



CATHOLIC CHARITIES



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Debbie Moore and the staff of Catholic Charities Jacksonville Regional Office for teaching us about your organization and for allowing us to grow as public relations practitioners;

Dr. Stephynie Perkins for mentoring us during our campaign; and to Printing Edge for producing this planbook.

Our Donor:

TPC Sawgrass for supporting our presentation.



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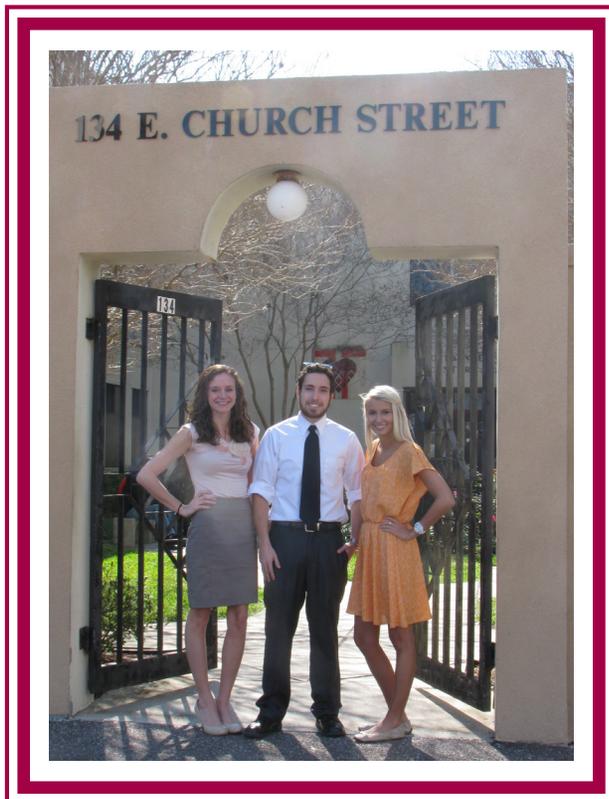
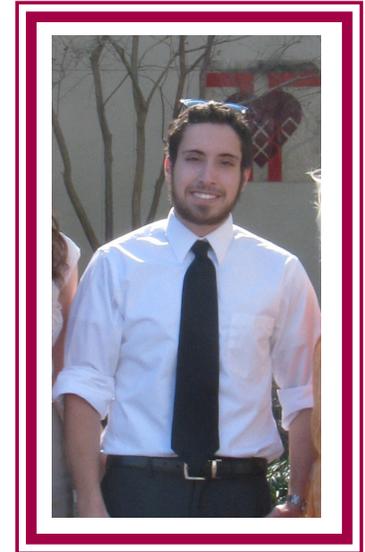
Lauren Mirisola



EXECUTIVE LETTER

On behalf of InVision Relations, Inc., I would like to thank you for the opportunity to build a campaign around Catholic Charities and its programs. This campaign has allowed our team to develop a new understanding of philanthropic outreach and care.

In the past months, our team has researched, surveyed and communicated with people to identify the importance of Catholic Charities' programs. From these findings, our team realized the magnitude of Catholic Charities' impact on the community from the successes of each client helped.



Our mission was simple: deliver the message of Catholic Charities to audiences who can sustain the programs' growth and development.

This campaign, which focuses on taking the steps necessary to achieve empowerment, reflects the nature of Catholic Charities. The campaign theme, "One Step Closer," promotes this idea by visualizing the steps necessary to achieve a goal. This campaign will run from June 2013-May 2014 and will strive to help Catholic Charities achieve the awareness and success it deserves. It is our pleasure to present the next step in Catholic Charities efforts to help people on the First Coast.

Sincerely,

*Max Lesser,
Campaign Director*

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THE CLIENT



CATHOLIC CHARITIES

Putting Compassion Into Action

Catholic Charities is a nonprofit organization that helps people in Northeast Florida. Catholic Charities' primary audience is people in need of its services such as, people with disabilities, seafarers, people with immigration issues, refugees in need of resettlement, people in need of food, people looking for guidance through pregnancy and adoption, people in need of emergency assistance and people in need of work. The agency is affiliated with The Donna Foundation. Catholic Charities' support system directly serves more than 11,700 individuals on the First Coast.

Catholic Charities Bureau was incorporated in 1945. Today, there are four regional offices under the direction of Catholic Charities Bureau, Inc. within the Diocese of St. Augustine, which covers a 17-county area. The four regional offices are located in Jacksonville, Gainesville, Lake City and St. Augustine.



Catholic Charities' Mission Statement

The mission of Catholic Charities is “to provide services to anyone in need, regardless of race or religion; to advocate justice, human dignity and quality of life; and to call all people to join in these efforts; thereby reflecting the compassion of God in Christ.”



Executive Director: Jennifer Garizio

Ms. Garizio joined the management team of CCBJax as associate director in January of 2006. She oversees the 51-person staff, and manages the agency's \$5 million budget. Ms. Garizio is responsible for program management and license maintenance of Catholic Charities' programs.

Organizational Structure

Catholic Charities is a nonprofit organization with a 501(c) 3 tax-exempt status. This charity is eligible for and receives government funding and grants. Catholic Charities receives more than 60 percent of its revenue from government funding. As a charitable organization, the agency cannot operate for the benefit of private interests, and none of the earnings can benefit individuals.



MILESTONES



- 1727 -

French Ursuline Sisters founded an orphanage in New Orleans, La., which was the first Catholic charitable institution in the area.

- 1886 -

Catholic Charities Bureau Inc. grew from St. Mary's Home, Florida's first childcare institution.

- 1900 -

More than 800 Catholic institutions cared for children, the elderly, the sick and the disabled.

- 1910 -

Representatives from the institutions met with the Catholic University of America and formed the National Conference of Catholic Charities.

- 1945 -

Catholic Charities Bureau was incorporated.

- 1986 -

The National Conference of Catholic Charities changed its name to Catholic Charities.

- 2008 -

Catholic Charities agencies have served more than 8 million individuals nationally.

- 2010 -

More than 17,000 agencies, institutions and organizations compose the Catholic Charities network.



MAJOR EVENTS

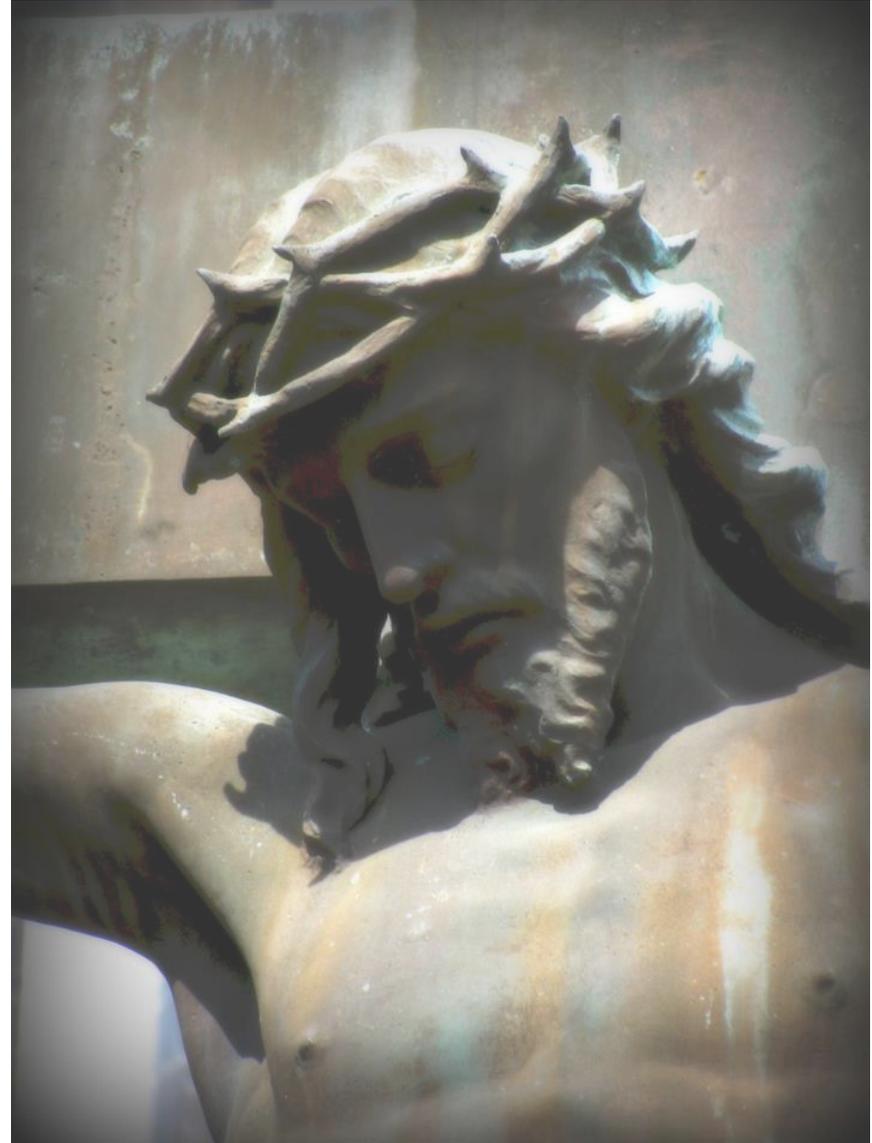
Festival d’Vine

Festival d’Vine is one of Catholic Charities’ annual fundraising events held in November. The Festival offers samples of wine and food. This event is made possible by sponsorships from businesses and individuals. In 2012, Festival d’Vine raised \$103,645 for families in crisis.

Gala of Giving

The Gala of Giving is an annual fundraising event held in the spring that features an evening of dinner, dancing and activities. The gala includes a silent auction, live music, cocktails and sit-down dinner. In 2012 the Black & White Gala of Giving raised \$210,900 to help families in crisis.

All proceeds go to families who are facing eviction or loss of utilities due to a recent financial crisis. Last year, 13,762 individuals were helped through the Emergency Assistance Program, and 46,035 meals were distributed to those in need.



PROGRAMS

Catholic Charities receives support from several organizations in the community and rely on donations to support each program.

Refugee Resettlement

Catholic Charities works with the Bureau of Population, Refugees and Migration of the U.S. State Department. Refugees flee their homelands because of persecution due to race, religion, nationality and/or membership in a social group or political opinion. Many of the refugees who use this service come into the United States feeling vulnerable and knowing little, if any, English. This service helps refugees find housing, acquire jobs, secure necessary documentation and complete health screenings. All new refugees are offered English courses through this service and assisted with enrolling children in school.

Individuals served: 2,091
2011-2012

The Food Program

The Food Program, which is volunteer-operated, is supported by donations, local businesses and other organizations. This program is offered to all emergency assistance clients. On Wednesday and Friday afternoons, food is distributed between 1-2 p.m. Clients who use this service receive at least nine meals. Second Harvest of Northeast Florida provides donated food from food-drives by school, local businesses and different parishes. To receive this service, the clients must provide Social Security cards.

Meals distributed: 46,035
2011-2012

Pregnancy and Adoption Services

This program helps women and families looking for guidance through pregnancy and adoption. It also supports birth families, adoptive families and adoptees. Catholic Charities, licensed by the state of Florida, is a child-placing agency. It provides background checks, support, guidance, referrals, placement, post-placement supervision and education. The Pregnancy and Adoption Services also acts as an intermediary for adult adoptees.

Individuals served: 59
2011-2012

Ministry for Persons with Disabilities

This program provides children, teenagers and young adults who have serious disabilities the opportunity to attend one of three summer camps: Camp I Am Special, Camp Care and Camp Promise. These camps are offered eight weeks out of the summer starting in June and ending in July, with two camps taking place on the weekends. The program accommodates campers' needs with 24-hour nurse care, while maintaining a full summer camp experience and the friendship of a "buddy." The program allows parents to rest, knowing their loved ones are in good hands.

Individuals served: 398
2011-2012



PROGRAMS

Individuals served: 13,762
2011-2012

Emergency Assistance

The Emergency Assistance Program helps families who have been threatened with the loss of their home. This program pays rent, utilities and provides food. Partnerships with JEA Neighbor-to-Neighbor and The Donna Foundation ensure that families' utilities are not turned off and provide emergency assistance to individuals living with breast cancer.

Apostleship of the Sea

Apostleship of the Sea addresses seafarers' spiritual and social needs. This program operates from two centers at the Port of Jacksonville. The centers are fully equipped with religious materials for reading, Internet, telephone booths, television with international channels and a chapel. Volunteers visit the seafarers on ships and monitor living conditions. Anything conspicuous is reported to authorities.

**Seafarer visitors in
the centers: 798**
2011-2012

Individuals served: 782
2011-2012

Since 1984, the Immigration Service has helped families apply for citizenship. The service provides and helps reunite separated families, renewal or replacement of legal permanent resident card and employment authorization. Other services include Cuban adjustment and consular processing. Catholic Charities is accredited by the Board of Immigration Appeals.

Immigration Services

Workforce Development

The Workforce Program was developed in August 2012 and grew out of the Emergency Assistance program. The staff helps people find jobs, create a resume, practice interview skills and update computer skills. Since the development of this program, services have been provided to 43 individuals and 11 people have been placed. The average age for the individuals placed is 46, and the average term of unemployment was 20 months according to Ida Gropper, Workforce Development Program Manager.

Individuals served: 43
2012-2013



PARTNERS

Catholic Charities USA | www.catholiccharitiesusa.org

The national office for Catholic Charities. The organization supports the branches of Northeast Florida.

Diocese of St. Augustine | www.dosafl.com

Catholic Charities works with the Diocese of St. Augustine. The majority of the organization's donations comes from the Diocese.

United Way of Northeast Florida | www.uwnefl.org

United Way of Northeast Florida offers emergency assistance to Catholic Charities Emergency Assistance Program.

Jessie Ball duPont Foundation | www.dupontfund.org

Catholic Charities receives grants from the Jessie Ball DuPont Foundation. The money supports the Emergency Assistance Program.

Sulzbacher Center | www.sulzbachercenter.org

US Council of Catholic Bishops | usccb.org

Jewish Family & Community Services | www.jfcsjax.org

Northeast Florida Community Action Agency | www.nfcaa.net

PARTNERS

The Donna Foundation | www.donnahickenfoundation.org

Catholic Charities partners with The Donna Foundation to administer funds to people and families in need of assistance living with breast cancer. Potential recipients are screened before they receive funding. The funding includes payments for mortgage companies, doctors and utilities carriers.

Jacksonville Electric Authority | www.jea.com

JEA has a Neighbor-to-Neighbor program that Catholic Charities uses for its Emergency Assistance clients. This program helps low-income and elderly citizens pay for electricity when an emergency arises. This program is supported by JEA customers.

Second Harvest of Northeast Florida | www.wenourishhope.org

Second Harvest provides the food to stock Catholic Charities' pantry.

Waste Not Want Not | www.wastenotflorida.com

City of Jacksonville | www.coj.net

Department of Children and Families (DCF) | www.dcf.state.fl.us

The Community Foundation of Jacksonville | www.jaxcf.org

Emergency Services Homeless Coalition | www.eshcnet.org

COMPETITION

InVision Relations, Inc. compared organizations in Northeast Florida that perform the same or similar functions as Catholic Charities. The organizations pose a threat because of the coverage and knowledge of each.

Lutheran Social Services focuses on its food program. It has five major programs, which focus on food and aiding the community according to the LSS website. LSS hosts events regularly, which gives the organization more opportunities than Catholic Charities to raise funds and promote itself.

Children's Home Society of Florida focuses on helping children and families in need of financial help. It is involved in adoptions and fostering services. It sends out invitations and donation requests to businesses throughout Jacksonville, which allows it to gain more attention and donations than Catholic Charities. The agency has been recognized for awards according to the Children's Home Society website.

Second Harvest of Northeast Florida's main focus is feeding the hungry. The mission of Second Harvest Northeast Florida is to distribute food and grocery products to hungry people, suggest solutions, and educate the public about the causes of domestic hunger. It serves nonprofits in 17-counties in Northeast Florida. The agency has connections with ConAgra and retail partners like Wal-Mart, Winn-Dixie, Publix, BJ's and Target, which supplies the agency with food according to the Second Harvest of Northeast Florida website.

The Bridge of Northeast Florida Inc. seeks to provide the children who live in Jacksonville's most crime-infested, impoverished neighborhoods with the opportunities to overcome their circumstances.

The agency has 35 local partners and supporters including large companies and organizations according to the Bridge of Northeast Florida website.

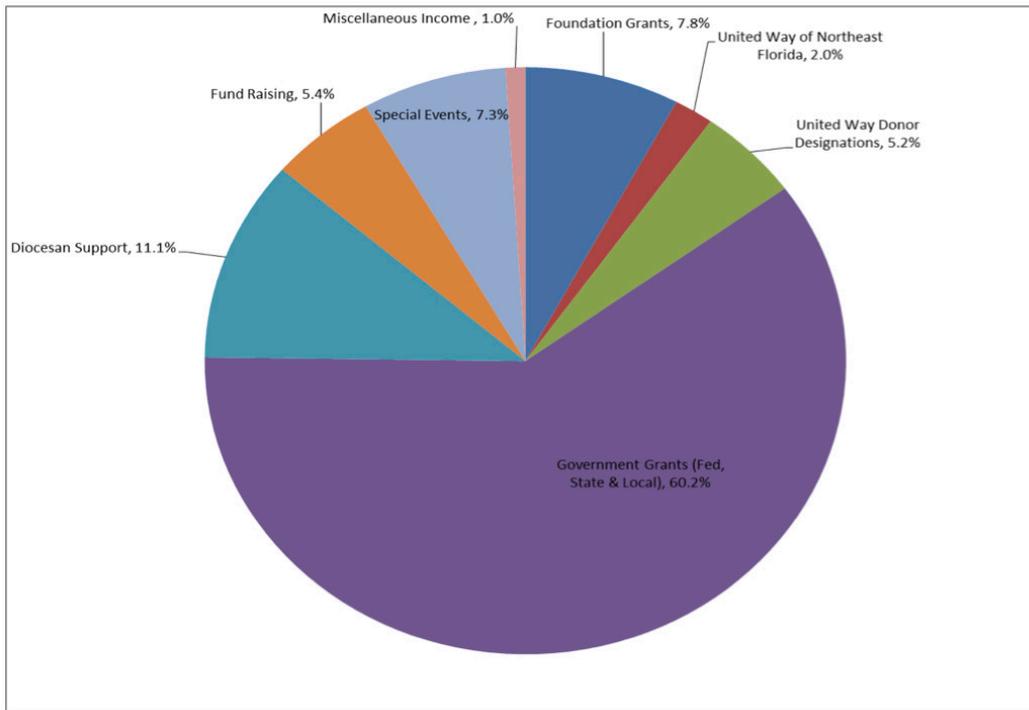


FUNDING

Last year, the revenue from Catholic Charities in Jacksonville was exactly \$3,936,553. This graph is a breakdown of where funding came from according to the 2011-2012 Catholic Charities Annual Report.

“For every dollar that is received, 85 cents goes towards the programs Catholic Charities offers.”

According to Catholic Charities Annual Report, 2011-2012.



Catholic Charities receives funds from government grants, fundraising events and local business or individuals.

COMMUNICATION TRENDS

Catholic Charities relies on print media to reach its target audiences. The agency sends out a newsletter twice-a-year and issues an annual report. The main Catholic Charities Twitter and Facebook pages are linked allowing all posts to show up on both websites.

Catholic Charities' website provides information about its programs, services, news, events and opportunities to donate or volunteer.

Catholic Charities has had no previous campaigns.



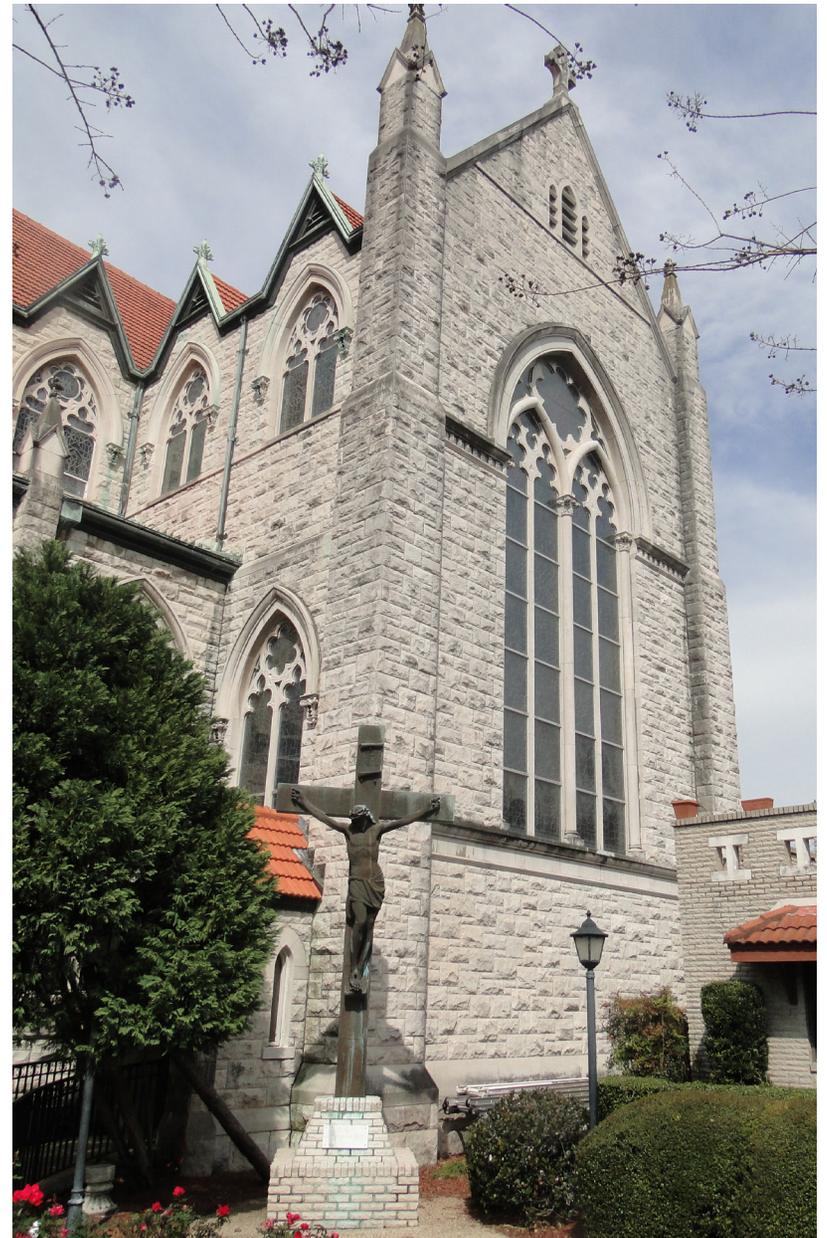
293 Likes on Facebook

822 followers on Twitter

Last post on Facebook: March 26, 2013

Last Tweet: March 26, 2013

* Information recorded on April 2, 2013





DEMOGRAPHICS OF THE FIRST COAST COMMUNITY

Jacksonville, Fla. population:

827,908

Female population:

51 percent

Male population:

48 percent

Median age:

36

Square Miles in Jacksonville, Fla.:

747

Average household income:

\$64,653

*According to the United States Census Bureau 2010-2012

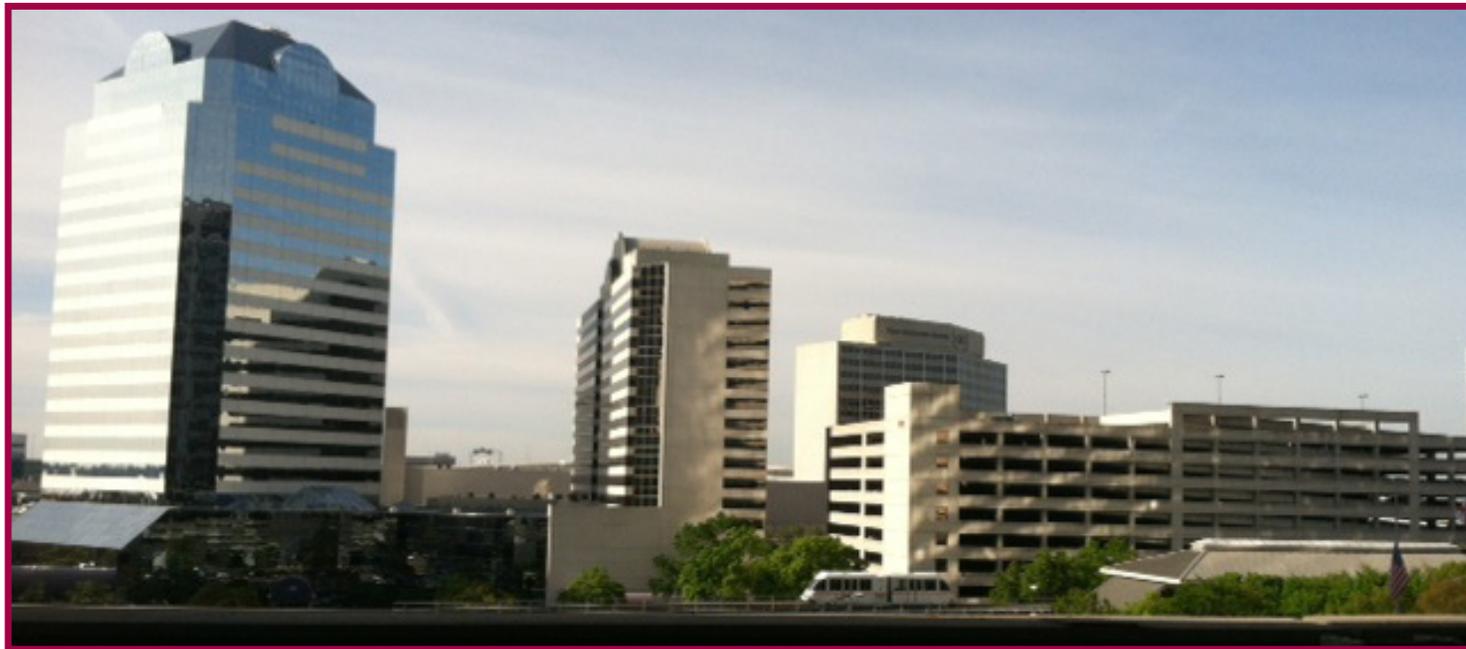
In the Northeast Florida region, Catholic Charities served 18,071 residents in need.

The organization does not focus primarily on helping Catholics, therefore its services are available to anyone in need.

MEDIA USE

Traditional and non-traditional media are both effective ways to get the message across to an audience. Traditional media is the best way to reach a broad audience, while non-traditional media can zero-in on a targeted audience demographically and geographically, explains Dion Marketing.

People are relying more on media outlets such as Facebook, Twitter, radio, print media and the Internet to get news and information. The research conducted about the donor audience proved they find information primarily through word-of-mouth but closely behind is social media, email and the Internet. The audiences still rely on traditional media outlets such as television, newspapers and radio to receive information about donations.



MEDIA USE

Research conducted about the Jacksonville community stated individuals who have heard about Catholic Charities prominently heard through word-of-mouth. Coming in at second and third, were social media with 58 responses and print with 54. This shows that the Jacksonville community finds both traditional and non-traditional media equally as important.

Using the research conducted, InVision Relations, Inc. found there is still a calling for traditional media, although non-traditional media such as the Internet, email and social media are also being used as a key channel for receiving information. By combining the two surveys, Invision Relations, Inc. found that for both donors and the Jacksonville community, traditional media is as important as non-traditional for receiving information.



The following represent media coverage for Catholic Charities in the past 12 months:

Jacksonville Times-Union: 45 stories

Jacksonville Business Journal: None

Entertain U: one story

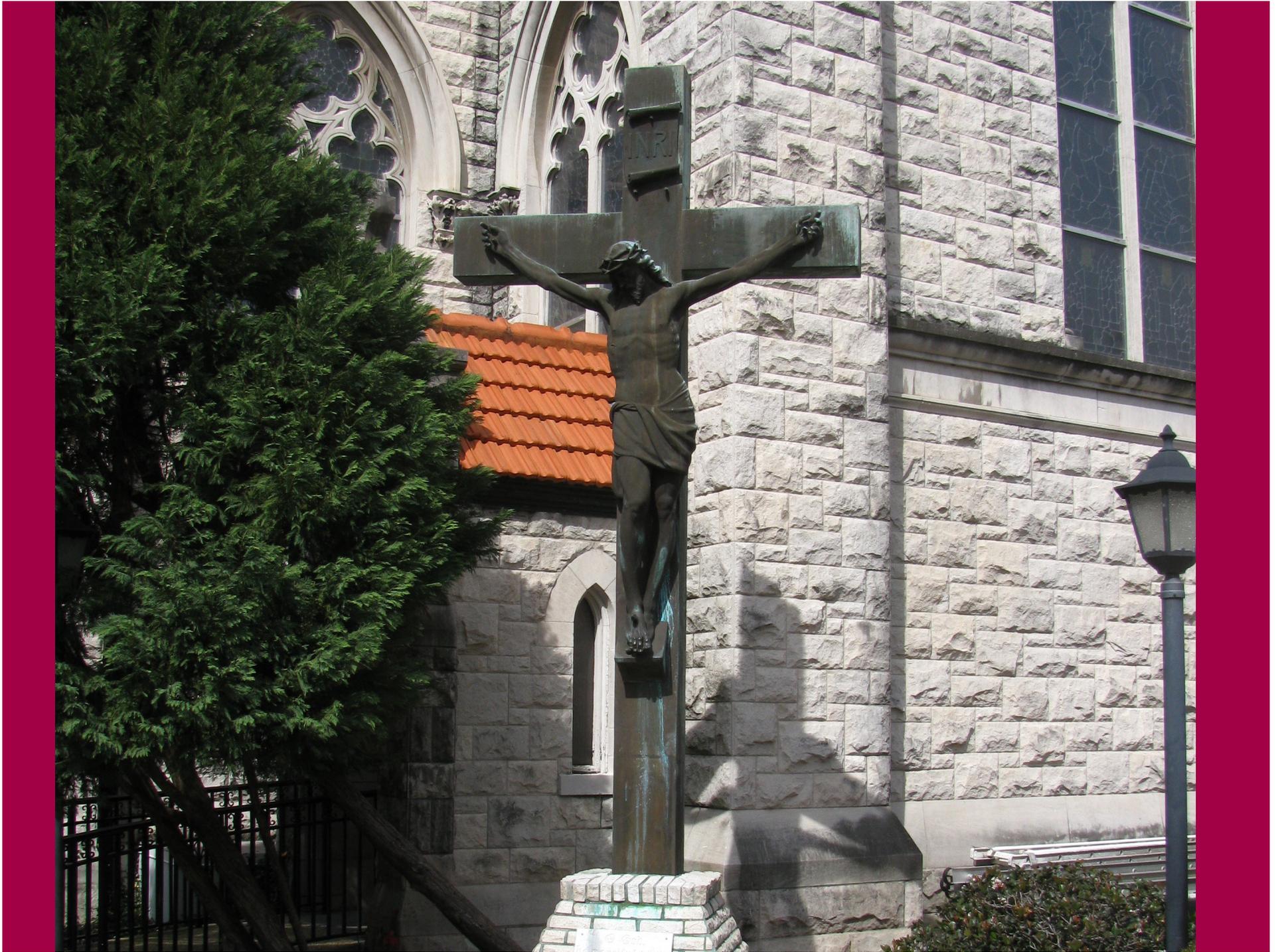
Jacksonville Magazine: Covered one event

The Daily Record: five stories

First Coast News: two stories

Action News Jax: three stories

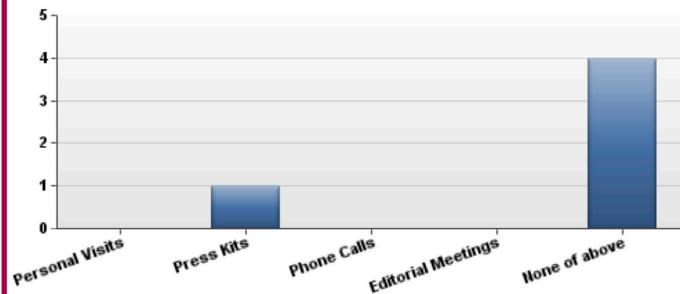
All of the media coverage Catholic Charities received was positive and mainly focused on contributions, events and people helping the organization.



PRIMARY RESEARCH: MEDIA SURVEY

InVision Relations, Inc. created a media survey for different media outlets, including local newspapers, TV, magazines and radio stations. Of the nine surveys disseminated, six were completed. From these surveys, InVision Relations, Inc. wanted to find out how Catholic Charities is contacting the media, increasing media coverage and ensuring it is reaching the media outlets in a desired way.

In what ways, if any, had Catholic Charities communicated its events to your agency?



Of the five responses, only one organization received information about Catholic Charities upcoming events through a press kit, while the other organizations did not receive any information at all.

Which of the following is the preferred method of receiving information about events that could generate news coverage?

#	Answer	Response	%
1	News releases on traditional paper	0	0%
2	Electronic news releases	4	80%
3	Tweets/Twitter feed	0	0%
4	Phone calls	0	0%
5	Other (Please Specify)	1	20%
	Total	5	100%

With the five responses collected, four individuals preferred to receive information about Catholic Charities through electronic news releases; the other response did not specify how they would like to receive information.

To generate news coverage, three responses recommended providing newsworthy materials. One response said to provide materials in a timely manner, and the last response was the company has limited coverage for nonprofits. Other material that encourages news coverage is news releases, emails and public service announcements.

A recommendation would be for organizations to send news releases to news director, editor, advertising and producers.

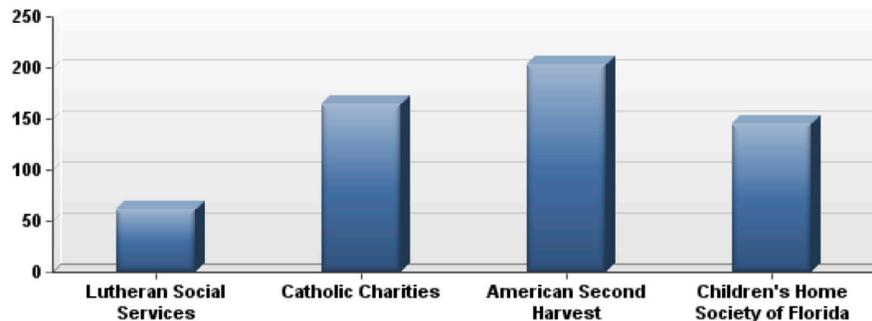


Refer to Appendix A for
Media Survey

PRIMARY RESEARCH: JACKSONVILLE COMMUNITY SURVEY

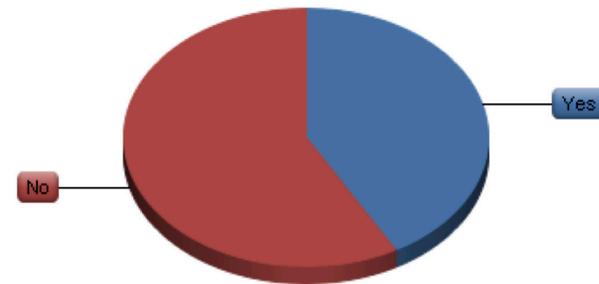
Corporate organizations such as the Jacksonville Sharks, the arena football team, and the University of North Florida Athletics, who share a connection with Catholic Charities, will be targeted for future partnerships and donations for one or all programs. The donations and grants given to Catholic Charities by other local nonprofits such as United Way and government grants will be utilized and targeted to support the programs.

Which Jacksonville nonprofit groups are familiar?



For these questions, there were 390 individuals who responded. Out of those individuals, there are 203 individuals who are familiar with Second Harvest of Northeast Florida, 165 individuals are familiar with Catholic Charities, 145 respondents recognized Children's Home Society and 62 individuals are familiar with Lutheran Social Services.

When the name, "Catholic Charities," is heard, is it assumed the organization only serves people who are Catholic?



For this question, there were 423 responses. There were 177 individuals who associate Catholic Charities with only helping Catholics, while the other 246 respondents did not assume Catholics were the only individuals receiving help.

Refer to Appendix B for
Jacksonville Community Survey



PRIMARY RESEARCH: DONOR SURVEY

For this survey, InVision Relations, Inc. researched which Jacksonville areas are known for donating, including Ponte Vedra, Fruit Cove, Southside and Fleming Island. There were a total of 408 surveys completed. The goal of this survey was to find out where individuals are getting their information to donate, and what motivates them to donate.

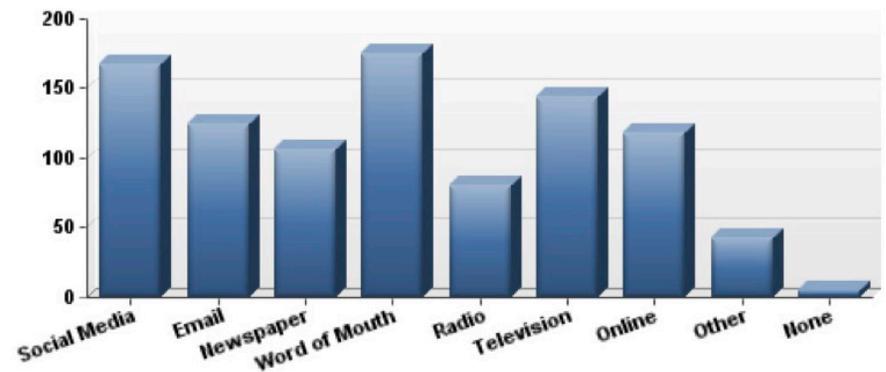
What motivates you to donate?

#	Answer	Response
1	Helping others	263
2	The recognition	31
3	Success stories	40
4	Giving back to the community	166
5	Other	33
6	None	13

There were 403 responses to this question. More than half of the participants thought that helping others was motivating.

Refer to Appendix C
for Donor Survey

Where do you get your information from about donating?



There were 408 responses to this question. One hundred and seventy-five individuals thought the most prominent way to receive information about donating was word-of-mouth. Social media was preferred by 167 individuals, television by 144 individuals, email by 125 individuals, online by 118 individuals and newspaper by 107, and radio preferred by 81 individuals. Lastly, five people decided none of the options were how they received information about donating, and 43 individuals received their information through other ways.



“The brochure created was eye-catching.”

“The idea of becoming one step closer to a goal and the mission statement was easy to understand.”

Refer to Appendix D for Parent focus group

Refer to Appendix E for Donor focus group

PRIMARY RESEARCH: FOCUS GROUP

InVision Relations, Inc. conducted four focus groups. Two groups consisted of donors, and the remaining two consisted of parents. The theme of the focus groups, comprised of potential donors, was their thoughts and opinions of the deliverables created by InVision Relations, Inc. The parent’s focus group allowed for discussion regarding the development of the campaign vision for Catholic Charities.

Participants of both focus groups were males and females aging from 20s to 60s. The participants were chosen based upon availability and demographics pertaining to the campaign’s target audiences. The focus groups were held in local restaurant’s private rooms and lasted approximately one-hour.



PRIMARY RESEARCH: FOCUS GROUP

DONORS

The two focus groups of potential donors analyzed handheld campaign deliverables. The donors received brochures, print ads, electronic posters, billboards and postcards. Participants provided useful feedback to shape the campaign.

PARENTS

The parent groups viewed the postcards, the billboards, the brochure and a video. The video was designed for viewing on various social media websites and spreading awareness about who Catholic Charities is.

The participants saw the Facebook page as boring and bland.

“The feet are creative and the Facebook and QR codes are a nice touch.”

Refer to Appendix D for Parent focus group

Refer to Appendix E for Donor focus group



S.W.O.T. ANALYSIS



A S.W.O.T. analysis helps to provide the strengths, weaknesses, opportunities, and threats of an organization.

InVision Relations Inc. developed a S.W.O.T. for Catholic Charities in order to distinguish the internal and external factors.

S.W.O.T. ANALYSIS

Strengths

- Credible organization that is recognized nationally
- Non-discriminatory
- Broad target audience
- Successful fundraising events
- Affordable cost for services
- Beneficial partnerships

Weaknesses

- Lack of funding
- Little publicity
- Only targeting Catholics
- Community misconception of organization's name
- Rely on Catholic donations
- Lack of awareness

Opportunities

- Building partnerships
- Promotional video to raise awareness
- Online newsletter
- Increase volunteers
- Increase media presence

Threats

- Local competition
- Religious connotation
- Changes in the Catholic church
- Cost of advertisement

PROBLEM STATEMENT

The Jacksonville Fla. community is not aware of the nonprofit Catholic Charities. The community does not fully understand the scope of the organization's impact. Without the community's support, Catholic Charities will not receive the financial contributions it needs to support its programs.

RECOMMENDATIONS

Target

audiences in the Jacksonville community who will support and provide resources to reach the "One Step Closer" goal of bringing the community together.

Connect

with the Jacksonville community through non-traditional media and generate new posts every other day to audiences involved.

Establish

relationships with local media to publicize Catholic Charities' events.

THE CAMPAIGN





CREATIVE STRATEGY

The idea behind InVision Relations, Inc.'s campaign strategy is to be “One Step Closer” to a “new life.” The logo portrays two feet and symbolizes positive steps. This theme will allow donors, parents, media outlets and sports teams to identify with the organization as a key proponent to achieving dreams. Being “One Step Closer” to security through Refugee Resettlement, “One Step Closer” to a meal through the Food Program, “One Step Closer” to a life-long friend through Ministry for Persons’ with Disabilities, “One Step Closer” to a career through Workforce Development, “One Step Closer” to God through Apostleship of the Sea, “One Step Closer” to a dream through Immigration Services, “One Step Closer” to a family through the Pregnancy and Adoption Program and “One Step Closer” to a home through Emergency Assistance.

The “One Step Closer” campaign will reach audiences through a variety of media. To reach donors and sponsors, InVision Relations, Inc. plans to strategically place advertisements in local print media to allow maximum audience exposure. Additionally, advertisement placement will take place through public service announcements, roadside billboards, electronic airport posters and postcards. Other media will repeat the theme visually and verbally.



PRIMARY TARGET AUDIENCES

A primary audience for the “One Step Closer” campaign is traditional media outlets in Jacksonville, Fla. Exposing Catholic Charities will allow it to reach people who are not Catholic. Donations will increase as more people learn about Catholic Charities and its programs.

Targeted media outlets will receive print advertisements, electronic billboards, billboards, and radio advertisements.



Print Outlets

Florida Times-Union
Jacksonville Business Journal
The Daily Record
EU
Jacksonville Buzz
Jacksonville Magazine

Radio Outlets

89.9 FM WJCT
96.1 FFM WEJZ
99.9 WQIK
690 AM WOKV

Television Outlets

Action News
Channel 4 News
First Coast News
WJCT-PBS

SECONDARY TARGET AUDIENCES



INDIVIDUAL DONORS

Throughout Jacksonville community

SPORTS TEAMS

Jacksonville Sharks and University of North Florida Athletics

BUSINESSES

Local businesses throughout Jacksonville



OBJECTIVES

Media

To increase positive media coverage and paid advertisements by 50 percent to reach current and potential donors.

Individual Donors

To increase the understanding of Catholic Charities and its mission by 30 percent.

To increase individual donations of money, food and goods by 200 percent in the Jacksonville region.

Sports Teams

To increase support by building new partnerships with local minor-league and major-league sports teams by 10 percent.

To increase donations from fans of these sports teams by 30 percent.

Businesses

To utilize grants and donations made by local businesses to excel the Food Program, Refugee Resettlement, Emergency Assistance, Workforce Development, Apostleship of the Sea and DOSA camps by 20 percent.

THE TACTICS



MEDIA MATERIALS

EXPLANATION



The “One Step Closer” campaign is integrated into all of the written pieces and advertisements. The press kit is designed to raise media awareness throughout the campaign. By using all of the pieces, Catholic Charities will increase positive media coverage for the “One Step Closer” campaign. It can expect for people to gain knowledge and awareness of each program Catholic Charities represents. The kit includes several print and radio ads, a feature, press releases, a fact sheet, postcards, brochure, video and billboards. Press releases will be distributed to advertise awareness for the programs. The feature will be used for raising awareness for donations. Each tactic is designed to raise awareness of each program Catholic Charities offers, and what it does for the Jacksonville community.

PRESS KIT MATERIALS:

NEWS RELEASES

These two documents represent the news releases that will be used for Catholic Charities two main events. Each will be distributed prior to each event.



News Release

CATHOLIC CHARITIES JACKSONVILLE 21st ANNUAL BLACK AND WHITE GALA OF GIVING

April XX, 2013, Jacksonville, Fla. - The proud supporters and donors of Catholic Charities Jacksonville put on their dancing shoes to celebrate the 21st anniversary "Black and White" Gala of Giving.

Catholic Charities wants to celebrate "the generosity of our loyal supporters who have provided the gift of hope for thousands of families in need in our community," according to Catholic Charities website.

Catholic Charities of Jacksonville helps families in crises. Its programs include Emergency Assistance, Refugee Resettlement, Adoption Services, along with providing an open food bank twice a week. It prides itself on helping anyone who needs help and wants to thank all of the supports through this event.

Catholic Charities invites the community to join together at the Hyatt Regency Jacksonville Riverfront Hotel Saturday, April XX, 2013, to celebrate their support in helping the community. The doors open for cocktails and a silent auction, and dinner and dancing will follow. A local band will provide the music.

The ticket prices range from \$100 to \$150 per person. For more information and to buy tickets for the event, visit www.ccbjax.org or call (904) 354-4846. All proceeds will go towards the programs and services Catholic Charities provides.

About Catholic Charities:

Catholic Charities Bureau, Inc. started in 1886 and now covers a 17-county area in Florida. Catholic Charities serves more than 11,700 individuals on the First Coast and provide more than 46,000 services to anyone in need, regardless of race or religion. For more information, visit www.ccbjax.org or call (904) 354-4846.

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News Release



CATHOLIC CHARITIES JACKSONVILLE ANNUAL FUNDRAISER EVENT: FESTIVAL D'VINE

November 9, 2013, Jacksonville, Fla. - Catholic Charities Jacksonville wants men and women to have a night to dress up, eat delicious food and spend time with family and friends.

Homelessness puts people at risk for health problems and safety issues, and it is a constant battle to find food and shelter. Everyone deserves to have the opportunity to be healthy, so for those who are in a crisis and cannot provide for themselves, Catholic Charities is stepping in.

Catholic Charities Jacksonville is inviting the community to support the cause at the Festival d'Vine. The event will take place at Treaty Oak Park from 6:30 until 9:30 p.m. Tickets are \$75 and all proceeds go to people in our community who are facing a crisis.

The Festival d'Vine will include delicious food from several local restaurants, wine sampling, music and dancing in the park underneath the stars at Treaty Oak Park. It is one of two events that Catholic Charities holds that is a major source of funding for families in our community that are facing crisis. Last year's Festival d'Vine was a huge success and raised over \$103,000 for the families in need.

To purchase tickets or for more information on this event visit www.ccbjax.org or call 904-354-4846. All proceeds will go towards the programs and services Catholic Charities provides.

About Catholic Charities:

Catholic Charities Bureau, Inc. started in 1886 and now covers a 17-county area in Florida. Catholic Charities serves more than 11,700 individuals on the First Coast and provide more than 46,000 services to anyone in need, regardless of race or religion. For more information, visit www.ccbjax.org or call 904-354-4846.

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PRESS KIT MATERIALS:

FEATURE

Below is the Fact Sheet used to give quick background information about Catholic Charities.



Mission

"To provide services to anyone in need, regardless of race or religion; to advocate justice, human dignity and quality of life; and to call all people to join in these efforts; thereby reflecting the compassion of God in Christ."

Overview

- Catholic Charities Bureau, Inc. grew from service through St. Mary's Home which was Florida's first child-care institution in 1886. It provided child welfare, foster care, adoption services and public assistance for 70 years and was then incorporated in 1945. Catholic Charities now serves more than 11,700 individuals within the First Coast and offers more than 46,000 services.

Programs Offered

- Emergency Assistance
- Refugee Settlement
- The Food Program
- Adoption/Pregnancy Services
- The Donna Foundation
- Disabilities Programs
- Immigration Services
- JEA Neighbor-To-Neighbor
- Traveler's Aid Program

Fundraiser Events

- Festival D'Vine
- Black & White Gala

About the "One Step Closer..." Campaign

- This campaign seeks to raise money for Catholic Charities' programs and resources by garnering local media coverage, obtaining partnerships to provide sustainable resources for programs, and by utilizing current partners to provide further support. The "One Step Closer..." campaign will feature a series of tactics with the purpose of helping people become one step closer to a better life.

How to Help & For More Information

- If you would like to participate in one of the events, donate, share your story, or get more information, visit <http://www.ccbjax.org>.

This feature document, to be used before the start of the summer camps, will highlight the DOSA camps.



Feature



MINISTRY FOR PERSONS WITH DISABILITIES: THROUGH A MOTHER'S EYES

Just like several other parents who have a child that suffers from a disability, Carson's mother never thought she would see the day where her son could participate successfully in normal childhood activities, like attending a summer camp.

The Ministry for Persons with Disabilities offers eight different weeks of camp hosted throughout the summer along with two weekend mini-camps during the year in Saint Johns, Florida. Registration is \$500, but Catholic Charities does their best to offer scholarships. The camps offer six days of typical summer camp recreational activities for young adults who are challenged by developmental disabilities. For the families of these campers, these six days of camp may be the only days of respite they receive, as many of the parents feel their children require 24 hours of care.

The decision to send children with disabilities to camp is often not an easy one, just like Carson's mom experienced. Carson is a 10-year-old boy who was diagnosed with autism. His mother read about the DOSA camps in her church bulletin but was skeptical about sending him due to his communication barriers, temper tantrums and health concerns. She reached out to Catholic Charity's Director of Persons with Disabilities, Rebecca Aleman, who assured her Carson would be fine at camp.

As Carson and his mom arrived at camp, he was greeted by his assigned buddy who smiled and said he was looking forward to a great week with Carson. Carson also noticed a poster board above his bunk bed that read, "Welcome to camp, Carson!" His mom said it made him point to himself and smile. Then she witnessed something she had never seen her son do before, "My son who never wants to be touched, hugged his buddy tight. I just froze as I never have seen my son hug anyone other than my husband or myself before."

Carson's mom was a nervous wreck the first few days of camp and remained by her phone, but no phone call ever came. When she returned to pick him up, she stood in the entrance doorway and cried at the sight of her son playing and smiling with his buddy. Carson's mom was nervous to ask about his behavior at camp, but to her surprise, the group leader told her that he had not displayed any negative behaviors at camp and had refrained from his normal hitting and biting.

"I am overwhelmed with love, pride, and gratitude for this program. I cannot stop the behaviors but his 16-year-old camp buddy and phenomenal camp staff was able to do that! This camp gave more than a week of respite for my husband and myself. This camp gives children with disabilities a chance to be themselves. Carson had the time of his life and made new friends."

About Catholic Charities:

Catholic Charities Bureau, Inc. started in 1886 and now covers a 17-county area in Florida. Catholic Charities serves more than 11,700 individuals on the First Coast and provide more than 46,000 services to anyone in need, regardless of race or religion. For more information, visit www.ccbjax.org or call 904-354-4846.



FUNDRAISING EVENTS

These two flyers will be distributed throughout Jacksonville before each event in the forms of paper flyers and poster advertisement. Both events will promote the Food Program.

One Step Closer...

Support Catholic Charities by donating canned food at the Jacksonville Sharks game <insert date and time>.



to a meal

CATHOLIC CHARITIES
Putting Compassion Into Action

Catholic Charities Jacksonville Regional Office
134 E. Church St.
Jacksonville, FL 32202

www.ccbjax.com

Follow us on



Use this QR code to donate today.



One Step Closer...

Support Catholic Charities by donating canned food at the Jacksonville Sharks game <insert date and time>.



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FUNDRAISING EVENTS

These two flyers will be distributed throughout Jacksonville before each event in the forms of paper flyers and poster advertisement. Both events will promote the Food Program.



Gala of Giving
The 21st Annual Black Tie Event
Saturday, April 13, 2013
Cocktails, Auction, Wine Shop at 6:30 pm
Dinner & Dancing from 8:00 pm until 11:00 pm
Music by The Mystery Band
Attire: Dressy Casual

Hyatt Regency Jacksonville Riverfront
225 East Coastline Drive
Jacksonville, FL 32202
(904) 588-1234

CATHOLIC CHARITIES
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For more info scan here



The 9th Annual
Festival of Wine

THE grotto
Wine and Tapas Bar

This event will feature the tasting of more than 300 different wines from well known vintners and delicious food from many area restaurants. For more information: visit www.ccbjax.org or call (904) 354-4846 x227

CATHOLIC CHARITIES
Putting Compassion Into Action

November 9, 2013
San Marco Square
@ 6:30-9:30 p.m.

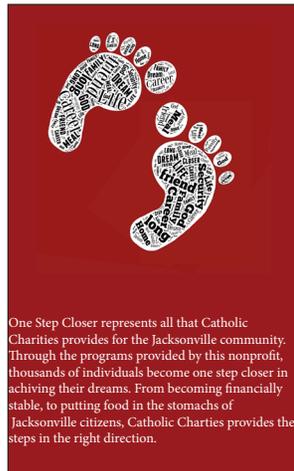
BROCHURE

contact us

Jacksonville Regional Office
134 E. Church St., Suite 2
Jacksonville, FL 32224



Tel. (904) 354-4846
Fax (904) 224-0092
Emergency Assistance Program:
2-1-1



One Step Closer represents all that Catholic Charities provides for the Jacksonville community. Through the programs provided by this nonprofit, thousands of individuals become one step closer in achieving their dreams. From becoming financially stable, to putting food in the stomachs of Jacksonville citizens, Catholic Charities provides the steps in the right direction.



CATHOLIC CHARITIES
Putting Compassion Into Action



"Help one person at a time, starting with the one next to you."
-Mother Teresa

The brochure made for Catholic Charities is to highlight what Catholic Charities is as well as the "One Step Closer" campaign.

Refugee Resettlement



Krishna Khanal

"If you persevere you will succeed."

Krishna Khanal arrived in Jacksonville on August 21, 2009. He taught himself to drive his first month in Jacksonville. His first job was in a Chinese restaurant as a cashier/server. He joined evening English for Speakers of Other Language classes at FSCJ at a starting level of 700 in just 6 months he was at an 800 level. Krishna is a business owner and began teaching basic computer skills to refugees for Catholic Charities in 2010. Since 2010 he has taught over 78 classes and educated an average of 624 students.

about our organization

Catholic Charities is an inclusive nonprofit that has been serving others since their incorporation in 1945. More than 70 years later, Catholic Charities has grown from Florida's first child-care institution to spanning across a 17 county area, with four regional offices in Jacksonville, Gainesville, Lake City and St. Augustine.

Catholic Charities serves over 11,700 individuals on the First Coast through more than 46,000 services.

One Step Closer...

Workforce Development

This program assists individuals with their resumes, interview skills and computer efficiency, making them the best possible candidate for a position.

Apostleship of the Sea:

When seafarers come to Jacksonville's port, they are greeted by a recreational center to satisfy their social and spiritual needs while docked.

Immigration Services:

Accredited by the Board of Immigration Appeals, this program aids those separated from family members and seeking U.S. Citizenship or employment authorization cards.

Pregnancy/Adoption services:

For women and families facing unplanned pregnancies we give them counseling and support. Through the adoption service we help families and women find placement for children.

Refugee Resettlement:

This program assists immigrants resettle in the United States by providing home furnishings, job placement, English language classes, and an orientation on American culture.

Food Program:

Food is distributed to the public every Wednesday and Friday afternoons. We give enough food to last nine meals for each family member.

Ministry for Persons with Disabilities:

It offers a week-long adventure for children, teenagers, and adults with disabilities. Campers have access to a 24 hour nurse and are paired with a "Buddy".

Emergency Assistance:

Those who are facing eviction or loss of utilities due to financial crisis can get short term assistance.



RADIO ADS

The radio ads were created to go along with some of Catholic Charities main programs, events and partnerships. The programs include Refugee Resettlement, DOSA camps, Emergency Assistance and Apostleship of the Sea. Both the Gala of Giving and Festival d’Vine are highlighted as well as The Donna Run Against Breast Cancer. There is a Catholic Charities radio advertisement to be run at anytime of the year to highlight “One Step Closer” and the programs. The advertisements may be used as public service announcements as needed.



Script



General Catholic Charities (Ad/PSA) (30 sec.)

VOICE 1 (Male): ONE STEP CLOSER...

VOICE 2 (Male): TO A HOME.

VOICE 3 (Male): SECURITY.

VOICE 4 (Male): A CAREER.

VOICE 5 (Female): GOD.

VOICE 6 (Child): LIFE-LONG FRIEND.

VOICE 7 (Child): A DREAM

VOICE 8 (Female): A MEAL

VOICE 9 (Child): A FAMILY

NARATOR: ONE STEP CLOSER TO A BETTER LIFE. CATHOLIC CHARITIES JACKSONVILLE CAN BRING YOU CLOSER TO THE SERVICES YOU NEED THROUGH ITS EMERGENCY ASSISTANCE, REFUGEE RESETTEMENT, ADOPTION SERVICES, APOSTLESHIP OF THE SEA, WORKFORCE DEVELOPMENT, IMMIGRATION SERVICES AND MISNISTRY FOR PERSONS WITH DISABILTIIES PROGRAMS. VISIT OUR WEBSITE AT W-W-W---DOT---C—C-B—JAX—DOT---ORG TO LEARN MORE.

###

RADIO ADS



Script



DOSA Summer Camps (Ad/PSA) (20 sec.)

VOICE 1: LOOKING TO ENJOY A CAREFREE SUMMER? CATHOLIC CHARITIES PROVIDES THREE DIFFERENT SUMMER CAMPS FOR PERSONS WITH DISABILITIES. CAMPER GAIN A LIFETIME FRIEND THAT HELPS THEM BRANCH OUT AND BE THEMSELVES.

VOICE 2: "VOLUNTEERING AT CAMP I AM SPECIAL THIS SUMMER WAS AN AMAZING EXPERIENCE. KNOWING THAT I HELPED CHILDREN WITH DISABILITIES TO MAKE FRIENDS AND BE ABLE TO LIVE A CAREFREE LIFE, WAS FULFILLING "

VOICE 1: VISIT OUR WEBISTE, W-W-W---DOT----DOSA CAMPS---DOT---COM TO SIGN UP AND BRING THESE CHILDREN ONE STEP CLOSER TO A LIFELONG FRIEND.

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Script



Apostleship of the Sea (Ad/PSA) (30 sec.)

VOICE 1(MALE): WE ALL KNOW HOW IT FEELS TO MISS A LOVED ONE.

VOICE 1(MALE): IMAGINE BEING OUT AT SEA FOR MONTHS AND NEVER GETTING OFF THE BOAT TO TALK TO ANYONE OUTSIDE OF THE SHIP.

VOICE 1(MALE): CATHOLIC CHARITIES A LOCAL NONPROFIT, CREATED A PROGRAM TO HELP THESE PEOPLE NOT ONLY LEAVE THE BOAT, BUT IT ALSO PROVIDES PHONE CARDS, INTERNET AND A CHAPEL.

VOICE 1(MALE): THIS PROGRAM ALSO CHECKS THE SECURITY OF THE BOATS THESE PEOPLE LIVE ON.

VOICE 1(MALE): TO HELP KEEP OUR SEAFARERS SAFE VISIT W-W-W---DOT---C—C-B—JAX—DOT---ORG TO LEARN MORE.

###

RADIO ADS



Script



Festival d'Vine (Ad/PSA) (20 sec.)

VOICE 1(MALE): ARE YOU READY FOR THE FESTIVAL D'VINE?

VOICE 2(FEMALE): THE FESTIVAL OF WHAT?

VOICE 1(MALE): THIS FESTIVAL IS PUT ON BY CATHOLIC CHARITIES; A LOCAL NONPROFIT THAT'S PURPOSE IS TO PREVENT HOMELESSNESS

VOICE 2(FEMALE): WOW THAT'S GREAT!

VOICE 1(MALE): COME ON OUT TO THE TREATY PARK FOR FOOD, WINE, DANCING AND FUN.

VOICE 1(MALE): IT IS SATURDAY NOVEMBER 2!

VOICE 2(FEMALE): YOU WON'T WANT TO MISS IT

VOICE 1(MALE): TO FIND OUT MORE INFORMATION AND TO BUY TICKETS VISIT W-W-W-
--DOT---C—C-B—JAX—DOT---ORG.

###



Script



Emergency Assistance (Ad/PSA) (30 sec.)

VOICE 1: DECEMBER IS THE SEASON OF GIVING, AND CATHOLIC CHARITIES GIVES YEAR ROUND.

VOICE 2: CATHOLIC CHARITIES PROVIDES THE BASIC NEEDS TO HELP PREVENT HOMELESSNESS IN JACKSONVILLE THROUGH ITS EMERGENCY ASSISTANCE PROGRAM BY HELPING MAKING PAYMENTS FOR RENT, MORTGAGE, UTILITIES OR PROVIDING FOOD FOR THOSE FACING EVICTION OR CRISIS.

VOICE 3: EVERYONE DESERVES A HOME THIS WINTER, VISIT W—W—W—DOT—C—C—B—
JAX—DOT—ORG TO FIND OUT HOW YOU CAN KEEP SOMEONE WARM AND COZY THIS CHRISTMAS SEASON.

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RADIO ADS

CATHOLIC
CHARITIES
Putting Compassion Into Action

Script



Refugee Resettlement (Ad/PSA) (30 sec.)

VOICE 1: EVERY YEAR, THOUSANDS OF PEOPLE FLEE TO THE UNITED STATES FROM FOREIGN COUNTRIES IN HOPES OF STARTING A BETTER LIFE FOR THEMSELVES AND THEIR FAMILY.

VOICE 2: CATHOLIC CHARITIES HELPS THESE FAMILIES WHO LEGALLY ENTER THE UNITED STATES BY HELPING FIND THEM NEW HOMES AND GETTING THEM ACCUSTOMED TO OUR COUNTRY THROUGH ITS REFUGEE RESETTLEMENT PROGRAM.

VOICE 3: YOU CAN HELP TOO BY DONATING FOOD, HOUSEHOLD ITEMS, OR BY VISITING CATHOLIC CHARITIES' WEBSITE AND DONATING. VISIT W-W-W-DOT-C-C-B-JAX-DOT-ORG.

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CATHOLIC
CHARITIES
Putting Compassion Into Action

Script



DOSA Camps (Ad/PSA)(25 sec.)

VOICE 1: SUMMERTIME IS RIGHT AROUND THE CORNER AND CATHOLIC CHARITIES IS LOOKING FORWARD TO ANOTHER GREAT YEAR OF DOSA SUMMER CAMPS AND PROVIDING PERSONS WITH DISABILITIES A SUMMER OF RELAXING FUN.

VOICE 2: LAST SUMMER IT TOUCHED THE HEARTS OF MANY WONDERFUL CAMPERS. DOSA CAMPS PROVIDE ACTIVITIES, LIFETIME BUDDIES AND DIFFERENT ARTS AND CRAFTS.

VOICE 1: CATHOLIC CHARITIES HAS JUST RELEASED A WISH LIST TO MAKE THIS CAMP SUCCESSFUL. YOU CAN FIND OUT MORE INFORMATION ABOUT DONATING OR SIGN UP TO BE A MEMBER AT THE CAMPS BY VISITING THE CATHOLIC CHARITIES WEBISTE, W-W-W-DOT-DOSA CAMPS-DOT-COM. THIS WILL BRING YOU ONE STEP CLOSER TO A LIFELONG FRIEND!

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RADIO ADS



Script



Donna Run (Ad/PSA)(25 sec.)

VOICE 1: CATHOLIC CHARITIES JACKSONVILLE IS RUNNING WITH THE DONNA DEEGAN FOUNDATION FOR HER ANNUAL TWENTY-SIX POINT TWO MILE RUN.

VOICE 1: ON FEBRUARY TWENTY-THIRD, TWO THOUSAND FOURTEEN, CATHOLIC CHARITIES WILL BE SHOWING ITS SUPPORT FOR THE RACE AGAINST BREAST CANCER.

VOICE 1: COME ON OUT TO SHOW YOUR SUPPORT WITH CATHOLIC CHARITIES. LETS BRING THE DONNA DEEGAN FOUADATION ONE RUNNING STEP CLOSER TO THE CURE OF BREAST CANCER.

VOICE 1: TO REGISTER FOR THE RUN AND TO FIND OUT MORE INFORMATION VISIT CATHOLIC CHARITIES WEBSITE W-W-W---DOT---C---B---JAX---DOT---ORG.

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Script



Jacksonville Sharks (Ad/PSA)(20 sec.)

VOICE 1: FOOTBALL WITH THE JACKSONVILLE SHARKS IS GETTING EVEN SHARK-EEE-ER WITH CATHOLIC CHARITIES JACKSONVILLE.

VOICE 1: THROUGHOUT THE SHARK-EEEE SEASON, THE SHARKS WILL ACCEPT CANS OF FOOD FOR ADMISSION INTO THE ARENA FOOTBALL GAMES.

VOICE 1: THE CANS WILL BE DONATED TO CATHOLIC CHARITIES PANTRY FOR THE FOOD PROGRAM TO TAKE A BITE OUT OF HUNGER THROUGHOUT JACKSONVILLE.

VOICE 1: FOR MORE INFORMATION VISIT W-W-W---DOT---C---B---JAX---DOT---ORG TO LEARN MORE.

###

RADIO ADS



Script



Gala of Giving (Ad/PSA) (15 sec.)

VOICE 1: COME ON OUT TO THE BLACK AND WHITE AFFAIR, AND ENJOY A NIGHT OF DANCING, COCKTAILS AND AUCTIONS. CATHOLIC CHARITIES IS HOSTING ITS 21ST ANNUAL GALA OF GIVING DOWNTOWN AT THE REGENCY HYATT. SPECIAL ROOM RATES ARE AVAILABLE TO ALL ATTENDEES. ALL PROCEEDS WILL HELP FUND CATHOLIC CHARITIES AND THRIVE AS AN ORGANIZATION.

VOICE 1: FOR MORE INFORMATION VISIT OUR WEBISTE, WEBSITE W-W-W---DOT---C---C---B---JAX---DOT---ORG.

###



PRINT ADVERTISEMENTS

The four-part series of print advertisements will be used to explain Catholic Charities' services and programs. The ads focus on some of Catholic Charities' programs linked with the "One Step Closer" theme. The advertisements may be used as public service announcements as needed.



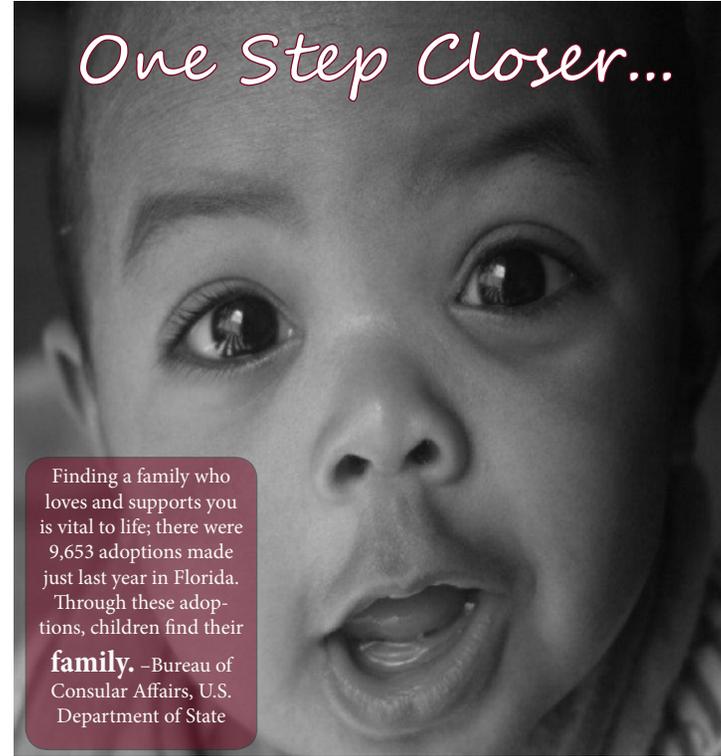
"In 2011, the labor force participation rate of the foreign-born was 67%"
 -National Conference of State Legislatures

We need your help to provide life-changing services and care. The money you donate today could change the life of an individual tomorrow.

CATHOLIC CHARITIES
 Putting Compassion Into Action

To donate visit www.ccbjax.org or call (904) 354-4846

to a dream



Finding a family who loves and supports you is vital to life; there were 9,653 adoptions made just last year in Florida. Through these adoptions, children find their **family.** -Bureau of Consular Affairs, U.S. Department of State

We need your help to provide life-changing services and care. The money you donate today could change the life of an individual tomorrow.

CATHOLIC CHARITIES
 Putting Compassion Into Action

To donate visit www.ccbjax.org or call (904) 354-4846

to a family

PRINT ADVERTISEMENTS



A refugee is someone who has fled from his or her home country and cannot return because he or she has a well-founded fear of persecution based on religion, race, nationality, political opinion or membership in a particular social group.”

Finding **security** in a new country is vital to surviving.
- U.S. Department of State

We need your help to provide life-changing services and care. The money you donate today could change the life of an individual tomorrow.

to security

CATHOLIC
CHARITIES
Putting Compassion Into Action

To donate visit www.ccbjax.org
or call (904) 354-4846



“ A **friend** is someone who gives you total freedom to be yourself.”

-Jim Morrison

We need your help to provide life-changing services and care. The money you donate today could change the life of an individual tomorrow.

**to a life-long
friend**

CATHOLIC
CHARITIES
Putting Compassion Into Action

To donate visit www.ccbjax.org
or call (904) 354-4846

AIRPORT POSTERS

The airport posters will be displayed on digital billboards in the Jacksonville Airport. It focuses on Catholic Charities and the “One Step Closer” theme.



BILLBOARDS

The two billboard advertisements created will be displayed throughout Jacksonville during designated parts of the year. The advertisements focus on Catholic Charities and the “One Step Closer” theme.



POSTCARDS

Immigration Services



One Step Closer to a dream

Catholic Charities, accredited by the Board of Immigration Appeals (BIA), provides affordable immigration-related services to those in need. Clients are assisted with applications and preparation for U.S. Citizenship and Immigration Services, re-unification of family members, the renewal or replacement of legal residents and employment cards, Cuban adjustment, consular processing and referrals. Those in need can seek these services at the Jacksonville office, or through the Farm Workers Ministry in Crescent City and Green Cove Springs. In 2012, nearly 800 individuals were served.

For more information visit www.ccbjax.org

Or call: (904) 354-4846

CATHOLIC CHARITIES
Putting Compassion Into Action

The Food Program



One Step Closer to a meal

Food is distributed Wednesday and Friday afternoons at Catholic Charities to feed those in need of emergency assistance. A volunteer-run operation, the shelves are stocked with USDA provisions through donations by Second Harvest Food Bank, individual donations, and food drives. Local businesses, Catholic schools and parishes also provide generous donations. The food program allots at least nine meals to each family member. In 2012, over 46,000 meals were distributed.

For more information visit www.ccbjax.org

Or call: (904) 354-4846

CATHOLIC CHARITIES
Putting Compassion Into Action

Workforce Development



One Step Closer to a career

Workforce Development is a new program made possible in 2012 through a grant of \$82,556 awarded by the Jessie Ball DuPont Fund. Clients are identified through the 6,500 recipients of Emergency Assistance. Workforce Development is a long-term effort to prevent homelessness. Clients are placed in long-term and secure jobs by utilizing existing partnerships with local businesses. Future plans include providing clients with specific vocational training to help people meet the needs of local employers throughout Jacksonville.

For more information visit www.ccbjax.org

Or call: (904) 354-4846

CATHOLIC CHARITIES
Putting Compassion Into Action

Refugee Resettlement



One Step Closer to security

This unique service helps resettle and reunite individuals and families who have fled their home country and have legally entered the United States. Many refugees have survived emotional trauma, living in war-torn countries and refugee camps. Entering the United States with limited English skills, the refugees have escaped persecution based on race, religion, nationality, or an association with social or political groups. We help our refugees in finding and furnishing living accommodations, acquiring employment, immigration services, health care and English as a second language classes. We also personally help families acclimate to American culture. In 2012, over 2,000 refugees were served.

For more information visit www.ccbjax.org

Or call: (904)354-4846

CATHOLIC CHARITIES
Putting Compassion Into Action

“ONE STEP CLOSER” VIDEO STORYBOARD



Intro Slide (:04)



About Catholic Charities (:05)



Amount of programs and introduces One Step Closer (:05)



Describes each goal of the eight programs (:09)



Summary of campaign theme (:06)



One Step Closer and Catholic Charities logo (:04)



Call to action (:09)

CAMPAIGN TIMELINE

Launch “One Step Closer” campaign

June 3, 2013

**Start Radio Ads
June 15, 2013**

**Launch
print ads**

September 2013

**Deliver press kit to
major media outlets**

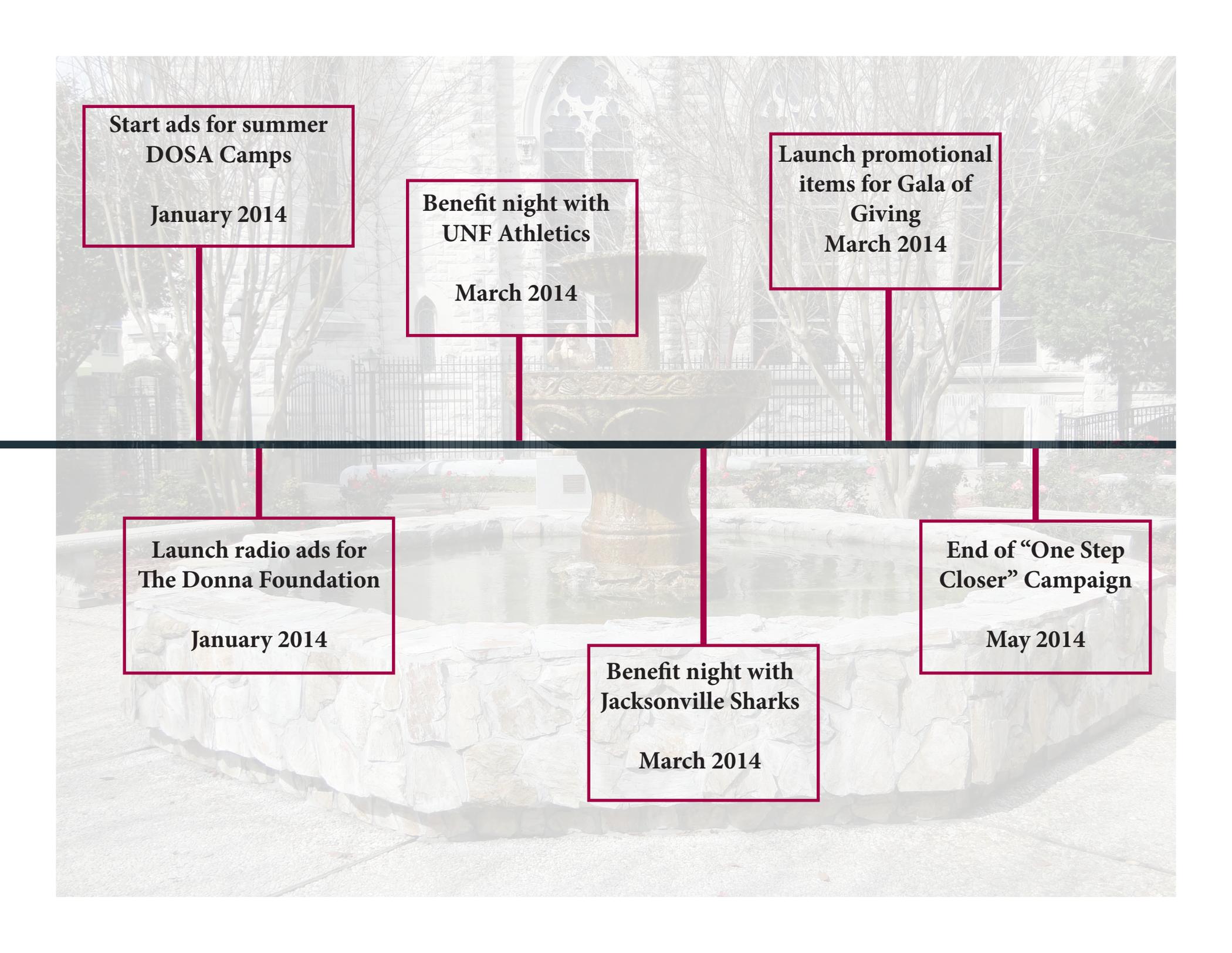
June 5, 2013

**Launch
billboard ads**

August 2013

**Launch promotional
items for Festival
d’Vine**

October 2013

A vertical timeline of events for 2014, set against a background of a stone fountain and a building. The events are listed in red-bordered boxes connected by a vertical line.

**Start ads for summer
DOSA Camps**

January 2014

**Benefit night with
UNF Athletics**

March 2014

**Launch promotional
items for Gala of
Giving
March 2014**

**Launch radio ads for
The Donna Foundation**

January 2014

**Benefit night with
Jacksonville Sharks**

March 2014

**End of “One Step
Closer” Campaign**

May 2014

SOCIAL MEDIA CALENDAR

Facebook and Twitter are the main social media outlets to promote the social media calendar.

June 2013

Help Catholic Charities become “One Step Closer”

Remind audiences to achieve goals for the fiscal year. Posts will be targeting individuals who want to donate and volunteer.

July 2013

“One Step Closer” to understanding Catholic Charities

Post information about Catholic Charities eight programs and how they are funded.

August 2013

“One Step Closer” to a Life-long Friend through Persons with Disabilities

Recap the 2013 Dioceses of St. Augustine camp. Include pictures and videos encouraging people to donate and sign up for the 2014 camp. Show how Catholic Charities DOSA camp is giving back to families.

September 2013

“One Step Closer” to God through Apostleship of the Sea

Encourage volunteers to get involved with the Apostleship of the Sea.

October 2013

“One Step Closer” to helping the Community

Posts promoting the Festival d’Vine event and vendors.

November 2013

“One Step Closer” to Appreciation

Post information about partners and how Catholic Charities has benefited.



SOCIAL MEDIA CALENDAR

December 2013

“One Step Closer” to Giving

Posts will encourage people to donate to the Emergency Assistance Program. Provide the “wish list” for the program on social media outlets.

January 2014

“One Step Closer” to Security through Refugee Resettlement

Different posts of Catholic Charities helping refugees. Post stories and images relating to World Refugee Event June 20, 2013.

February 2014

“One Step Closer” to Finding a Cure

Posts will help promote Catholic Charities’ partnership with The Donna Foundation.

March 2014

“One Step Closer” to a Meal

Posts promote sporting events with Jacksonville Sharks and UNF Athletics. Instead of buying tickets, fans will donate canned food.

April 2014

“One Step Closer” to Support

Posts promote the Black and White Gala of Giving. This will include stories of those who have supported Catholic Charities.

May 2014

“One Step Closer” Revisited

Posts highlight the success of the “One Step Closer” campaign.

SOCIAL MEDIA DETAILED POSTS

Refer to press kit for complete list of detailed social media posts

June: Help Catholic Charities become “One Step Closer”

June 3- This is the first month of our new one year campaign, that the UNF students made for us!!!! Thank you all for your hard work.

June 13- One Step Closer to a Meal. This is for the Food Program, where we distribute food on Wednesdays and Fridays 1-2 p.m. We are always looking for volunteers and donations!

June 25- What do you think about our new campaign theme, “One Step Closer”?

July: “One Step Closer” to Understanding Catholic Charities

July 12– Catholic Charities does not only help Catholics, this nonprofit is nondiscriminatory.

July 16– Its summer time, does anyone know about our summer camps going on? We offer three, Camp I Promise, Camp I Am Special, and Camp Care. These camps allow Persons with Disabilities to have the full camp experience.

July 29 - Looking for volunteer hours? We can always use an extra hand.

August: “One Step Closer” to a Life-Long Friend

August 3 - Help make our camps even more successful by becoming a buddy, a group leader, or a volunteer! Visit www.dosacamps.com to find out more!

August 19 - Read a story about a mother and her child’s personal experience at our DOSA camps and how it changed their lives (attach story)

August 27 -2013’s camps may have just ended, but we are already signing up for next year’s! Visit our webpage to find out more!

September: “One Step Closer” to God

September 6 - Apostleship of the Sea helps seafarers who have been away from their families find God and a place to give thanks.

September 24- The Apostleship of the Sea Program needs volunteers to help transport seafarers to the closest church. Sign up on our website! www.ccbjax.org

September 25- Donate food to our food pantry to help people who are struggling find their next meal!

October: “One Step Closer” to Helping the Community

October 1- Catholic Charities is hosting the annual Festival d’Vine on November 2nd at Treaty Oak Park. The festival is to help prevent homelessness in Jacksonville.

October 10- Want to help prevent homelessness in the Jacksonville area? Join Catholic Charities in their annual Festival d’Vine being held on November 2nd at Treaty Oak Park.

October 29- Find out more information on the Festival d’ Vine coming up on our website www.ccbjax.com

November: “One Step Closer” to Appreciation

November 6- Today we want to give a big thank you to some of our partners, Second Harvest of North Florida for donating food to our pantry!

SOCIAL MEDIA DETAILED POSTS

November 15 – The Jessie Ball DuPont Foundation, helps us get grants thanks so much we could not do it with out you.

November 18- We are partners with The Donna Foundation, we help administer funds to the people who are fighting breast cancer.

December: “One Step Closer” to Giving

December 5- Donate cans this month. Too many people suffer from hunger during the winter.

December 31- Have a safe and blessed new year. Let’s all make it a New Years resolution to help people less fortunate.

January: “One Step Closer” to Security

January 3- Read the story of Krishna Khanal one of our Refugees (attach story)

January 13- Rice week!!! Donate a bag of rice or a rice cooker.

January 19- Did you know, rice has 40,000 different varieties. Only around 10 percent of rice is marketed and sold.

February: “One Step Closer” to Finding a Cure

February 3 – Pink is in the air! This month is The Donna Foundation run for breast cancer.

February 7& 10 – Have you registered for The Donna Foundation Run on the 23rd?

February 16 – When was the last time you were examined for breast cancer? Don’t forget this could save your life.

March: “One Step Closer” to a Meal

March 10- Keep checking for dates to go to UNF sports games and Jacksonville Sharks programs. You can donate cans and dry foods for free admissions.

March 17- Happy St. Patrick’s Day! St. Patrick is the patron saint of Ireland. March 17 is the day of St. Patrick’s death.

March 28- It’s time to SWOOP! Check the UNF sports schedules to see where you can donate cans and dry food at big games!

April : “One Step Closer” to Support

April 1 – This is the month of our 21st annual Gala of Giving.

April 3 - Make sure you purchase tickets for your for the Gala of Giving on the www.ccbjax.org

April 9 & 11 – highlight different stories about the loyal contributors

May: Looking Back at “One Step Closer”

This month we would emphasize the success of the “One Step Closer” Campaign.



EVALUATION

MEDIA

“One Step Closer” wants to draw more media attention with a 50 percent increase. Paid advertisements will attract media attention and increase awareness.

-  A media audit will measure the media coverage quantitatively.
-  The quality of the media coverage will be measured by the content analysis.
-  These can be compiled from June 2013 to May 2014.

INDIVIDUAL DONORS

The campaign aims to increase the awareness and understanding of the Catholic Charities mission to the current and potential donors by 30 percent. Advertising and media coverage will increase donations for money, food and goods by 200 percent from June 2013 to May 2014.

-  Awareness of the mission can be measured by conducting the survey in Appendix C.
-  Increase in donations, food and goods can be calculated by comparing donations for each program prior to the campaign, which starts June 2013.

SPORTS TEAMS

Partnering with the University of North Florida Athletics and with the Jacksonville Sharks to increase donations and awareness by 30 percent.

-  Donating canned food at the gate for free admission.
-  The amount of cans can be measured per event.
-  Awareness can be measured by distributing the survey in Appendix B.
-  This will be conducted from June 2013 to May 2014.

BUSINESSES

Utilizing and increasing donations and grants by 20 percent.

-  Utilize the grants and donations that Catholic Charities already receives.
-  Partners with local organizations for resources and donations.
-  Can measure this by computing year-to-year donations.

BUDGET

To meet the needs of Catholic Charities, InVision Relations Inc. has developed three levels of funding for the “One Step Closer” campaign budget.

BRONZE \$20,000
SILVER \$25,000
GOLD \$30,000

A detail rationale for each budget is provided in the following section.



BRONZE BUDGET- \$20,000

Advertisement		
Radio Advertisements	Number of times aired	Total
89.9 FM WJCT		
Refugee Resettlement	4	
Dosa Summer Camps	4	
Apostleship of the Sea	4	
Festival d'Vine	4	
Emergency Assistance	4	
Dosa Summer Camps 2	4	
Donna Run	4	
Jacksonville Sharks	4	
Gala of Giving	4	
Catholic Charities	4	
		\$2,500
96.1 FM WEJZ		
Refugee Resettlement	4	
Dosa Summer Camps	4	
Apostleship of the Sea	4	
Festival d'Vine	4	
Emergency Assistance	4	
Dosa Summer Camps 2	4	
Donna Run	4	
Jacksonville Sharks	4	
Gala of Giving	4	
Catholic Charities	4	
		\$2,000
99.9 FM WQJK		
Refugee Resettlement	4	
Dosa Summer Camps	4	
Apostleship of the Sea	4	
Festival d'Vine	4	
Emergency Assistance	4	
Dosa Summer Camps 2	4	
Donna Run	4	
Jacksonville Sharks	4	
Gala of Giving	4	
Catholic Charities	4	
		\$2,000
690 AM WOKV		
Refugee Resettlement	4	
Dosa Summer Camps	4	

Apostleship of the Sea	4	
Festival d'Vine	4	
Emergency Assistance	4	
Dosa Summer Camps 2	4	
Donna Run	4	
Jacksonville Sharks	4	
Gala of Giving	4	
Catholic Charities	4	
		5,000
Print Advertisments		
Florida Times-Union		
Refugee Resettlement	1	
Immigration Services	1	
Persons with Disabilities	1	
Adoption Services	1	
Festival d'Vine	1	
Gala of Giving	1	
		\$480
Jacksonville Daily Record		
Refugee Resettlement	1	
Immigration Services	1	
Persons with Disabilities	1	
Adoption Services	1	
Festival d'Vine	1	
Gala of Giving	1	
		\$2,910
Jacksonville EU		
Refugee Resettlement	1	
Immigration Services	1	
Persons with Disabilities	1	
Adoption Services	1	
Festival d'Vine	1	
Gala of Giving	1	
		\$3,960
Brochures	1,000	\$215
Flyers	1,000	\$195
Post cards	1,000	\$85
Bronze total:		\$19,345



GOLD BUDGET- \$30,000

Advertisement								
Radio Advertisements	Numer of times aired	Total						
89.9 FM WJCT								
Refugee Resettlement	4		Apostleship of the Sea	4		Jacksonville Airport		
Dosa Summer Camps	4		Festival d'Vine	4		One Step Closer	8	
Apostleship of the Sea	4		Emergency Assistance	4		One Step Closer to Security	8	
Festival d'Vine	4		Dosa Summer Camps 2	4		Roadside Billboards		
Emergency Assistance	4		Donna Run	4		One Step Closer to a Home	8	
Dosa Summer Camps 2	4		Jacksonville Sharks	4		One Step Closer to a Career	8	
Donna Run	4		Gala of Giving	4				\$9,600
Jacksonville Sharks	4		Catholic Charities	4		Gold Total:		\$30,915
Gala of Giving	4				\$5,000			
Catholic Charities	4	\$2,500						
96.1 FM WEJZ			Print Advertisements					
Refugee Resettlement	4		Florida Times-Union					
Dosa Summer Camps	4		Refugee Resettlement	4				
Apostleship of the Sea	4		Immigration Services	4				
Festival d'Vine	4		Persons with Disabilities	4				
Emergency Assistance	4		Adoption Services	4				
Dosa Summer Camps 2	4		Festival d'Vine	4				
Donna Run	4		Gala of Giving	4		\$1,920		
Jacksonville Sharks	4							
Gala of Giving	4		Jacksonville Daily Record					
Catholic Charities	4	\$2,000	Refugee Resettlement	1				
99.9 FM WQIK			Immigration Services	1				
Refugee Resettlement	4		Persons with Disabilities	1				
Dosa Summer Camps	4		Adoption Services	1				
Apostleship of the Sea	4		Festival d'Vine	1				
Festival d'Vine	4		Gala of Giving	1		\$2,910		
Emergency Assistance	4							
Dosa Summer Camps 2	4		Jacksonville EU					
Donna Run	4		Refugee Resettlement	1				
Jacksonville Sharks	4		Immigration Services	1				
Gala of Giving	4		Persons with Disabilities	1				
Catholic Charities	4	\$2,000	Adoption Services	1				
690 AM WOKV			Festival d'Vine	1				
Refugee Resettlement	4		Gala of Giving	1		\$3,960		
Dosa Summer Camps	4							
			Brochures	5,000	\$375			
			Flyers	5,000	\$355			
			Post Cards	5,000	\$295			
			Billboard Advertisements					



GOLD BUDGET- \$30,000

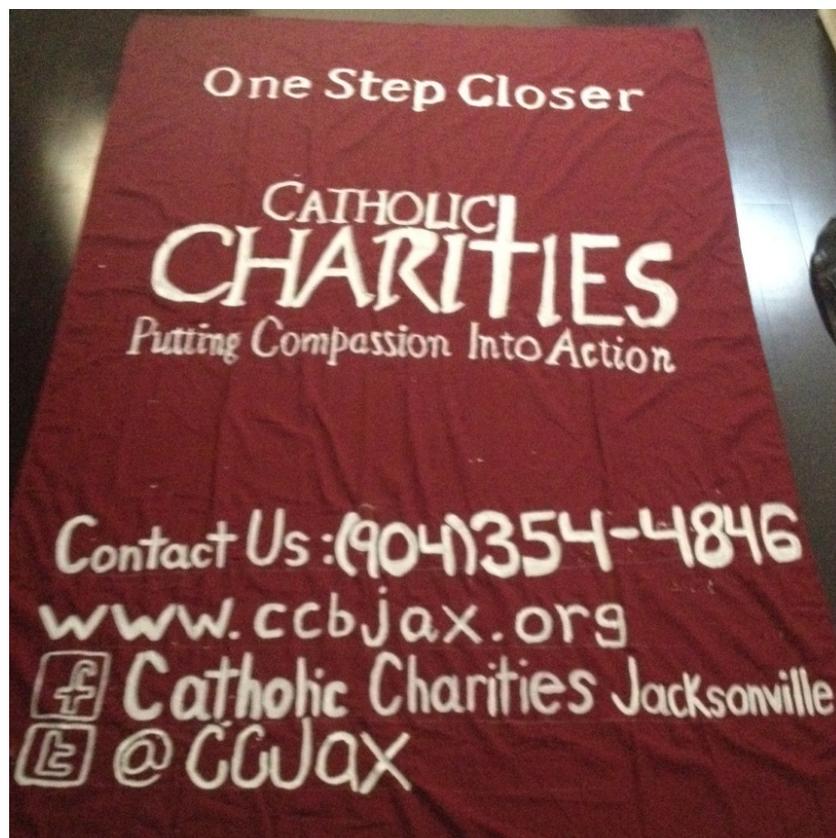
Rationale

The gold budget is the largest and will effectively reach the most people. Advertising will create the most awareness to the public of what Catholic Charities does, and how donations can help. Through this budget, an audience can be reached through print, radio and social media with the same forty 30-second radio advertisements. Print advertisements will be featured for six weekdays in the Jacksonville Daily Record, and Jacksonville EU, but in the Florida Times-Union, 24 print advertisements will be printed on weekdays instead of six. According to SRDS, the audited circulation of the Times-Union on weekdays is 91,549. In addition to that, billboards will be at the Jacksonville International Airport for 32 days, insuring that everyone who flies into JAX hears about Catholic Charities. The billboard will be there an entire month, and shown 12 days longer than the silver budget. Advertising for 32 days allows around 526,016 people to see it. The total spent for the gold budget is \$30,915.

MEDIA FLOWCHART														Cost																																											
Gold	June				July				August				September				October				November				December				January				February				March				April				May												
	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	30	7	14	21	28					
Radio Ads	[Red bar]																																																								
89.9 FM WJCT	[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				
96.1 FM WEJZ		[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]							
99.1 FM WQIK			[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]										
690 AM WOKV				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]				[Blue]									
Print Ads	[Red bar]																																																								
Florida Times-Union									[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]									
Jacksonville Daily Record													[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]									
Jacksonville EU													[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]									
Brochures				[Blue]																																																					
Flyers																																																									
Post Cards																																																									
Social Media	[Red bar]																																																								
Facebook	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]					
Twitter	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]					
Billboards	[Red bar]																																																								
Jacksonville Airport	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]					
Roadside	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]	[Blue]					
Non Traditional	[Red bar]																																																								
Press Kit	[Blue]																																																								

YOUR FUTURE, OUR VISION

InVision Relations Inc. would like to make a few additional recommendations that will help Catholic Charities achieve and exceed the vision of our Campaign.



INTERN PROGRAM

Make use of the internship program at the University of North Florida. This service will give assistance to all programs. Each intern will assist in daily activities. This service will give assistance to the Director of Development, Debbie Moore, to set forth proper updates about Catholic Charities. The intern will assist in writing news releases, keeping social media updated and helping with special events. Based on InVision Relations, Inc.'s media survey, participants said they rarely received current updates. More interns will allow the opportunity for more written media materials, which will increase awareness on Catholic Charities programs and creating the possibility of future donations.

SOCIAL MEDIA

Catholic Charities is a vital asset in the Jacksonville community. Based on InVision Relations, Inc.'s focus groups, Catholic Charities' Facebook is unclear. The first recommendation is to make the "About Me" section clear and precise. The Jacksonville community needs to have a clear understanding of Catholic Charities, what the organization does and where the organization is located. Catholic Charities has eight programs which helps the Jacksonville community. Another recommendation is to add a section explaining each of its programs and how the community will get involved.

APPENDIX



APPENDIX A: MEDIA SURVEY

1. In what ways, if any, has Catholic Charities communicated its events to your organization?

- a.) Personal Visits
- b.) Press Kits
- c.) Phone Calls
- d.) Editorial Meetings
- e.) None of the above

2. What kind of materials has Catholic Charities provided that encourages news coverage?

- a.) Press Kits
- b.) New Releases
- c.) VNRs
- d.) Radio News Release
- e.) None of the above
- f.) Other (please be specific) _____

3. How can Catholic Charities generate more coverage by your organization?

- a.) Provide materials in a timely manner
- b.) Provide newsworthy materials
- c.) Connect to Catholic Charities executives' expertise to other nonprofits
- d.) Other (Please be specific) _____

4. To whom should a Catholic Charities representative send news releases and other materials? (Please choose only one)

- a.) News director/editor
- b.) Lifestyles/features editor
- c.) Assignment desk
- d.) Beat reporter
- e.) Other (Please be specific) _____

Please tell us a little about your position in the media.

5. By which kind of media outlet are you employed?

- a.) Internet
- b.) Local Newspaper
- c.) TV
- d.) Local Magazine
- e.) Radio

6. What is your primary job title?

- a.) Reporter
- b.) Editor
- c.) Assignment editor
- d.) Photographer
- e.) Producer
- f.) Web Designer
- g.) Other (Please be specific _____)

7. How long have you worked in the media?

- a.) 0-6 months
- b.) 7-11 months
- c.) 1-5 years
- d.) 6-10 years
- e.) 10+ years

8. Which of the following is your preferred method of receiving information about events that could generate news coverage?

(Please choose only one)

- a.) News releases on traditional paper
- b.) Electronic news releases
- c.) Tweets/Twitter feed
- d.) Phone calls
- e.) Other (Please be specific _____)

APPENDIX B: JACKSONVILLE COMMUNITY SURVEY

1. With which Jacksonville nonprofit groups are you familiar?
 - a. Lutheran Social Services
 - b. Catholic Charities
 - c. American Second Harvest
 - d. Children's Home Society of Florida

2. If you are familiar with Catholic Charities, please tell us how you learned about the organization.
 - a. Facebook/Twitter
 - b. Radio
 - c. Word of mouth: who _____
 - d. Print media
 - e. Other: _____
 - f. Online

3. When you hear the name, "Catholic Charities," do you assume the organization only serves people are Catholic?
 - a. Yes
 - b. No

4. With which of the following organizations have you volunteered your time in the last six months? (please circle all that apply)
 - a. Lutheran Social Services
 - b. Catholic Charities
 - c. American Second Harvest
 - d. Children's Home Society of Florida

5. What was the most rewarding thing about the experience?
 - a. Helping others
 - b. Giving back to the community
 - c. Other: _____

6. If you have ever volunteered with Catholic Charities, how would you describe the experience?

7. If you have ever visited the social media pages of local non-profit groups, please describe the features that you like best.

8. Gender (male female)

APPENDIX B: JACKSONVILLE COMMUNITY SURVEY

9. Age group

15-20 21-25 26-30 31-40 41-50 51-60 61 and over

10. Please tell us where you live

- a. Nassau
- b. Baker
- c. Clay
- d. Duval
- e. St. Johns

11. Do you prefer to receive information through (check all that apply)

- a. Radio
- b. Television
- c. Newspapers
- d. Magazines
- e. Social media

12. How often do you contribute financially to social service organizations?

- a. Monthly
- b. Quarterly
- c. Bi-annually
- d. Annually
- e. Not at all

13. In these tough economic times, what encourages you to support organizations financially?

- a. Getting thank you notes
- b. Features relating to the organizations accountability
- c. Having a personal connection with the organization
- d. Other: _____

14. What best describes you

- a. Student
- b. Parent
- c. Donor

APPENDIX C: DONOR SURVEY

1. Where do you get your information about donating?

(Circle all that apply)

- a.) Social media
- b.) Email
- c.) Newspaper
- d.) Word of Mouth
- e.) Radio
- f.) Television
- g.) Online
- h.) Other
- i.) None

2. How often do you donate?

- a.) Weekly
- b.) Monthly
- c.) Biannually
- d.) Annually
- e.) Not at all

3. What organization have you donated to recently?

- a.) Catholic Charities
- b.) Second Harvest of Northeast Florida
- c.) Lutheran Social Services
- d.) Children's Home Society
- e.) Other
- f.) None

4. How much do you donate annually?

- a.) \$0
- b.) \$1-100
- c.) \$101-250
- d.) \$251- 500
- e.) More than \$500

5. What motivates you to donate?

- a.) Helping Others
- b.) The Recognition
- c.) Success Stories
- d.) Giving back to the community
- e.) Other
- f.) None

6. How much more would you be willing to donate if yo knew the proceeds stayed within your community?

- a.) \$0
- b.) \$1-100
- c.) \$101-250
- d.) \$251- 500
- e.) More than \$500

7. What is your zip code?

- a.) 32082
- b.) 32258
- c.) 32259
- d.) 32203
- e.) Other

8. What is your county?

- a.) Nassau
- b.) Baker
- c.) Clay
- d.) Duval
- e.) St. Johns
- f.) Other

APPENDIX C: DONOR SURVEY

9. Age

- a.) 18-25
- b.) 26-30
- c.) 31-40
- d.) 41-50
- e.) 51-60
- f.) 61 and over

10. Gender

- a.) Male
- b.) Female

11. Income

- a.) Less than \$30,000
- b.) \$30,00- \$50,000
- c.) \$50,001- \$70,000
- d.) \$70,001- \$90,000
- e.) \$90,001- \$120,000
- f.) Over \$120,000

APPENDIX D: PARENT FOCUS GROUP

Would you be more willing to donate if you knew it would be kept locally?

Everyone agreed that knowing where your donation is going, makes them more comfortable donating to a particular organization.

One Step Closer Brochure

What do you think of the brochure? Does it represent the campaign well?

The group agreed that the brochure represented the campaign well and called it “eye-catching.”

How is the picture and the overall layout?

Thought the images were great, though they were unsure of the different ranges in size.

Now please look at the survey under the section marked One Step Closer brochure. Mark your responses on the pages provided.

On a scale of 1-5 with 1 being extremely easy to understand and 5 being extremely difficult to understand, please rate the written messages of the brochure. Please Circle your answers

On a scale of 1-5, with 1 being extremely attractive and 5 being unattractive, please rate the appearance of the brochure.

On a scale of 1-5, 1 being extremely good and 5 being extremely bad, please rate the brochure.

APPENDIX D: PARENT FOCUS GROUP

Electronic Poster

How do you feel about the electronic poster “One Step Closer” including the feet and the Catholic Charities logo?

Like all the different types of feet.

Now, please look at your survey under the section marked “One Step Closer” electronic poster. Mark your responses on the pages provided.

On a scale of 1-5 with 1 being extremely easy to understand and 5 being extremely difficult to understand, please rate the written messages of the electronic poster. Please Circle your answers

On a scale of 1-5, with 1 being extremely attractive and 5 being unattractive, please rate the appearance of the electronic poster.

On a scale of 1-5, 1 being extremely good and 5 being extremely bad, please rate the electronic poster.

APPENDIX D: PARENT FOCUS GROUP

How do you feel about the “One Step Closer...to Security” ad for refugee resettlement?

Thought the picture was very clear for what the ad is portraying.

Now, please look at your survey under the section marked Refugee Resettlement electronic poster. Mark your responses on the pages provided.

On a scale of 1-5 with 1 being extremely easy to understand and 5 being extremely difficult to understand, please rate the written messages of the electronic poster. Please Circle your answers

On a scale of 1-5, with 1 being extremely attractive and 5 being unattractive, please rate the appearance of the electronic poster.

On a scale of 1-5, 1 being extremely good and 5 being extremely bad, please rate the electronic poster.

Billboards

What do you think of the “One Step Closer... to a Home billboard?”

The participants did not understand the picture for the Emergency Assistance Program.

Now, please look at your survey under the section marked Emergency Assistance Billboard. Mark your responses on the pages provided.

On a scale of 1-5 with 1 being extremely easy to understand and 5 being extremely difficult to understand, please rate the written messages of the billboard. Please Circle your answers

On a scale of 1-5, with 1 being extremely attractive and 5 being unattractive, please rate the appearance of the billboard.

On a scale of 1-5, 1 being extremely good and 5 being extremely bad, please rate the billboard.

APPENDIX D: PARENT FOCUS GROUP

For the campaign, Invision Relations, Inc. made a postcard for each program. The feedback from the postcards was useful. Participants thought having the name of the program in the “foot” instead of items pertaining to the program would be more attractive and easy to read. Adding a phone number and clearly labeling the different postcard was also suggested.

Print Ads

What do you think of the images?

The “One Step Closer...to a Dream” did not read well, the image was said to be confusing.

The “One Step Closer...to a Life-long Friend” the picture and quote were adorable but the focus was unclear.

Now, please look at your survey under the section marked “One Step Closer” print ad. Mark your responses on the pages provided.

On a scale of 1-5 with 1 being extremely easy to understand and 5 being extremely difficult to understand, please rate the written messages of the print ad. Please Circle your answers

On a scale of 1-5, with 1 being extremely attractive and 5 being unattractive, please rate the appearance of the print ad.

On a scale of 1-5, 1 being extremely good and 5 being extremely bad, please rate the print ad.

APPENDIX D: PARENT FOCUS GROUP

“One Step Cloer” Video

Any general comments about the “One Step Closer” video? Does this represent the campaign well?

Enjoyed the song in the background.

It was unanimous every participant thought the video represented the campaign well.

APPENDIX E: DONOR FOCUS GROUP

Print Ads

Any suggestions, about formatting, comments? How does it make you feel? If you saw this print ad would you be willing to donate? What do you think of the copy?

The Persons with Disabilities ad was said to stand out and “I have never seen a picture like this”, explanatory captions.

Should highlight the main point and have a website link where you can find more information. It was too wordy.

Now, please look at your survey under the section marked “One Step Closer” print ad. Mark your responses on the pages provided.

On a scale of 1-5 with 1 being extremely easy to understand and 5 being extremely difficult to understand, please rate the written messages of the print ad. Please Circle your answers

On a scale of 1-5, with 1 being extremely attractive and 5 being unattractive, please rate the appearance of the print ad.

On a scale of 1-5, 1 being extremely good and 5 being extremely bad, please rate the print ad.

Billboard

Does anyone think the images should be different? Do you think this represents Catholic Charities finding someone a home?

Picture doesn't work for me. Participants were confused by the ad and questioned if Catholic Charities gave clients a home.

APPENDIX E: DONOR FOCUS GROUP

Postcards

What do you think about the images?

Did not understand how the feet made out of different items correlated with the actual program.

Thought it was too much written portion, suggested only having one sided flyers.

Now, please look at your survey under the section marked postcards. Mark your responses on the pages provided.

On a scale of 1-5 with 1 being extremely easy to understand and 5 being extremely difficult to understand, please rate the written messages of the postcards. Please Circle your answers

On a scale of 1-5, with 1 being extremely attractive and 5 being unattractive, please rate the appearance of the postcards.

On a scale of 1-5, 1 being extremely good and 5 being extremely bad, please rate the postcards.

Electronic poster

Any thoughts about the electronic posters?

Majority of the focus group liked the posters.

Now, please look at your survey under the section marked “One Step Closer” electronic poster.

Mark your responses on the pages provided.

On a scale of 1-5 with 1 being extremely easy to understand and 5 being extremely difficult to understand, please rate the written messages of the electronic poster. Please Circle your answers

On a scale of 1-5, with 1 being extremely attractive and 5 being unattractive, please rate the appearance of the electronic poster.

On a scale of 1-5, 1 being extremely good and 5 being extremely bad, please rate the electronic poster.

APPENDIX E: DONOR FOCUS GROUP

Brochure

ONE STEP CLOSER

CATHOLIC CHARITIES

Between these two brochures which one do you prefer or do you have input for either?

“One Step Closer” brochure was based around the campaign theme and people will appreciate the theme of “One Step Closer.”

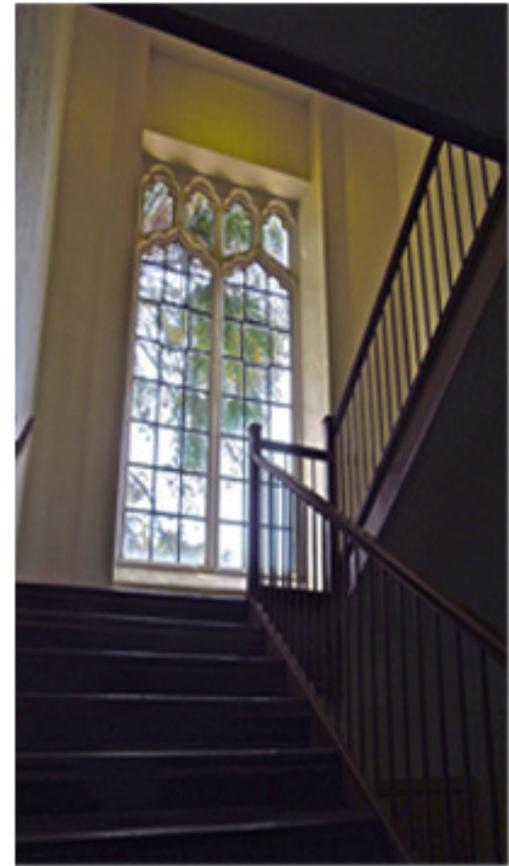
Now, please look at your survey under the section marked “One Step Closer” brochure. Mark your responses on the pages provided.

On a scale of 1-5 with 1 being extremely easy to understand and 5 being extremely difficult to understand, please rate the written messages of the brochure. Please Circle your answers

On a scale of 1-5, with 1 being extremely attractive and 5 being unattractive, please rate the appearance of the brochure.

On a scale of 1-5, 1 being extremely good and 5 being extremely bad, please rate the brochure.





CATHOLIC
CHARITIES
Putting Compassion Into Action
One Step Closer

