Marketing & Fundraising Strategy

Hayward High School—Youth and Parent Investment Initiative

2011-2012

www.edenucc.com
Situation Analysis

- There is a tremendous need to reduce violence and improve schools in the HUSD.
- The community has identified youth parent engagement initiatives, and job training and employment opportunities for youth as key solutions for addressing these needs.
HHS Y&PII

- We envision the HHS campus and the neighborhoods where HHS students live as safe and healthy.
HHS Design Team Mission

- To create a healthy and safe environment for HHS students by providing quality health programs and services that are culturally relevant, and focused on violence prevention and health improvement.
Business Goals: Phase 1

- Conduct student and parent assessments to define the needs for HHS programs and services
- Conduct a COST analysis and define service and program gaps
- Establish service and program priorities
- Develop a resource map for students
Marketing Goals: Phase 1

1. To increase the levels of awareness of the HHS YPII in the school community

2. To increase and strengthen the number of program supporters and participants
<table>
<thead>
<tr>
<th><strong>Who is target audience?</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Audience:</strong></td>
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<tr>
<td><strong>Goal:</strong></td>
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<td><strong>Challenge:</strong></td>
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Marketing Strategies

- Use qualitative formative research to help increase the levels of awareness of the program
- Use in-school and community events focused on the target audiences to increase program awareness
Marketing Tactics

1. Interview a cross-section of HHS students and parents about the initiative to better understand their levels of concern and interest. Use research to guide and inform the development of a school-wide campaign to increase program awareness.
2. Launch a school-wide awareness campaign that excites and ignites students’ interest in the HHS YPII
Marketing Tactics (cont’d)

3. Use traditional and non-traditional communication vehicles
   - Morning PA announcements
   - Information tables at sporting events
   - Facebook
   - You-Tube contests
   - Open houses
   - Community meetings
   - Special in-school posters and signs
   - Other vehicles developed by students
Measurement

- We will use a host of **process measures** to determine program success. Those include:
  - Number of parents attending open houses and community events
  - Number of youth involved in Program-related activities
  - Number of “Likes” on FB page
## 2012 Marketing Plan

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Tactics</th>
<th>Who</th>
<th>Date</th>
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<tbody>
<tr>
<td>Student Survey</td>
<td>Key informant interviews</td>
<td>Program &amp; Evaluation/Students</td>
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<td>Open houses &amp; community mtgs.</td>
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<td>COST Analysis</td>
<td>Current resources v. expressed needs</td>
<td>COST Team</td>
<td>Jan-Mar 2012</td>
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<tr>
<td>Report Results</td>
<td>Local media, community mtgs.</td>
<td>TVHC Team</td>
<td>June 2012</td>
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Marketing & Fundraising Working Group

- Anissa Basoco-Villarreal, ACBOS, Dist. 2
- Kamika Dunlap, ACBOS, Dist. 4
- Jim Hill, Hill & Company
- Randy Nakamura, HUSD
- Carlos Londoño, TVHC
- Claudia Morales, COR
- Arlene Nehring, Eden Church
- Drew Nettinga, Eden Church
- Irene Preciado, Cherryland Elementary School
- Gloria Walker, St. John’s & St. Joachim Churches
HHS YPII

2011 Accomplishments

June 25, 2006
2011 Accomplishments

- Launched Design & Work Teams
- Developed Vision, Mission & Goals
- Created COST (Coordination of Services Team) & Universal Referral Form
- Established Health Committee
- Selected Youth & Parent Provider
- Identified Continuum of Supports
2011 Accomplishments (cont’d)

- Created Parents’ Center
- Developed Marketing Plan
- Drafted Parent & Youth Surveys
- Maintained community-led initiative
Fundraising Goals: Phase 1

- Document process results
- Identify prospective funding sources for yr. 2
- Analyze youth survey results which will drive program goals & future fundraising focus
- Identify grant writers to develop a grant-writing strategy and prepare and coordinate proposals
- Prepare and submit grants and grant reports in a timely manner
Fundraising Steps: Phase 1

- Contact ACHSA to explore opportunities to join a related grant application
- Explore ops for continuation grant
- Study Promise Neighborhood Grant and other successful models for data points
- Develop a grant calendar
- Coordinate w/ HUSD (Dobbs/Nakamura), ACHSA (Briscoe/Graves), TVHC (Terrazas)
- Advocate for passage of HUSD ballot initiative

June 25, 2006