Dudes created, proposal presented.

May 2016

- Materials are sent out to schools and parents in the Terre Haute/Vigo County area to promote the new organization.
- The goal at this point is to hype up the organization for the next school year while stakeholders continue to prepare over the summer.
- Start recruiting on college campuses in the area for men to volunteer as mentors in the program in the fall.

June 2016

- Logo and other graphics are designed and finalized.
- Future events are planned and necessary details are coordinated.

July 2016

- Professional clothing drive in the community before school starts to prepare for the year with supplies.
- School supply drive in the community, similar to professional clothing drive.
- Continue planning events for the year.

Timeline, continued

August 2016

- School year starts in Vigo County. Resume promoting the organization in schools and to parents.
- Host a fundraising banquet with the community to raise money for the program as well as to further promote it.
- Go to college campuses and fraternities to recruit young adult mentors.

September 2016

- First meeting of Dapper Dudes in schools. Distribute clothing and school supplies for the first time.

October 2016

- Secondary push for recruiting for the organization.
- Host a second donation drive around Halloween for “reverse trick-or-treating” to collect clothing.

November 2016

- Host Thanksgiving dinner with Dapper Dudes students.

December 2016

- Have a “thank you” Christmas party for the mentors and other volunteers in the organization.
- End the semester with Dapper Dudes.

January 2017

- Resume Dapper Dudes for the new semester. Continue recruiting new kids and mentors and hosting events in the community.

Budget

Dapper Dudes is currently operating with a \$0.00 budget. We will utilize our resources, including as much free exposure as possible, to create a successful organization to benefit our community & our children.

Evaluation & Measurements

Before and after the first semester of Dapper Dudes at West Vigo Elementary School, mentors will distribute surveys to members to see how the program is impacting their lives thus far. Because of the members' expected young ages, the questions will be simple.

Group leaders will also ask the "Dudes" questions before and after they receive their clothing to measure their self-esteem and confidence levels. The questions will ask how they felt while wearing nice clothes compared to wearing street clothes.

Along with the goals we have tactics planned out to make our group successful.

- Social Media
 - We would like to be mentioned once to twice a week on Facebook and Twitter. Mentioning can include getting mentioned or tagged in posts by others or having our posts shared. The social media will have a link to our blog on the group page.
- Press releases & Editorials
 - We can measure the success by the amount of help, by people and items, we receive from the knowledge they get from our press releases and editorials
- Events
 - Professional Clothing Drive: We can measure the success by how many clothes get donated for the boys. It could also show success in the amount of different sizes and styles of the clothing. We would like to have at least two different outfits for one boy to have.
 - School Supply Drive: We can measure the success by the amount of supplies we have and the variety. We want every boy to have the necessary amount to be able to succeed.
 - Fundraising Banquet: We can measure success by the amount of people that attend the event and also the amount of money and different donations we receive for the group. The goal is to have enough money to last the school year.
 - Recruitment: We can measure the success by how many boys will attend the group and also the boys who have interest in the group. We would like to have one adult male for every three kids.
 - The first meeting can be measured by the amount of boys that attend and having the right amount of items to pass out to the boys, depending on the success of the clothing and school supply drives.
 - We can measure the success of this with word of mouth. We can see how many more men are interested in helping the boys and having them help. It can be successful by getting out the awareness needed for the group.

- Reverse Trick-or-Treating: It will be successful by getting the amount of clothes necessary then or that we had not received from the previous drive.

Evaluation & Measurements, continued

- Events, continued
 - Thanksgiving Party: It will be successful by the food that is there for the amount of men. Also to show the progress that the boys are making in the group.
 - Thank you Christmas Party: Similar to the Thanksgiving party it is to show the progress of the boys during the activity. Also to show the amount of presents and food for the group during the function.

Conclusion

Thank you for reviewing our start-up plan for the Dapper Dudes organization in Terre Haute, Indiana & the surround Vigo County area. We hope to succeed in our ambitious goals to further our mission as an organization. In the end, this is all for the kids in our community.

