

Marketing Plan

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Youth Council of Fort Pierce

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Overview

Encourage high school students to assist senior homeowners with home maintenance tasks during the summer, fostering community connection while providing teens with meaningful work and experiencing volunteer opportunities.

Target Audience

Primary:

- High school students (ages 14-18), particularly those interested in community service, earning volunteer hours, or gaining experience.

Secondary:

- Parents of high school students who may encourage participation.
- Local community leaders, educators, and senior homeowners.

Value Proposition

For students:

- Gain volunteer hours for college applications or school requirements.
- Develop skills in yard work, painting, cleaning, and teamwork.
- Build relationships with older generations in the community.

For seniors:

- Receive assistance with tasks they might find challenging.
- Connect with younger members of their community.
- Feel supported and valued by local youth.

Key Messages

- “Lend a Hand, Make a Difference!”
- “Step Up for Your Community – One House at a Time.”
- “Create Change, One Senior, One Smile!”

Marketing Channels

a. Digital Outreach

Social Media Campaigns

- Platforms: Instagram, TikTok, Facebook (target parents).

- Content: Testimonials from previous participants, videos of students helping seniors, “Before & After” yard work transformations.
- Create a challenge: Post a “clean-up selfie” with a senior and tag friends to join.

School Networks

- Partner with schools to announce the program during assemblies, through newsletters, and on school websites.
- Could target clubs such as Key Club or The National Honor Society.

b. Offline Outreach

Flyers and Posters

- Distribute in schools, libraries, coffee shops, and community centers.
- Design eye-catching visuals featuring students helping seniors.

Community Events

- Set up booths at summer fairs, farmers’ markets, or church gatherings to recruit volunteers and spread awareness.

Incentives for Students

- Certificates of Recognition for hours volunteered.
- Community service hours to appeal to colleges.
- Providing snacks and water during volunteering events.
- A final “Volunteer Appreciation Party” hosted at a local park or recreation center.

Collaboration Partners

- Schools: For recruiting students and awarding volunteer hours.
- Local Businesses: Provide sponsorship, tools, and more.
- Senior Centers and Churches: Help identify senior homeowners in need.

Implementation

- April-May would be a “prep period” as partnerships would be finalized, designed promotional materials would be distributed, and social media accounts would be launched.
- June-July would be the start of the program, perhaps with a launch event, and progress would be shared through social media to sustain public interest.
- August would be a time of gathering feedback from students, seniors, and parents to improve the program for the upcoming year.