Downtown Committee of Syracuse
Change of Heart Campaign

Cross Connection PR
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Executive Summary

Cross Connection PR was founded in 2015 in Syracuse, NY. After teaming up with the Downtown Committee of Syracuse, helping people in need became a priority. Through numerous meetings and informational sessions with members of the Downtown Committee, Merike Treier and Adria Finch, we at Cross Connection have developed a campaign to better the Downtown Syracuse area and educate business owners, employees and patrons on various ways to help the people of the area.

In an effort to better the lives of panhandlers in downtown Syracuse, Cross Connection PR has developed a campaign to reframe the conversation and make it revolve around people in need. Through partnerships between the Downtown Committee of Syracuse and various local charity organizations such as Vera House, the Rescue Mission and the Samaritan Center, we are hoping to create beneficial relationships between those in need and those who can help.

Through this campaign, we hope to emphasize the safety of downtown Syracuse and make it more attractive to patrons while also educating employees and business owners on alternatives to giving to panhandlers. Posters, videos, stickers, donation boxes and newsletters will be utilized to get these messages out. Posters will be placed throughout the downtown area, videos will be uploaded and promoted through the Downtown Committee of Syracuse social media channels, stickers and donation boxes will be put in businesses throughout the region and newsletters will be sent to all Downtown employees and business owners through a listserv from the DCS.

This entire campaign exists in hopes to better the lives of the people in need of downtown Syracuse. The issue is rooted in the way that direct giving is the main way that people feel that they are helping when, in reality, there are numerous more beneficial ways to do so. By educating the public on the different ways that this can be done, the Downtown Committee of Syracuse hopes to decrease the number of people in need in the area and truly impact their lives in a positive way.
Situational Analysis

Client Profile

The Downtown Committee of Syracuse, Inc. is a nonprofit downtown management organization. Its primary responsibility is to improve the image of downtown Syracuse, help to improve the economy and make it a safe, clean and fun environment. It does so through various policy planning, programs and projects in the areas of economic development, environmental maintenance, marketing and communications campaigns, parking and access, and security. It serves several different audiences, including business owners, organizations, employees, residents, and visitors (suburban Syracuse residents and college students), but is primarily responsible for property owners and tenants in the central business district.

The Downtown Committee of Syracuse is concerned that panhandling in the area is having a negative effect on the perception of downtown Syracuse and is discouraging visitors and new/current business owners from coming to the area.
Situational Analysis

Research Summary

A situational analysis, online survey and series of focus groups were conducted to gather information on the effects of panhandling on views of downtown Syracuse. Overall, research found that panhandlers made members of all of the target audiences uncomfortable and contributed towards a negative view of the downtown area. Most respondents, however, were not fearful of panhandlers and were not bothered enough to deter them from going downtown, especially to Armory Square. The large majority of the research also showed that the overall perception of downtown Syracuse is a positive one, stating that it is a fun and lively place to go.

Many respondents from the focus groups and survey did admit to having negative experiences with panhandlers in the downtown area, though. A significant amount of business owners feel that they discourage business and make it more difficult to operate in the downtown area, and may also discourage prospective business owners from starting up in downtown Syracuse.

In the Annual Report from 2014, the Downtown Committee of Syracuse stated that “when [they] asked [respondents] about their belief in the strength of downtown, 81% of [them] said that in [their] minds, downtown is fundamentally strong and not likely to decline” (2014 Annual Report). The number was practically 30% lower only four years before that. The increase in confidence of the downtown Syracuse area according to survey respondents shows that the improvements between housing, parking and establishments have been major contributors towards the way that people feel about the area.

Most respondents rarely or never give to the panhandlers, and those that do generally give out of pity. All audiences expressed that they did not know a "proper" way to react and deal with panhandlers. They felt that an educational campaign that highlighted an etiquette to deal with the situation would be widely accepted. They also thought that it would be beneficial to discourage visitors from giving to the panhandlers by highlighting different ways to give back to and enrich the lives of the people who are most likely to panhandle by suggesting donating to charitable organizations such as soup kitchens, the Rescue Mission and the Salvation Army.
Research Summary

It was generally agreed that the educational campaign should be carried out through both online and traditional media. Many respondents, especially students, agreed that they would be more likely to pay attention to a campaign that was shared on social media. A large majority of audiences also preferred an informational brochure on safety in downtown Syracuse with panhandling being one of the sections. Many respondents would also like to see the local government get more involved in the issue.

It is important to note that while respondents overall thought panhandling was an issue and had a negative effect on downtown Syracuse, they did not feel it was the most important issue facing the area. According to both the focus groups and surveys, many of the target audiences found parking and crime/safety to be more important issues than panhandling.
Situational Analysis

Public Relations Situation

Panhandling is having a negative effect on the perception of downtown Syracuse. The Downtown Committee of Syracuse wants to change this perception by creating an educational campaign to help reduce panhandling and educate people on how to handle it.

The PR situation involves three main components: outreach, application and education. Panhandlers in need should be connected to appropriate shelters and missions that will provide them with necessary food, water and housing. Locally, the Rescue Mission of Syracuse helps to better the lives of these people. Aggressive or misplaced handling is not tolerated within the streets of downtown Syracuse. The safety of residents remains most important for law enforcement officials and if that becomes jeopardized, appropriate action must take place. Education is the most important piece of this mission. Those who give to panhandlers must be educated on the destination of their money and the reason for the need. Instead of donating money, time or food donations could take its place.

Problem/Opportunity Statement

The Downtown Committee of Syracuse is concerned that downtown Syracuse is perceived as unsafe and undesirable as a point of destination due to the perceived and/or real presence of panhandling and crime during business hours. Through an educational campaign addressing the perceived and/or real threat of panhandling we will work with local business owners and the employees of downtown to educate people on how to better designate financial resources instead of giving to panhandlers. The campaign will focus on connecting the business owners, employees and patrons of downtown to pre-existing organizations that help those most likely to panhandle, therefore helping panhandlers and putting the financial resources of downtown to better use. If successful, this campaign may alter the perception of the safety and comfortability of downtown while still helping those in need.
Situational Analysis

SWOT Analysis

<table>
<thead>
<tr>
<th>strengths</th>
<th>weaknesses</th>
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<tbody>
<tr>
<td>Represent all property owners and tenants within the central business district</td>
<td>Not well known</td>
</tr>
<tr>
<td>Well established board of directors and staff</td>
<td>Haven’t utilized the media and other resources to connect to the public</td>
</tr>
<tr>
<td>No direct competition to organization</td>
<td>Do not do enough to gain recognition and respect so that no other committees form to take over their responsibilities</td>
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<tr>
<td>Experience within top executives</td>
<td>Unclear mission for campaign</td>
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<td>Understand the responsibilities to their businesses and visitors</td>
<td>Lack of ideas on how to decrease panhandling in the area</td>
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<tr>
<td>Very well laid out website</td>
<td>Limited budget</td>
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<tr>
<th>opportunities</th>
<th>threats</th>
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</thead>
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<tr>
<td>I-81 improvements and changes could create opportunities to gain recognition</td>
<td>I-81 improvements and changes could cause controversy between other organizations</td>
</tr>
<tr>
<td>Business growth and development in the area</td>
<td>Destiny USA improvements and experiential additions</td>
</tr>
<tr>
<td>Partnerships with other organizations interested in general improvement projects of downtown</td>
<td>Penhandlers within the area increasing and causing further prevention of downtown visitors</td>
</tr>
<tr>
<td>Legislation being passed to promote the decrease in panhandling</td>
<td>Business closures/ relocations due to panhandling</td>
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Statement of Harm

If the client does not execute this campaign, the DCS runs the risk of panhandling continuing at its current rate and negatively affecting the perception of downtown Syracuse. Furthermore, this campaign will help local business owners to connect and form positive relationships with those most likely to panhandle. If this campaign is not executed the current relationships will either stay at their current level of negativity or potentially become worse.
Identifying Linkages: A Model for Determining Key Publics

**Enabling Linkages**
- Board Members
- Business Owners
- Donors

**Input Linkages**
- Board Members
- Business Owners

**Normative Linkages**
- Destiny USA
- Westcott Street
- Syracuse Local Government

**Downtown Committee of Syracuse**

**Functional Linkages**

**Output Linkages**
- Business Owners & Employees
- Syracuse City & Suburb Residents
- College Students

**Diffused Linkages**
- Media
- I-81 Debate Activists
Linkages

**Enabling**
Enabling linkages are relationships with individuals, groups and organizations that provide authority and control to the client organization. Enabling linkages for the DCS would include the board members, business owners and donors that allow and help the DSC to function.

**Functional**
Functional linkages include two types of linkages, input and output. Input linkages are the relationships with the individuals that contribute to the organization’s services. This would include the DCS board members and business owners. Output linkages are the relationships with users and potential users of the organization’s services. For DCS, this includes business owners and employees, downtown Syracuse residents, Syracuse city and suburb residents, and college students who visit downtown.

**Normative**
Normative linkages include relationships with similar businesses and organizations to the client organization. DCS has normative linkages with Destiny USA, with its recent experiential additions, and with Westcott Street and the Westcott area of the city. It would also include the local government of Syracuse, who also has a vested interest in the perception and future of downtown Syracuse.

**Diffused**
Diffused linkages are relationships or possible relationships with organizations that do not have a direct effect on DCS, but that have the potential to. These include relationships with the media and different activist groups surrounding the I-81 debate.
Audience: Business Owners and Employees

We have selected business owners/employees as the primary target audience of our campaign. Our campaign is focused on charitable giving and education on why it is not beneficial to give to panhandlers. In other words, it is a “Campaign for Real Change” that will target business owners and the employees who work for them to carry it out.

Demographics
As of 2007, there were 9,870 businesses in the entire city of Syracuse. Due to a lack of information on businesses exclusive to downtown Syracuse, we will be applying the general business demographics to downtown businesses. Businesses in downtown Syracuse are made up of restaurants, retail stores, business offices and firms, nightlife and arts and entertainment attractions. 11% of those businesses are black-owned firms. 26.4% are owned by women.

The employees that work for these businesses can be assumed to be as diverse as the business owners and the city itself. They will include many of the same demographic statistics as you will see below for the patrons.

Psychographics
Business owners and employees feel that the issue of panhandling has discouraged people from visiting downtown and has made people uncomfortable in certain situations. This demographic has said to the Downtown Committee of Syracuse that it is a deterrent for businesses to want to exist downtown. The business owners and employees have concerns about a possible campaign to educate people on the panhandling situation.

Business owners and employees are worried that if a panhandling campaign focused specifically on this issue that it could prevent people from coming downtown or change people’s perceptions who do not currently think that it is a problem. For this reason, this demographic is extremely aware and knowledgeable about panhandling and the way that it exists in the area because it directly affects their success.

The knowledge that the business owners and employees hold is fairly accurate. Because they are seeing first-hand how it can affect their companies, many have taken time to further dissect the situation on their own and gather information to better understand what is happening.
Audience: Business Owners and Employees

*Influentials*
Small business owners and employees in downtown Syracuse are most likely motivated by profit. In order for businesses to succeed and provide for the owners, employees and their families, the businesses must make money. If panhandlers pose a threat to their ability to make a profit, they will be highly motivated to stop them. Business owners are most likely concerned with the safety of themselves, their employees and their business. A physical threat to their business (panhandlers loitering) would be highly motivating as well. The owners may also be highly concerned with the public’s acceptance of them because this influences their ability to achieve success. Their biggest fear may be a negative perception of their business or downtown Syracuse in general because this will prevent patrons from coming to downtown Syracuse and subsequently to their business. Lastly, they may be concerned with the well being of the downtown community (including panhandlers). Ameliorating the issue of panhandling in downtown Syracuse is highly motivating because it will help protect the business owners well being (physically and financially), help the community (including the panhandlers) and encourage patrons to come to downtown Syracuse.

*Media Habits*
Business owners are interested in gathering information on their industry and the local area. The sources of information this public attends to includes trade publications, the local newspaper, the Downtown Syracuse Committee newsletter, and social media. The most credible sources are the newsletter, newspaper, and trade publications. Kevin Tampone from Syracuse.com and the Post-Standard is an opinion leader for this group. When it comes to message dissemination, we need to consider the mode of communication to best reach our target audiences since business owners and employees are concerned with getting factual information from trusted sources.
Situational Analysis

Audience: Patrons

Patrons are the secondary target audience for our campaign. They are the ones who will be educated on the issue of panhandling and who will be redirecting any money that they would normally give to panhandlers to the charitable organizations that help people most likely to panhandle.

Demographics
Patrons are the people who visit the downtown Syracuse stores and restaurants. The total population of the city of Syracuse is 144,669 people. This does not include people who live in the surrounding suburbs or the college students in the area. The total population of Onondaga County is 468,387 people. The student population of Syracuse University is approximately 21,267. All of these are potential patrons of the downtown area and therefore are representative of the target population.

The population of Onondaga County is 78.4% white, 11.5% black or African American, 3.4% Asian, and 4.5% Latino. 51.7% of county residents are female, while 49.3% are male. 89.9% of people have a high school degree or higher, while 33.1% have a bachelor’s degree or higher. The median household income for the county was $54,242 in 2013.

Looking at college students at Syracuse University, 14,422 are full-time undergraduate students, while 675 are part-time undergraduates. The graduate student population is made up of 4,670 full-time students and 1,500 part time students. Syracuse University students are 55% female and 45% male. Minority students make up 25.8% of the student population. This includes 7.7% African Americans, 6.7% Asian Americans, 8.6% Hispanics.

Psychographics
As stated in the research summary, most patrons of downtown Syracuse thought of the downtown area as being strong and a positive environment. They cited that the majority of the discomfort with panhandlers stemmed from a lack of knowledge of how to deal with them and felt an educational campaign with a charitable giving component would be well received.
Situational Analysis

Audience: Patrons

The panhandling situation, however, is not something that all patrons know or care about. There are many patrons who do not see panhandling as an issue within the area which raises concerns about possible campaigns. It is necessary for the campaign to not change any patron’s opinions about the safety of the area who did not have any previous concerns.

The patrons are aware of the issue at hand but do not feel as though panhandling is the biggest issue within the area. Other issues like parking and crime/safety have been shown to be of higher significance to the downtown area’s visitors. The knowledge that they hold is accurate but their feelings towards the problem may be skewed. The Downtown Committee of Syracuse is highly focused on reducing the panhandling in the area and feels that other concerns are not as important.

Influentials

There is limited information on the exact demographics of downtown Syracuse patrons, but common patron target groups include downtown Syracuse residents, Syracuse university students and suburban families from towns in the surrounding areas. Other than the residents of downtown, these groups are not necessarily dependent on downtown and it’s businesses for their basic needs (food/shelter). Their motivation for frequenting downtown businesses are most likely motivated by social interaction and entertainment. There may be some motivation connected to food (restaurants) and shelter (hotels) for non-residence, but these are not as physiologically motivating because there are many more accessible options in the neighborhoods surrounding downtown. Patrons may also be influenced by their feelings of safety. If patrons think of downtown as “unsafe” they will be less likely to travel there, especially if there are places that offer similar resources that are also thought of as safer. As stated earlier, patrons ability to access the resources offered in downtown Syracuse (restaurants, clothing stores, cafés, museums, hotels, specialty shops, etc.) elsewhere will heavily influence whether or not they travel downtown.

Media Habits

Patrons in the Syracuse community attend to newspapers and word of mouth for information. The newspaper is the most credible source of information. With such a large audience, thought leaders range from other patrons, bloggers, and writers for newspapers. We must ensure that patrons are not frightened or anxious about the situation with the panhandlers.
Campaign Plan

Goals and Objectives

Campaign Theme: Change of Heart

Goal #1
To emphasize the safety of downtown Syracuse and make it more attractive to patrons.

Objective A: To decrease the negative perception of safety in downtown Syracuse by 25% within 6 months of the start of the campaign.

Objective B: To increase the awareness of alternatives to giving to panhandlers (people in need) among downtown patrons by 30% within the first 3 months of the campaign.

Objective C: To increase “direct to charity” giving among patrons by 25% within 6 months of the start of the campaign.

Goal #2
To educate employees and business owners on alternatives to giving to panhandlers.

Objective A: To increase the awareness of alternatives to giving to panhandlers (people in need) among downtown business owners by 25% within the first 3 months of the campaign.

Objective B: To increase the awareness of alternatives to giving to panhandlers (people in need) among downtown employees by 25% within the first 3 months of the campaign.

Objective C: To increase “direct to charity” giving among downtown employees by 25% within 6 months of the start of the campaign.
Strategies and Tactics

Strategy #1
Educate our publics on panhandling (people in need) and safe and accessible charitable giving as a long term solution using newsworthy information.

Posters/Flyers: In order to educate our publics on the most beneficial way to help the Downtown Syracuse people in need, we will be posting flyers around the area. These flyers will explicitly state alternative options than direct giving. These options include: giving to organizations such as The Samaritan Center, forming relationships with the people in need and directing them to help, and giving to the donation boxes that will be placed in various businesses downtown.

Video: A free educational video will also be posted on the Downtown Committee of Syracuse’s website that will discuss the alternative options previously mentioned. The purpose of this video will be to inform viewers on the most influential ways to help the people in need and will show how direct giving is rarely beneficial to either party involved.

Newsletter: A monthly newsletter will also be sent out through the email thread of all downtown business owners and employees. The email will be from the Downtown Committee of Syracuse and will continue to emphasize the importance of the “Change of Heart” campaign and how to properly help these people in need.

Media Kit: A press kit, including a media alert, press release, fact sheet, and backgrounder will be distributed to local media outlets, including Jolene Almendarez (jalmendarez@syracuse.com) and Kevin Tampone (ktampone@syracuse.com) of the Post-Standard, to inform the public of how to properly help people in need and how the Downtown Committee is contributing, as well as how the public can get involved.

Social Media: Create campaign visuals for participating charities and the Downtown Committee to use on their social media channels to advertise the campaign and educate their publics on the best way to help people in need.
Strategies and Tactics

**Strategy #2**
Partner with downtown businesses and local charities that address hunger and homelessness to create a long term solution for people in need.

**Boxes:** Donation and collection boxes will be placed in stores and businesses throughout the downtown area for any loose change. The “Change of Heart” logo will be present on all of these boxes and will help to promote the need for people to prioritize giving to organizations who will help people in need rather than direct giving. Stickers with the “Change of Heart” logo will also be placed next to these boxes for anyone to take for free to continue to spread the messages of the campaign. Charities that we will be contacting to partner with include the Samaritan Center, the Rescue Mission and Vera House.

**Posters/Flyers:** Posters and flyers will be spread throughout the entire downtown area showing the goals and objectives of the Change of Heart campaign. They will be both educational and informative and will contribute greatly to people’s understanding of how direct giving is not actually helping people in need. They will also discuss the app that allows electronically donating money to the cause.

**Video:** A “Change of Heart” promotional/educational video is one of our main strategies to spread the word about the campaign. This video will show how directly giving to people in need can end up hurting them and will show beneficial alternatives.

**Newsletter:** The newsletter will be sent out through a listserv to all downtown business owners and employees to get them involved with the campaign and will be available by hard copy for patrons in various areas downtown. The newsletter will discuss the goings-on of the area but will also continue to educate and promote the “Change of Heart” campaign.

**Social Media:** Create campaign visuals for participating charities and the Downtown Committee to use on their social media channels to advertise the campaign and educate their publics on the best way to help people in need.

**Phone App:** Create a Pushpay app to connect patrons to donate to charities direct from their mobile devices. Kruger Schaumkel, Senior Relationship Manager for PushPay, can be reached by email (kruger.schaumkel@pushpay.com) or phone (+1 (425) 329-4825) to set up a PushPay account.
Campaign Plan

Messaging

Goal #1

TARGET PUBLIC: Downtown Patrons

Objective A:
1. We hear your concerns about the safety of downtown Syracuse and the well being of the people in need in the downtown area and are working to address them.
2. We are partnering with businesses in downtown Syracuse and with local charities to address your safety concerns and provide a long term solution for people in need through charitable giving.
3. You can be a part of the long term solution. In order to help the people in need in downtown Syracuse, please donate to the Rescue Mission, the Samaritan Center and Vera House through our direct giving donation boxes in the downtown businesses you love.

Objective B:
1. We hear your concerns about the safety of downtown Syracuse and the well being of the people in need in the downtown area and are working to address them.
2. Giving directly to people in need is not a long term solution. It is much more helpful to give to charities that help people in need in the downtown Syracuse area than to give directly to the people in need.
3. You can be a part of the long term solution. In order to help the people in need in downtown Syracuse, please donate to the Rescue Mission, the Samaritan Center and Vera House through our direct giving donation boxes in the downtown businesses you love.

Objective C:
1. We hear your concerns about the safety of downtown Syracuse and the well being of the people in need in the downtown area and are working to address them.
2. Giving directly to people in need is not a long term solution. It is much more helpful to give to charities that help people in need in the downtown Syracuse area than to give directly to the people in need.
3. You can be a part of the long term solution. In order to help the people in need in downtown Syracuse, please donate to the Rescue Mission, the Samaritan Center and Vera House through our direct giving donation boxes in the downtown businesses you love.
Messaging

Goal #2

TARGET PUBLIC: Business Owners and Employees

Objective A:
1. We hear your concerns about the safety of downtown Syracuse and the well being of the people in need in the downtown area and are working to address them.
2. Giving directly to people in need is not a long term solution. It is much more helpful to give to charities that help people in need in the downtown Syracuse area than to give directly to the people in need.
3. Your businesses can be part of the long term solution by partnering with the Downtown Committee and local charities to educate patrons and give back to those in need in downtown Syracuse.

Objective B:
1. We hear your concerns about the safety of downtown Syracuse and the well being of the people in need in the downtown area and are working to address them.
2. Giving directly to people in need is not a long term solution. It is much more helpful to give to charities that help people in need in the downtown Syracuse area than to give directly to the people in need.
3. You can be part of the long term solution by partnering with the Downtown Committee and local charities to educate patrons and give back to those in need in downtown Syracuse.

Objective C:
1. We hear your concerns about the safety of downtown Syracuse and the well being of the people in need in the downtown area and are working to address them.
2. Giving directly to people in need is not a long term solution. It is much more helpful to give to charities that help people in need in the downtown Syracuse area than to give directly to the people in need.
3. You can be a part of the long term solution. In order to help the people in need in downtown Syracuse, please donate to the Rescue Mission, the Samaritan Center and Vera House through our direct giving donation boxes in your workplace.
Execution: Video

CHANGE OF HEART

Ext. Sidewalk in downtown Syracuse

Panhandler sits outside on the sidewalk with a sign that says, “will work for food.” Patron walks up to panhandler and drops change into his/her hands. The change falls through the panhandlers hands and onto the ground as if his/her hands weren’t even there. The panhandler looks up at the patron in disappointment.

FADE TO BLACK

Black screen with white text showing statistics.

VOICE OVER
Giving directly to people in need is often just a temporary fix to a long term problem. In many places, the majority of people asking for money on the street are homeless and desire permanent housing.

B-roll of people putting money in the “Change of Heart” boxes and people being attended to at the Samaritan Center.

VOICE OVER
You can help provide a long term solution by directly giving to organizations such as the Rescue Mission, the Samaritans Center and Vera House.

“Change of Heart Logo” appears over a picture of downtown Syracuse.

VOICE OVER
Have a change of heart, help create long term solutions by giving to local charities.

THE END
To Help People in Need:

1. Give to donation boxes in various Downtown establishments
2. Take heart stickers and post them
3. Download PushPay App and donate to a supporting organization
4. Donate time to helping people in need

The Downtown Committee of Syracuse works to ensure that the patrons, employees, business owners and visitors of the area feel safe and knowledgable about all that the area has to offer. The Change of Heart campaign hopes to educate people on ways other than direct giving to help people in need and continue to promote Downtown Syracuse as a safe and prospering place to be.
Downtown Syracuse

Giving directly to people in need is often just a temporary fix to a long-term problem. Nationally, the majority of people asking for money on the street are homeless and desire permanent housing. We need a better solution.

Let’s fund real change. Let’s have a change of heart about helping others. Create long-term solutions by giving to local charities. We’ve made this part easier by offering methods to give directly to organizations such as the Rescue Mission, the Samaritan Center and Vera House.

Head over to www.downtownsyracuse.com/changeofheart to find out how to support transformational change.

Like · Comment · 9 minutes ago ·

4 people like this.

Write a comment ...

Downtown Committee
@downtownSYR

Our community deserves a better solution to helping those in need. Let’s fund #RealChange. Find out more www.downtownsyracuse.com/changeofheart #ChangeOfHeart

15 RETWEETS 2 FAVORITES

10:21 AM - 6 Apr 2015 - via Twitter - Embed this Tweet

Reply Edit Favorite
Execution: Nonprofit Social Media

Twitter: Our community deserves a better solution to helping those in need. Let’s fund #RealChange. Find out more www.downtownsyracuse.com/changeofheart #ChangeOfHeart

Facebook: Giving directly to people in need is often just a temporary fix to a long-term problem. Nationally, the majority of people asking for money on the street are homeless and desire permanent housing. We need a better solution.

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Instagram: Giving directly to people in need is often just a temporary fix to a long-term problem. Nationally, the majority of people asking for money on the street are homeless and desire permanent housing. We need a better solution.

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Head over to www.downtownsyracuse.com/changeofheart to find out how to support transformational change. #ChangeOfHeart #RealChange
Change of Heart

Giving directly to people in need is often just a temporary fix to a long term problem. Nationally, the majority of people asking for money on the street are homeless and desire permanent housing. Our community is in need of a better solution to make our community safe and inviting for everyone.

Let’s fund real change. Let’s have a change of heart about helping others. Create long term solutions by giving to local charities. We’ve made this part easier by offering easy methods to give to local organizations such as the Rescue Mission, the Samaritan Center and Vera House.

The Downtown Committee of Syracuse will provide donation boxes to go into your stores and businesses throughout the downtown area. For those who don’t have cash available, the DCS has setup an account on Pushpay, a service that allows patrons to give directly to one of the three local organizations providing help to those in our community. Every cent of the money collected in the donation boxes and through Pushpay will go to the local organizations to help people in need on the streets of Syracuse. Information will be posted throughout the area and disseminated online to let customers and visitors know what these new direct giving methods are and how to use them.

Join us to help fund real change. Head over to www.downtownsyracuse.com/changeofheart to find out more about supporting this transformational change.
FOR IMMEDIATE RELEASE

DONATION BOXES IN LOCAL BUSINESSES AS PART OF THE “CHANGE OF HEART” CAMPAIGN

Syracuse, NY, August 17, 2015 – On Monday, the Change Of Heart Campaign will unveil a new donation initiative established by the Downtown Committee of Syracuse and partners. Donation boxes are now available at participating businesses to donate to participating charities. Participating charities include the Rescue Mission, the Samaritan Center and Vera House.

The Change of Heart donation boxes are part of a larger initiative by the Downtown Committee of Syracuse to address the issue of increasing numbers of people in need on the streets of downtown Syracuse and educate people on the best ways to give back to people in need and give them an opportunity to do so. Together with business owners, employees, and patrons of downtown Syracuse, this will create a long-term solution to helping people in need.

For more information regarding the Change of Heart campaign and the downtown Syracuse area services, go to http://downtownsyracuse.com/changeofheart

The Downtown Committee of Syracuse mission statement: As the steward of the Downtown Special Assessment District, the Downtown Committee plays an essential role in keeping downtown clean, attractive, safe, growing, dynamic, and exciting.

###
FOR MORE INFORMATION, CONTACT:
Merike Treier, Executive Director
Phone: 315-422-8284
Email: mtreier@downtownsyracuse.com

FOR IMMEDIATE RELEASE

THE DOWNTOWN COMMITTEE OF SYRACUSE PARTNERS WITH LOCAL CHARITIES TO LAUNCH THE “CHANGE OF HEART” CAMPAIGN

Syracuse, NY, August 17, 2015 – On Monday, the Downtown Committee of Syracuse announced its new partnership with local businesses in downtown Syracuse and local and national charities that serve people in need. This partnership will help to educate publics on panhandling and create a safer and more accessible way of charitable giving. The Downtown Committee of Syracuse is partnering with charities including the Samaritan Center, the Rescue Mission and Vera House.

“The Downtown Committee is extremely excited to be partnering with downtown businesses and charities,” said Executive Director Merike Treier, “it’s a local solution to a local issue.”

The “Change of Heart” campaign addresses the issue of increasing numbers of people in need on the streets of downtown Syracuse and strives to educate publics on the most beneficial way to help downtown Syracuse people in need. Collection boxes will be placed in stores and businesses throughout the downtown area for patrons to donate to participating charities. The Change of Heart Campaign encourages people to prioritize giving to organizations that will help people in need rather than direct giving to people on the streets.

For more information regarding the Change of Heart Campaign and downtown Syracuse area services, go to http://downtownsyracuse.com/changeofheart

The Downtown Committee of Syracuse mission statement: As the steward of the Downtown Special Assessment District, the Downtown Committee plays an essential role in keeping downtown clean, attractive, safe, growing, dynamic, and exciting.

###
FACT SHEET: CHANGE OF HEART CAMPAIGN
August 2015

Panhandling in Downtown Syracuse
• Panhandlers are people in need, whether they are in need of food, clothing, housing, drug abuse counseling or job training.
• Nationally, the majority of people asking for money on the street are homeless and desire permanent housing.
• Giving directly to people in need is less beneficial to them than giving to charities that provide services for people in need.
• Most people are uncomfortable with panhandling because they do not know the proper way to give to people in need.

The Downtown Committee of Syracuse (DCS)
• The Downtown Committee of Syracuse, Inc. is a private, not-for-profit, professional downtown management organization, representing all property owners and tenants within the central business district.
• The DCS undertakes programs to improve downtown’s image, strengthen its economic base, increase its attractiveness, and assure that it’s clean, safe, and accessible.
• Established in 1975.
• Executive Director: Merike Treier

The Change of Heart Campaign
• The DCS is partnering with local businesses in downtown Syracuse and charities that serve people in need.
• This partnership will educate people on the best ways to give back to people in need and create a long-term solution.
• Donation boxes will be available at participating businesses to donate to participating charities.
• Participating charities include the Rescue Mission, the Samaritan Center, and Vera House.

###
Panhandling in Downtown Syracuse
Panhandlers are people in need, whether they are in need of food, clothing, housing, drug abuse counseling, job training, or other things necessary for survival. Nationally, the majority of people asking for money on the street are homeless and desire permanent housing. The idea that a large majority of panhandlers choose to panhandle for reasons other than necessity is incorrect.

In recent years, the rate of panhandling in Downtown Syracuse has steadily increased. Panhandlers make business owners and patrons of Downtown Syracuse uncomfortable and contribute towards a negative view of the downtown area. However, most people who are uncomfortable with panhandling are uncomfortable because they do not know the proper way to give to people in need when they are approached on the street.

Giving directly to people in need when they approach someone on the street is less beneficial to them than giving to charities that provide services for people in need.

- The Downtown Committee of Syracuse (DCS)
The Downtown Committee of Syracuse, Inc. is a private, not-for-profit, professional downtown management organization, representing all property owners and tenants within the central business district. The DCS undertakes programs to improve downtown’s image, strengthen its economic base, increase its attractiveness, and assure that it’s clean, safe, and accessible. The DCS sets the vision for downtown and communicates a positive message about the area’s growth and desirability. The DCS is an advocate for its constituents and a catalyst for improvement through policy, planning, programs, and projects.
The DCS was established in 1975. The Executive Director is Merike Treier. For more information on the DCS, please visit http://www.downtownsyracuse.com/.

As the steward of the Downtown Special Assessment District, the Downtown Committee plays an essential role in keeping downtown clean, attractive, safe, growing, dynamic, and exciting.

Change of Heart Campaign
In order to address the issue of increasing numbers of people in need on the streets of downtown Syracuse, the DCS is partnering with local downtown businesses and charities that serve people in need. Through the Change of Heart campaign, the DCS and partners with educate people on the best ways to give back to people in need and give them an opportunity to do so. Donation boxes will be available at participating businesses to donate to participating charities. There will also be a Pushpay mobile app available to connect people directly to charities on their mobile devices. Together with business owners, employees, and patrons of downtown Syracuse, this will create a long-term solution to helping people in need. Participating charities include the Rescue Mission, the Samaritan Center and Vera House.

The Rescue Mission
The Rescue Mission is a non-profit organization that works to combat hunger and homelessness through a variety of services. It provides transportation for homeless individuals to important appointments and provides outreach services to people living on the street, provides clothing for individuals and families who are in need, provides laundry facilities at no charge to single parents in need, and has a Willing to Work program in which clients gain work experience through training, volunteering and internships. These are just a few of the services they provide. For more information on the Rescue Mission, please visit http://www.rmlifechanging.org.

Share hope, end hunger and homelessness, change lives, strengthen communities, one person at a time.

The Samaritan Center
Samaritan Center began in 1981 as the response of seven Syracuse city churches to the closing of Unity Kitchen, an area soup kitchen, to the general public. With high numbers of homeless and other food insecure people suddenly without emergency food services, these churches organized to provide daily bag lunches at St. Paul's Episcopal Cathedral on Montgomery St. From these humble beginnings, Samaritan has developed into an independent organization: unaffiliated with any faith, embracing all faiths (and no faith at all) offering hot, nutritious meals daily for those in need.
Samaritan Center offers hot meals 365 days a year without preconditions or questions, serving more than 114,000 meals annually with the help of over 800 community volunteers a month who prepare and serve meals, collect and distribute toiletries and make and distribute sandwiches.

The Center also provides direct case management as well as on-site access to information about and referrals to services and programs in the community of interest to its guests - services which provide resources, hope and opportunity for a better future. For more information on the Samaritan Center, please visit http://www.samcenter.org.

*The Samaritan Center is an interfaith effort of community members who are committed to serving the hungry and those in need in Central New York in order to promote their welfare, dignity and self-sufficiency.*

**Vera House**

Vera House is a comprehensive domestic and sexual violence service agency providing shelter, advocacy, and counseling services for women, children & men, education and prevention programs and community coordination. On January 1, 2005, two agencies with similar missions, Rape Crisis Center and Vera House became one merging their programs and staff in order to provide the same quality services. Rape Crisis Center was founded in 1974 by committed volunteers who saw the need for crisis, support and advocacy services for adult rape survivors. Vera House was founded in 1977 by a group of concerned individuals led by Sister Mary Vera, CSJ who recognized the need for emergency sheltering services for women in crisis. For more information on Vera House, visit http://www.verahouse.org.

*It is the mission of Vera House to end all domestic and sexual violence, to assist families in crisis, to support those affected by domestic and sexual violence to live safe, self-sufficient lives, to empower women and children, and to promote a culture of equality and respect in relationships.*

###
Goal #1
To emphasize the safety of downtown Syracuse and make it more attractive to patrons.

Objective A: To decrease the negative perception of safety in downtown Syracuse by 25% within 6 months of the start of the campaign.

There are a few different methods to measure this objective. First, we feel social media analytics is a good way to gauge public perception of downtown. These can be done using several different free services online, including Keyhole and MentionMapp. The DCS should track online conversations around downtown Syracuse using keywords such as “downtown Syracuse,” “panhandling,” “safety,” “crime” and other things specific to downtown. This tracking should occur pre-campaign during the month of June, 2015 and post-campaign during the month of February, 2016.

Another important measurement in relation to safety in downtown Syracuse is media tracking of news articles highlighting issues of safety and crime in the downtown area. The DCS can track the percent of negative news articles relating to safety pre-campaign in June, 2015 and post-campaign in February, 2016. In addition to this, the DCS can look at the percent change in the number of police reports and incident responses pre- and post-campaign.

For more direct measurement of the impact of the campaign on the perception of downtown Syracuse, the DCS will want to do media tracking of campaign coverage and online analytics of the campaign webpage and social media posts. Since a large number of patrons get their information from traditional media outlets, it is important to track the amount of media placements in local newspapers, radio stations and television programs. The more placements about the campaign, the more likely patrons will be to know about the campaign and alternatives to giving directly to people in need. Similarly, increased traffic on the campaign site will signify increased awareness of the campaign and its messages. This can be done using Google Analytics if the DCS does not already have a method of tracking website traffic. The DCS will also need to keep track of engagement with campaign posts on social media channels (likes, comments, shares) to measure how much reach it is having on social media for the campaign. This can be done using tools such as Facebook Insights and Twitter Analytics.
Goal #1
To emphasize the safety of downtown Syracuse and make it more attractive to patrons.

Objective B: To increase the awareness of alternatives to giving to panhandlers (people in need) among downtown patrons by 30% within the first 3 months of the campaign.

In order to measure this objective, DCS will have to establish a baseline with patrons. We suggest the creation of a survey - using either Survey Monkey or Qualtrics - to gauge patrons knowledge of how to interact with people in need and how to help them. This survey will be a convenience survey distributed via the DCS’s social media channels. It should be sent out on June 30, 2015 for initial pre-campaign measurements and then again on November 18, 2015 for the three month measurement. The results can be analyzed using the same programs the survey is created on and will show the change in patrons’ awareness of alternatives to giving directly to people in need. It is important to note that a convenience survey cannot be generalized to a larger public beyond the sample, but it will serve as a good reference point.

Another way the DCS should measure a change in awareness is through media tracking. Since a large number of patrons get their information from traditional media outlets, it is important to track the amount of media placements in local newspapers, radio stations and television programs. The more placements about the campaign, the more likely patrons will be to know about the campaign and alternatives to giving directly to people in need.

Lastly, the DCS should measure this objective using website and social media analytics. The DCS will want to keep track of the traffic on the campaign page on their website. Increased traffic will signify increased awareness of the campaign and its messages. This can be done using Google Analytics if the DCS does not already have a method of tracking website traffic. Additionally, the DCS will want to do the same for its social media channels. The DCS will need to keep track of engagement with campaign posts (likes, comments, shares) to measure how much reach it is having on social media for the campaign. This can be done using tools such as Facebook Insights and Twitter Analytics.
Goal #1
To emphasize the safety of downtown Syracuse and make it more attractive to patrons.

Objective C: To increase “direct to charity” giving among patrons by 25% within 6 months of the start of the campaign.

In order to measure this objective, the starting point of patrons who give direct to charity through channels in downtown Syracuse will have to be assumed to be 0. From this, the DCS and participating businesses will need to keep track of the amount of donations each day or week so that they can be added up at the end of the campaign. This will help to determine how successful the charitable giving portion of the campaign has been. Another way to gauge this is to also track the percent change in the overall amount of donations the charities receive. Although any spike cannot be directly attributed to the DCS campaign, the campaign can be considered as a possible cause or part of a cause.
Evaluation

Goal #2
To educate employees and business owners on alternatives to panhandling.

Objective A: To increase the awareness of alternatives to giving to panhandlers (people in need) among downtown business owners by 25% within the first 3 months of the campaign.

In order to measure this objective, DCS will have to establish a baseline with business owners. We suggest the creation of a survey - using either Survey Monkey or Qualtrics - to gauge business owners’ knowledge of how to interact with people in need and how to help them. This survey will be distributed via the DCS’s business email listserv. It should be sent out on June 29, 2015 for initial pre-campaign measurements and then again on November 17, 2015 for the three month measurement. The results can be analyzed using the same programs the survey is created on and will show the change in business owners’ awareness of alternatives to giving directly to people in need.

Another way the DCS should measure a change in awareness is through media tracking. Since a large number of business owners get their information from traditional media outlets, it is important to track the amount of media placements in local newspapers, radio stations and television programs. The more placements about the campaign, the more likely business owners will be to know about the campaign and alternatives to giving directly to people in need.

Lastly, the DCS should measure this objective using website and social media analytics. The DCS will want to keep track of the traffic on the campaign page on their website. Increased traffic will signify increased awareness of the campaign and its messages. This can be done using Google Analytics if the DCS does not already have a method of tracking website traffic. Additionally, the DCS will want to do the same for its social media channels. The DCS will need to keep track of engagement with campaign posts (likes, comments, shares) to measure how much reach it is having on social media for the campaign. This can be done using tools such as Facebook Insights and Twitter Analytics.
Evaluation

Goal #2
To educate employees and business owners on alternatives to panhandling.

Objective B: To increase the awareness of alternatives to giving to panhandlers (people in need) among downtown employees by 25% within the first 3 months of the campaign.

In order to measure this objective, DCS will have to establish a baseline with employees of downtown businesses. We suggest the creation of a survey - using either Survey Monkey or Qualtrics - to gauge employees’ knowledge of how to interact with people in need and how to help them. This survey will be distributed via the DCS’s business email listserv. It should be sent out on June 29, 2015 for initial pre-campaign measurements and then again on November 17, 2015 for the three month measurement. The results can be analyzed using the same programs the survey is created on and will show the change in employees’ awareness of alternatives to giving directly to people in need.

Another way the DCS should measure a change in awareness is through media tracking. Since a large number of employees get their information from traditional media outlets, it is important to track the amount of media placements in local newspapers, radio stations and television programs. The more placements about the campaign, the more likely employees will be to know about the campaign and alternatives to giving directly to people in need.

Lastly, the DCS should measure this objective using website and social media analytics. The DCS will want to keep track of the traffic on the campaign page on their website. Increased traffic will signify increased awareness of the campaign and its messages. This can be done using Google Analytics if the DCS does not already have a method of tracking website traffic. Additionally, the DCS will want to do the same for its social media channels. The DCS will need to keep track of engagement with campaign posts (likes, comments, shares) to measure how much reach it is having on social media for the campaign. This can be done using tools such as Facebook Insights and Twitter Analytics.
Evaluation

Goal #2
To educate employees and business owners on alternatives to panhandling.

Objective C: To increase “direct to charity” giving among downtown employees by 25% within 6 months of the start of the campaign.

In order to measure this objective, the starting point of employees who give direct to charity through channels in downtown Syracuse will have to be assumed to be 0. From this, the DCS and participating businesses will need to keep track of the amount of donations each day or week so that they can be added up at the end of the campaign. This will help to determine how successful the charitable giving portion of the campaign has been. Another way to gauge this is to also track the percent change in the overall amount of donations the charities receive. Although any spike cannot be directly attributed to the DCS campaign, the campaign can be considered as a possible cause or part of a cause.
## Budget

<table>
<thead>
<tr>
<th>Prioritization</th>
<th>Tactic</th>
<th>Cost</th>
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<tbody>
<tr>
<td>1</td>
<td>Posters/ Flyers</td>
<td>$0.00</td>
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<td>2</td>
<td>Social Media</td>
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<td>3</td>
<td>Media Kit</td>
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<tr>
<td>4</td>
<td>100 Donation Boxes ($10 each on Amazon)</td>
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<td>Newsletter</td>
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<td>6</td>
<td>Video</td>
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<td>7</td>
<td>Pushpay app ($50 per month)</td>
<td>$50.00</td>
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<tr>
<td>8</td>
<td>2,000 stickers with the campaign logo (stickermule.com)</td>
<td>$195.00</td>
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**Total Cost of Campaign** $1,645
### April 2015

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All content from CCPI delivered [see below]

**Notes**

Posters designed, Video shot and edited, Newsletter written, Media kit created, Social media posts written, website blurb written

### June 2015

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Reach out to charities to create partnership

Perform social media analytics on perception of downtown Syracuse

Create online survey to send to business owners, employees and patrons

Measure percent of news articles with negative image of downtown Syracuse

Send online survey to business owners and employees via email

Send online survey to patrons via social media

**Notes:**
# July 2015

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<td>Print posters: Send out newsletter to businesses about campaign</td>
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<td>Purchase donation boxes: Purchase logo stickers</td>
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<td>Distribute donation boxes to businesses: Distribute posters</td>
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<td>Participating charities create account on PuMPay</td>
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<td>31</td>
<td>Note: Website should have key messaging and video on it, as well as links to participating charities and businesses</td>
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# August 2015

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<td>Close online surveys</td>
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<td></td>
<td>Analyze results of online surveys and social media analytics</td>
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<td>Social media posts begin being posted: Release video: Pitch media kit</td>
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Notes:

Continue social media posts, media pitching and direction to campaign website throughout the campaign
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- Send online survey to business owners and employees via email.
- Send online survey to patrons via social media.

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# Timeline

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Performance social media analytics on perception of downtown Syracuse.

Calculate donations made to donation boxes since start of campaign.

Measure percent of news articles with negative image of downtown Syracuse.

**Notes:**

Last month of educational campaign: charitable giving portion of campaign continues to run.
Kelly Cross
Kelly Cross is a student at Syracuse University majoring in public relations in the S.I. Newhouse School of Public Communications and minoring in sport management in the David B. Falk College of Sport and Human Dynamics. She grew up in the small town of Oreland, PA just outside of Philadelphia. She is also a member of the Women’s Lacrosse team at Syracuse. Kelly has experience in volunteer work and small business publicity and marketing efforts. She is interested in writing as well as speaking. She is a member of the William P. Ehling Chapter of PRSSA and the Student Athlete Advisory Counsel. Kelly hopes to one day work in the world of athletic communications and public relations.

Miriam Greco
Miriam Greco is a student of public relations and political science at the Syracuse University’s S.I. Newhouse School of Public Communications with a passion for social justice executed through effective communication. Her experience ranges from doing volunteer work for charity organizations to working for a student run literary magazine. As well as having a solid background in writing she has a long history with performance and creative arts. Miriam is currently a Resident Advisor at Syracuse University and a staff writer for the Live Life Boldly blog.

Melissa Martinez
Melissa Nicole Martinez is junior Public Relations major at the S.I. Newhouse School of Public Communications and a Music Industry Minor at the Setnor School of Music. After an extensive career in the sciences and maths at a math and Greek conservatory in Miami, Florida, Melissa is at Syracuse University studying the science and art of Public Relations in the music and fashion industries. Her experiences range from being a Resident Advisor for the Wellness Learning Community to writing about campus fashion for the CollegeFashionista.com. Currently Melissa is also the Social Media Director at J Michael Shoes and Amelia Leigh Boutique and the Creative Director of Folle.co, a media company she launched this past December. When she’s not working or studying, Melissa is shooting for her blog, reading biographies, and attending as many shows as possible at the Westcott Theater.
Consultant Background

Samantha Linnett
Samantha is a junior Public Relations and Policy Studies dual major at Syracuse University’s S.I. Newhouse School of Public Communications and Maxwell School of Citizenship and Public Affairs. She grew up in the small town of Greenwich, NY.

Samantha has previously been an account executive in the PRSSA W.P. Ehling Chapter’s award winning public relations firm, Hill Communications. She is currently an executive board member for PRSSA as Co-Director of Development, EDGE, where she teaches underclassmen public relations skills and helps them to work with real clients. She is also an executive board member of ‘Cuse Spot, a student-run community outreach organization at SU, where she enjoys planning university programming for Syracuse city youth at Wilson Park.

Samantha has had internship experience with the Office of Senator Kirsten E. Gillibrand, the Saratoga Racetrack and Eric Mower + Associates. She studied abroad in Israel and has also spent time in Italy and Spain. Travel and politics are two of her passions that she blogs about. Samantha hopes to get a career in government public relations or public affairs and to continue to travel and experience the world.

Ariana Stuart
Ariana Stuart is a student at Syracuse University currently pursuing a Public Relations major at the S.I. Newhouse School of Public Communication and a finance minor at the Whitman School of Management.

Ariana was previously an executive board member for PRSSA, where she was responsible for financial reporting and budgeting, and tracking financial transactions through Microsoft Office’s application Excel. Her financial skills have also contributed to her success in fundraising and event planning for the Kappa Kappa Gamma Sorority at Syracuse University and as a Temple Emmanuel youth board member, assisting in raising funds for the Tel Aviv Foundation.

She has had public relations internships at Channel V Media and Double Cross Vodka, where she conducted research and put together media kits. Her expertise also extends into the realm of social media. As the Social Media and Management consultant at Limitless Concierge Service and the Sales and Social Media coordinator at Big Drop NYC, she helped create social media websites and manage updates of these sites. Through involvement with these companies’ websites, she gained knowledge in the areas of marketing, event management and public relations.
Sources


