

The First Tee of Greater Austin

PR Plan Book

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Group 3

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## **Executive Summary:**

Our assessment of the current challenges and opportunities facing First Tee Greater Austin, with respect to the Harvey Penick Golf Campus(HPGC), are promising. HPGC is an asset that has the potential to generate significant returns. With the ability to book tee times from dawn to dusk in 15 minute intervals, there are few restrictions on the amount of product that can be offered to customers. Fall and spring interns, volunteers, a freelancer and web designer will be the main ingredients to implementing a successful PR campaign.

Primary research suggests that the UT student body is a largely untapped consumer base, and should be the primary target in PR efforts. The findings also show that many students, who had never previously considered playing golf, would be willing to try the game at HPGC due to its price, free equipment rentals, short course and charitable mission. The vast majority of respondents even said they would rather play at a course that costs a little more but donated to charity, than one that cost less and kept the profits.

A theme which would best serve this campaign is “Inclusiveness,” and a dominant message that should be used is “Breaking down barriers.” We decided an important strategy will be using both logical and emotional appeals since different members of our target will respond more favorably to different appeals. Since The Harvey Penick Golf Course makes golf more affordable for the Austin community and specifically UT students, inclusive would be an appropriate theme for a logical appeal. “Breaking down barriers” can refer to barriers to golf (affordability) or to barriers children previously face before coming to First Tee and learning important values. Many of our messages and themes will mean multiple things to our audiences.

The most efficient and effective way to reach the student body is through the student newspaper. In order to increase the probability of having a news release published, a relationship must be built with the staff at The Daily Texan. Facebook is also a vital tool in reaching this population. These two mediums serve as the foundation for our strategy. To supplement these efforts, flyers and other guerilla marketing tactics should be utilized. Additionally, other channels such as business publications and direct mail will be used to reach the “middle management” target to inform them of corporate event opportunities and other course offerings. These methods, in conjunction with a greater connection to campus organizations and events, will aid in generating greater returns on First Tee’s investment in HPGC.

## **Background:**

### **General Background Information:**

First Tee- The now global organization was established in November 1997 as an initiative taken by the World Golf Foundation to utilize the life skills found within the fabric of the game of golf. In an effort to reach underprivileged youth, and to allow any age, race, ethnicity or social class an opportunity to enjoy the game, the First Tee has realized uncompromising results. First thought to be chasing an excessively ambitious goal, the First Tee has provided millions of individuals across the world and from all walks of life, an opportunity to learn the game and to learn from the game. Currently, there are 2.2 million participants in five countries.

First Tee Greater Austin- The local chapter of First Tee hosts many different programs which support the goals set forth by the national organization. After school programs for inter-city youth, monthly junior tournaments, family play days and scholarship support are just some of the initiatives currently being taken by First tee.

Aside from the positive brand image and curriculum guide they receive from the national organization, the Austin chapter of First Tee is largely self sufficient. Responsible for conducting its own marketing, fund raising, staffing and recruiting, the local organization runs like an independent operation. In fact, the organization fully owns and operates its own nine-hole golf course. Unfortunately, the course has not proved as a significant source of revenue. We believe the earning potential of this asset can be maximized by addressing marketing and promotion tactically and aggressively.

## **Mission and Goals of The First Tee Greater Austin:**

### **Official Mission:**

The First Tee of Greater Austin strives to impact the lives of young people by providing learning facilities and educational programs that promote character-development and life-enhancing values through the game of golf.

### **Objective:**

To make golf and the positive life values associated with the game accessible to youth from all walks of life.

### **Explanation:**

In order to provide maximum benefit to the greatest number of individuals, the organization must also be charged with the task of securing capital to fund their various programs. The largest source of these funds comes from charitable donations given by individuals and corporate sponsorship. However, the organization has acquired an asset in the form of a golf course, which is not being fully utilized. The minimal returns the organization receives for this asset is largely attributed to the lack of media coverage and marketing efforts.

## **Prior Communication:**

The vast majority of communication with the public has been focused on recruiting volunteers and donors. These targets are critical to the organization's operations. First Tee has had measurable success reaching this segment. The Austin American-Statesman has covered events and feature stories obviously meant to appeal to these groups.

However, communication with key targets about the Harvey Penick Golf Campus has been limited to non-existent, which is why they need our help. The first step has been taken in identifying who should be targeted. Middle management-types are an example of an important target that hasn't been reached. With more discretion over the hours they work than a lower level employee, the middle-managers have the opportunity to leave work early on a weekday to go out to the golf campus and play a quick round of golf.

Also, college students are perhaps the most significant target that needs to be reached. With little discretionary funds, a relatively large amount of free-time and the close proximity of the course to the UT campus, students are a very important audience to reach. No attempts have been made, in the form of traditional media, to reach the broad and diverse university community.

Attempts to convince Greek organizations to host sponsorship events proved to be unsuccessful, but provided First Tee with important insights with respect to target demographics. First Tee learned that much of the Greek community preferred to play the more expensive golf courses in the area, and did not seek the more bargain-oriented courses.

This information was significant in developing a specific media plan, and in the construction of a news release. Using this information, along with other insights revealed through conducting primary research, it was determined that the primary target groups are the beginners and non-golfers within the UT Austin community.

### **Media Coverage:**

Austin American-Statesman:

There has been a fairly substantial amount of media coverage on First Tee Greater Austin in the past (the most coverage was in 2003). However, the most recent coverage was in August of 2006. In the past, newsworthy events, sponsorships, donations and affiliations have made the press. The real problem that needs to be addressed by the PR department is the lack of coverage on the Harvey Penick Golf Course itself. Note: Course covered for groundbreaking in July 2003.

- August 23, 2006
  - Coverage on \$10,000 donation given to First Tee by the U.S. Pro Golf Tour Tournament.
- May 2, 2005
  - In-depth feature article promoting First Tee's cause and the benefits of volunteering with the organization. Note: very effective because the columnist who wrote the article was actually a volunteer at the time of publication.
- \*November 6, 2003
  - Annual "More Than a Game" golf tournament and gala covered. The golf tournament is held to benefit First Tee. Note: article included detailed description of First Tee's cause, and its impact on the community.

- \*November 2, 2003
  - Also about “More Than a Game” event. Note: article announced that female Olympic soccer star Mia Hamm, and MLB player Nomar Garciaparra would be honorary guests at the event. Also included information about First Tee.

\*coverage occurred within the same week

- July 24, 2003
  - Groundbreaking of course which included justification for naming it after Harvey Penick. Also gave a background on Penick. Note: only coverage found on course itself.

FedEx-Kinko’s Classic:

- Annual Event
  - Substantial coverage of this event throughout Austin each year in the form of billboards, local TV and print advertisements, and hard news stories. As the host organization and main beneficiary, First Tee is mentioned in almost every instance of media coverage the tournament receives.

News 8 Austin;

- Weekly
  - “Tips with a Pro”- held at the golf campus, but is not stated during the program.



**Research study:**

The University of Virginia conducted a study, on a national level, which followed the progress of seven former participants in the First Tee program. It conveyed the benefits of participating in First Tee programs, and provided donors with measurable results on their investment.

**Assessment of Media Contacts:**

The media contact list used by the organization is extensive with consideration to the variety and number of outlets listed. Media outlets include: Internet, print, radio, TV, golf newsletters, association newsletters and local schools that support golf programs.

However, the list does not include specific deadline information for each outlet. There is a limited amount of deadline information, which mostly considers online sources and local magazines. Online sources represent the most comprehensive aspect of the contact list. The online sources are categorized by cost, method of submission and the nature of the information that can be submitted to each website.

The newspaper contact list needs improvement. Specific deadlines and contact information are not included, and the list fails to even mention the Daily Texan. As one of the key outlets to implementing this proposal, detailed contact information on the Daily Texan needs to be compiled.

**SWOT Analysis:**

We did a thorough analysis of The Harvey Penick Golf Course and came up with a list of internal strengths and weaknesses, and external opportunities and threats. This chart can be seen on the following page.

<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• Owns the course org operates on-potentially significant source of revenue</li> <li>• Creative, innovative idea for reaching kids</li> <li>• No immediate competition (similar NPO)</li> <li>• Strong national backing, good brand image</li> <li>• High profile figures located in Austin, available to participate in events</li> <li>• Target donors (golfers) characteristically have money to contribute.</li> <li>• Credibility-no known issues of fund misuse or accusations of the like.</li> <li>• Golf professionals (PGA and teaching pros) have shown consistent support and endorsement.</li> <li>• Successful sponsorships raise awareness locally and nationally.</li> <li>• Total Operating budget: \$934,984. This is very low considering the fact that they own and operate their own golf course which only costs them \$199,250 annually.</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• No PR budget or concrete strategy</li> <li>• HPGC website needs to state its purpose and affiliation with first tee org clearly.</li> <li>• First Tee website needs greater emphasis on golf course, and availability to the general public</li> <li>• No contact with UT community and its beginners and non-golfers.</li> <li>• Not a lot of media exposure locally, need help getting placement</li> <li>• Not hosting public events that will bring awareness and insight into what the organization is out to accomplish.</li> <li>• No full time PR staff—only interns</li> <li>• Low PR budget: \$5,000</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Kinko’s Classic- great opportunity to get newsworthy media exposure.</li> <li>• Use golf course you own to hold events and raise money/awareness at the same time.</li> <li>• Golf is fun, people are willing to pay good money to play in tournaments to benefit area organizations.</li> <li>• Could hold one of these tournaments in junior-am format where donor gets to play with one of the kids he/she is helping support (supervised).</li> <li>• UT campus close by- largely untapped audience could greatly benefit the course</li> <li>• Daily Texan, great way to reach the large student population.</li> <li>• Keep/grow relationship with UT student golf club. Great opportunity to recruit new volunteers and create future donors</li> <li>• Total Revenue: \$589,147. With costs low and plenty of room for a better return on the golf course, this number should go up.</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>• Competing courses keep profits; have more money to reinvest in course upkeep, improvements, etc.</li> <li>• People losing interest due to lack of exposure</li> <li>• Difficult to find newsworthy angle(s) related to golf course itself</li> <li>• Must be proactive in seeking funds through holding events to prevent saturation of donations by other groups</li> <li>• Allegations of misappropriated funds can permanently destroy an NPO. Therefore, you must maintain transparency and high visibility to be credible.</li> <li>• Public misunderstanding about what Penick GC is all about and that its open to the general public is preventing this asset from living up to its earning potential.</li> </ul>

## **Audiences:**

### **Primary Target Audiences:**

There are a number of possible audiences we could target with an awareness campaign for First Tee of Greater Austin and The Harvey Penick Golf Campus. We met with the executive director and co-founder of THTGA to discuss their concerns and goals which helped us identify the most important targets. We also conducted primary research at the University of Texas to determine what types of students to target and the best way to reach them. Many of the target audiences of our organization differ from those of other golf courses because of the cost and size of the Harvey Penick Golf Campus. While there are many prospective audiences for a golf course, we have focused on the ones that have the most potential for the organization.

- College students are an ideal audience to target for several reasons. One of the most appealing aspects of your golf course is the low cost. This is very attractive to students who have small budgets and can't typically afford to play at other, more expensive courses. According to our research, other students feel deterred from golf because they don't have their own equipment or the knowledge of how to play the game. The Harvey Penick Golf Campus is able to reach this segment of students through equipment rentals and golf lessons. The University golf club holds their tournaments at the Harvey Penick Golf Campus, but reaching out to other clubs and organizations could prove beneficial. In addition, your course would draw students because it only features 9-holes. While many people enjoy spending the entire day golfing, students normally don't have the luxury of spending long periods of time on activities that aren't school related, so a 9-hole course is more convenient to a students' schedule. Lastly, the fact that the incoming money from the golf course goes toward helping children is very attractive to college students. There are countless student organizations that

are dedicated to helping children, animals and people in need. These organizations attract thousands of students every year who have the desire to help others and give back to the community. The primary research we conducted shows that students would be more willing to play golf at a course which donated all of its proceeds to children, rather than a course that didn't. By reaching out to the numerous colleges and universities in the Austin area, you will be able to highlight the unique aspects of your course and attract a broad range of students.

- “Middle-Management” is another target audience that will benefit the Harvey Penick Golf Campus. Businesses often hold conferences, parties, socials and other networking events at golf courses. By targeting those who plan these events, middle management, you will be able to attract more business to the golf course. Not only will holding an event at the course benefit your organization, but those who attend the event will learn more about your course and possibly return in the future to play golf. Also, middle managers tend to have more freedom when it comes to their work schedule. They are able to leave work early at their own discretion, and can use this time to play at the golf campus.
- People who think golf is exclusive are another priority audience that your organization should attempt to reach. Although the stereotypes of golf may not be as evident as they once were, many people are still under the impression that golf is for the rich and that being a member of a golf club is required. By showing that the Harvey Penick Golf Campus offers affordable prices and is open to the public, First Tee will be able to challenge the idea that golfing is exclusive. This will attract all types of people from different backgrounds and income levels and show that golf can be an *inclusive* sport.
- Austin golf stores are a valuable target audience for your organization because they are able to direct business to your company. Regular golfers usually buy equipment and clothes at

these stores and are surrounded by advertising while they shop. This would be an ideal location to advertise the Harvey Penick Golf Campus to people who already have an interest in the game. Current golfers might also be interested in the youth programs that The First Tee of Greater Austin offers; many may have children they would want to involve in First Tee's program.

**Secondary Target Audiences:**

- Women- According to <http://www.buildinggreatgolf.com>, up until 2000 men comprised 80.6 percent of golfers and women only made up 21 percent of golf players in America. However, traditional standards of golf are beginning to shift. Women today have higher incomes, more advanced education and are adapting to more sophisticated tastes. In addition to this, many women are also in control of their family budget. Today, women are a rapidly growing segment in the golf industry and it is estimated that they make up 41 percent of all new golfers. Thus, it is very important to target both males and females, as they are becoming equal participants of the sport.
- Baby Boomers and the elderly – According to <http://www.buildinggreatgolf.com> over the next 10 years boomers are expected to account for an extra 75 to 100 million extra rounds played in the U.S. This is a huge potential audience and people this age typically look for the best value when shopping. Marketing the 9-hole golf course would also be attractive to this segment because people over the age of 60 may not be comfortable playing a rigorous 18-hole game.

## **Primary Research:**

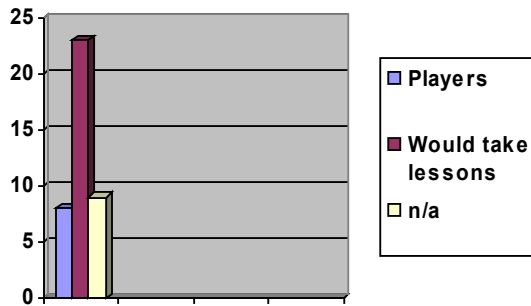
We conducted two different types of primary research: a survey and a focus group. The results of the research support our choice of target audiences, as well as the strategies and tactics that will help meet the goals and objectives of First Tee.

**Survey:** We distributed surveys to our University of Texas public relations techniques class, which is comprised of 73 students, most of which are female. We asked five close-ended questions and one open-ended question concerning age. Our goal of administering this short survey was to learn how many college students in our class have heard of the Harvey Penick Golf Campus or of First Tee of Greater Austin.

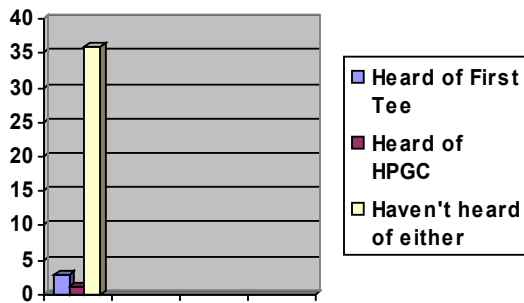
### **Results:**

Of the 73 surveys we distributed, we received a relatively low response rate, mainly due to a lack of attendance on that day. We collected a total of 40 responses from students who range from 19 to 24 years old. Four responses came from male students and the other 36 came from female students.

- Of the 40 survey, eight people play golf and 23 would be willing to take lessons to learn.



- Only three people have heard of The First Tee of Greater Austin and only one person has heard of The Harvey Penick Golf Campus.



**What the results mean:** These results show that the primary obstacle of your organization is to increase awareness of the Harvey Penick Golf Campus and its relationship to First Tee of Greater Austin. As shown in the graph above, 72 percent of the sampled audience is interested in

taking golf lessons, and only 2 percent aren't interested in learning the sport. Promoting golf lessons to college and university students would reach a large audience interested in finding a golf course (especially one that has rental equipment).

**Focus Group:** We organized a focus group to more closely examine students and their interest and knowledge of golf in Austin. We developed a set of questions (mostly open-ended) in advance and reserved a quiet conference room, where we videotaped the group and their reactions to the questions. The focus group involved six randomly chosen University of Texas students; four males and two females ranging from age 19 to 22. Questions varied from general issues such as which newspapers they read most often to more specific subjects, such as how many times they play golf during the year and if they have their own equipment. Although we gave them the option to decline any questions they were uncomfortable with, we ended up getting responses from 100 percent of the group.

**Other Findings:**

- Students surveyed felt that gender, money and time constraints are the biggest barrier to golf
- Flyers, internet networking websites (Facebook, Myspace, etc.), The Daily Texan and reaching out to organization leaders on campus are the best ways to reach the student body
- The majority surveyed reported that they participate in some type of physical exercise
- Every member of the focus group still think there is a stigma concerning golf and think of it in terms of stereotypes
- All but one person agreed that exclusivity of golf gives it a negative reputation



- When asked about the first thing they think of when they hear the word “golf,” more than one said “expensive”
- The majority said lack of money limits activities they would like to participate in
- \$30 per round is the highest average cost they would be willing to pay for a day of golf, and the whole group said they would be more willing to play if they were offered a student discount
- None of the participants have heard of First Tee of Greater Austin
- One person has heard of The Harvey Penick Golf Campus and he plays golf regularly. He was not aware that THPGC revenue goes toward First Tee.
- All but one feel that promoting low cost and the benefit to children would make them want to golf at the Harvey Penick Golf Campus
- The majority feel that ads for the golf course should show children of diverse backgrounds playing golf to show that golf isn’t just for the “Caucasian male wearing khakis and a collared shirt”

We came up with eight slogans for the golf course and asked focus group participants to identify which they preferred most. The most positive feedback came from the following:

- “Our Greens Make the World Green”
- “Looking on the Greener Side of Things”
- “Have Fun and Help Them”
- “Golfing for Austin’s Future”

**What the results mean:** The focus group generated a vast amount of useful information that helped us discern which tactics, objectives and target audiences would yield the biggest impact for First Tee. The responses show that name recognition and awareness

are two of the biggest obstacles. Additionally, strengthening the connection between the First Tee of Greater Austin and The Harvey Penick Golf Campus could be a catalyst for recruiting more golfers to the course. Results also show that a large percentage of students like to participate in physical activities and that cost is a typical deterrent in many things they would like to do. Responses demonstrate that a large number still see golf as an exclusive activity, expensive and outside of a college student's budget. Our findings and others' indicate that the best way to reach a university audience is through use of social networking websites or the school newspaper. Any articles, ads or web posts targeted at this audience should promote the low-cost of playing at THPGC and mention that course revenue goes toward scholarships for kids in The First Tee program.

### **Proposed Research:**

Due to cost and time constraints, the research conducted was limited to students at The University of Texas. Many different types of research can be performed to monitor the success of programs during implementation, as well as to plan new initiatives for the future.

Further research can be conducted easily and inexpensively at The Harvey Penick Golf Course by placing a comment card with the scorecards in carts; or, by politely asking players to fill out cards when paying for their rounds. To uncover demographics of those playing the course, ask for information such as gender and birthday on the comment card ("so the course may send free birthday rounds to valued players"). Other questions to ask include:

- What do you like best about the course?

- How satisfied were you with the course?
- How often do you play golf?
- Is this your first time to play this course?
- How did you hear about our course?
- Have you heard of The First Tee of Greater Austin or its programs?

The bottom of the card should include a “thank you” line similar to this one:

“Youth of Austin and First Tee thank you for your support... All green fees go toward First Tee to provide golf and life lessons for a child in Austin.”

The answers would provide insight into which methods work when trying to reach different age groups or genders. The last question can distinguish how strong the connection is between TFTGA and THPGC; then, the bottom line serves to simultaneously create awareness among those currently unaware. This free research can help determine whether current efforts are working or if anything should be modified to better reach certain targets.

Another survey can be distributed at golf store locations around Austin. A coupon for a free round may be given to serve as incentive to fill out the survey and as a tracking tool. Upon completing the survey, each person should be given the coupon attached to a brochure about First Tee’s mission and The Harvey Penick Golf Course. Each survey and coupon should be numbered. When a person comes in with the coupon, the number on that coupon should then be matched to the survey. By looking at the person’s survey and knowing the person probably looked at the brochure, we can find links and answers as to what really motivates people to visit the course. Best case scenario, that person would also fill out a comment card after playing; then,

this would be a good way to perform a type of pre-test/post-test analysis (pre-visit/post-visit in our case).

## **Campaign Goals & Objectives:**

### **Generate awareness in the UT community:**

- Increase number of students playing the course 10% by November 2008
- Gain coverage for First Tee and their golf course in The Daily Texan
- Obtain student volunteers through correspondence with student organization leaders
- Achieve 3,000 members of First Tee Facebook group by August 2008

### **Increase funding for The First Tee of Greater Austin's scholarship program:**

- Provide 50 additional kids with scholarships from new players' green fees
- Increase participation 20% in tournaments hosted by First Tee
- Gain 10 new sponsors by November 2008 through local business outreach
- Implement a new fundraiser to increase attendance 30% at a First Tee sponsored event by May 2009

### **Strengthen connection between First Tee and The Harvey Penick Golf Course:**

- Gain coverage of First Tee at the golf course
- Increase number of people linking to First Tee from THPGC website through creation of new graphics and content
- Display more First Tee signage around the course

### **Increase media coverage of First Tee and The Harvey Penick Golf Course:**

- Boost ratio of placed news releases relative to the number sent
- Solicit the support of a newsworthy figure in Austin by June 2008
- Double the average attendance at events by co-hosting with other Austin non-profits

### **Raise awareness of corporate event opportunities:**

- Receive coverage in 3 business publications by May 2009
- Increase participation in next Corporate Challenge tournament by 25%
- Increase participation of current sponsors' employees by November 2008

### **Strategies:**

- Utilization of several different communication channels tailored to each audience; For instance, targets such as college students may be more easily reached through Facebook while business employees can be reached through trade publications.
- Partnerships with other non-profits will increase attendance at events by reaching different demographics, audiences, etc. and gaining broader coverage.
- Combination of logical and emotional appeals since some targets will respond more favorably to factors such as low costs while others might respond to the charity for children aspect.

### **Themes & Messages:**

#### **Themes:**

Themes are the overarching ideas that apply to all of the audiences of First Tee and Harvey Penick. Themes are needed to aid the organization throughout to keep messages in the minds of their audiences and to maintain a campaign's rhythm.

- Inexpensive
- Cheap Fees
- Togetherness
- Family-friendly
- Life lessons
- Learn and play
- Charitable functions
- Scholarship
- Easy access
- Unparalleled Accessibility
- Green
- Environment Friendly

**Messages:**

Messages are the basic ideas First Tee and Harvey Penick want to convey to their target audiences. People must associate the following messages with both entities to ensure the names of each are remembered in connection with each other.

- A social activity that won't break the bank.
- Learning through playing.
- Inclusive, not exclusive.
- Wiping away the exclusivity of golf.
- Turning the tables on negative golfing stigmas.
- Changing perspectives one member at a time.
- Granting kids a future.

- Bringing family and friends together.
- Chipping our way into the hearts of the community.
- Giving back to the community.
- Granting new people access to golfing opportunities.
- Diversifying the game of golf.
- A hole in one. An opportunity for all.
- Learning and playing. Together.
- Transcending boundaries, one golf ball at a time.
- Developing character while developing skill.
- Breaking down the barriers of golf.
- The grass is always greener on *our* side.
- Together, we're better.

### **Channels of Communication:**

Channels of Communication are the broad categories of communication methods that will be used by the organization. The strategies are used in order to combine and prioritize categories. Any special circumstances uncovered during research that needs to be taken into account are covered within the strategies of the selected channels of communication.

### **Print Media:**

The Daily Texan, Texas Golfer, Austin American-Statesman, and others will be used to target specific key audiences in Austin, namely the UT community, and surrounding Austin locations. By implementing feature articles pertaining to First Tee's and Harvey Penick's relationship in Austin and golf related print media, people will take notice of both areas.

Business Journals, such as the Austin Business Journal and others within Texas, will be used to showcase First Tee's unique business model in conjunction with the use of the Harvey Penick Golf Course. By using a combination of print media, we will first target specific audiences within Austin and business communities that will spread to others associated with them.

**In-person communication:**

A variety of personal communication efforts with local businesses, UT organizations, and key areas of the Austin public will better relay information about Harvey Penick's services as well as the charitable organization they are attached with.

**Institutional advertising:**

Promotion of First Tee's reputation and Harvey Penick's image as a non-traditional golf course is one of the main messages that ties in with the theme of washing away the long history of negative stigmas in golf.

**Direct Mail:**

By sending mail to targeted businesses and UT organizations/departments, information will be processed through to the members of each group about possible corporate golfing opportunities and social outings.

**Philanthropy Programs:**

More events through First Tee and Harvey Penick through the first fiscal quarter of 2009 will further recognition of both "brands" and the services they provide for the general Austin



community. A new tournament in April of 2009 will be implemented and coordinated with another non-profit organization to increase attendance and create newsworthy hype.

**Interactive Media:**

Website interfaces for both entities need to convey their partnership more effectively. It will prove to be beneficial for both parties because the links, graphics, and media implemented into the website will easily connect the two.

**Partnership Informational:**

Acquire UT golf organizations and official teams for photo-ops, ads, and future programs for youth to improve image and add credibility to Harvey Penick and First Tee.

**Promotional Material:**

Flyers, signs, brochures, and other handouts will be given out at tabling events and other event opportunities around the UT campus as well as golfing facilities in the general area.

**Logistics:**

**Budget:**

Total Operating Budget.....	\$944,984.00
Total PR & Advertising Budget.....	\$32,348.00
PR Budget.....	\$5,000.00

Personnel Costs of Campaign:

Fall Intern (Perform Writing Duties).....	\$600.00
Fall Intern (Other misc. Duties).....	\$600.00
Spring Intern.....	\$1,000.00
Summer Freelancer.....	\$400.00
Web Designer.....	\$1,800.00

Program Costs of Campaign:

Printing Flyers & Signs for UT.....	\$100.00
Printing Research Surveys through year.....	\$30.00
Sign for Put-Put Attraction at Gregory.....	\$20.00
Mailing Costs.....	\$50.00
Printing Brochures.....	\$50.00
UT Student Launch Day	

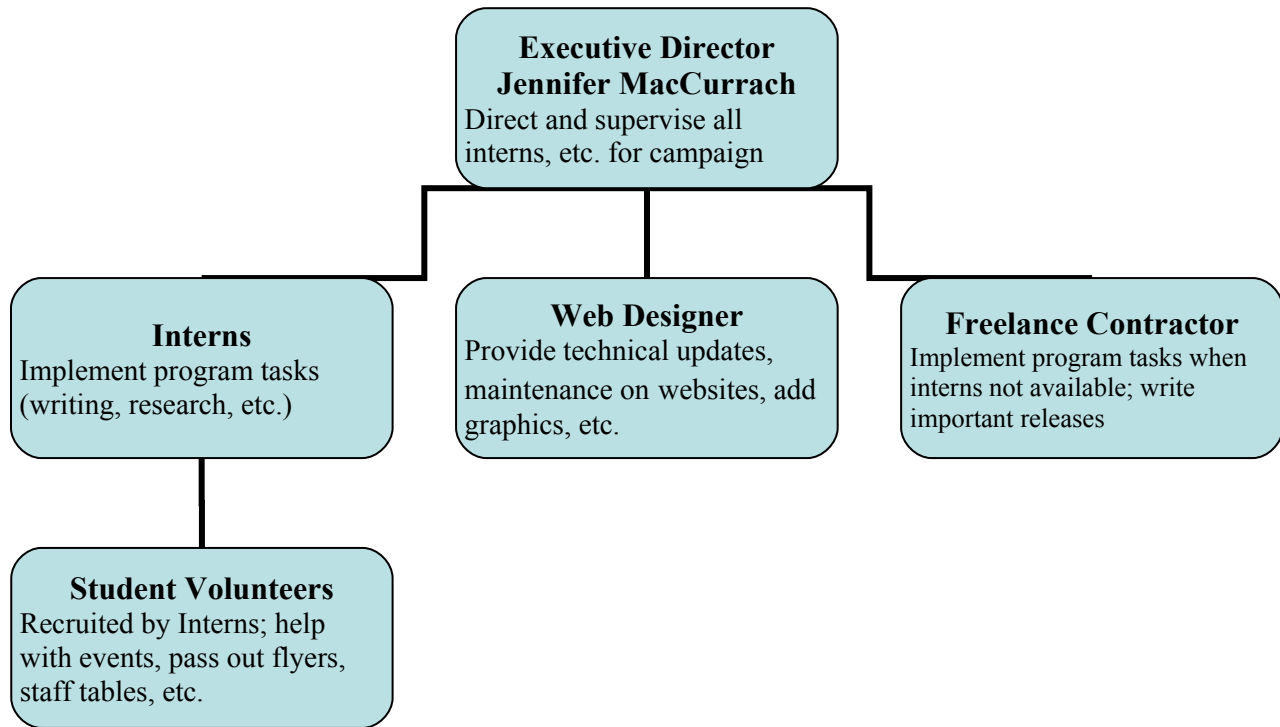
Total Cost of Campaign.....\$4,650.00

**Notes on Budget:**

The total operating budget includes costs of maintaining The Harvey Penick Golf Course owned and operated by The First Tee of Greater Austin. Also, while paying interns might seem like a big hit to the budget, it is more cost efficient than hiring a freelancer at an average rate of \$35 per hour. The cost of the web designer is a yearly cost based on 15 hours per month at a rate of \$10 per hour. Most of what needs to be completed is intangible work that will require payment to personnel only. However, there will be printing costs for flyers, signs and brochures throughout the year, as well as postage costs. The putt-putt exhibit at Gregory Gym should be fairly inexpensive since First Tee can use the same materials as used for the Kinko's Tournament exhibition.

**Staffing:**

Fall Intern.....	PRSSA Member	10 hours/week
Fall Intern.....	PRSSA Member	10 hours/week
Spring Intern.....	Career Services Listing – TBD	10 hours/week
Summer Freelance Writer .....	Dave Barron	15 hours
Instructor.....	Volunteer	6 hours
Instructor.....	Volunteer	6 hours
Coca Cola Team.....	“Activation Team”	
Web Designer.....	TBD	
Supervisor.....	Executive Director Jennifer MacCurrach	



**Notes on Staffing:**

Two members of PRSSA are to be hired for the fall semester; First Tee could pay their expenses for the 2008 National Conference in return for each working 5-10 hours per week. Then, one person will be selected in January 2009 as the spring intern; he or she can complete their internship credit requirement and will receive a stipend of \$1,000.00 for the semester. Dave Barron, the current freelance worker, will need to continue to perform various public relations duties this summer. Also, Coca-Cola, a National and local sponsor of First Tee has committed to supplement advertising for First Tee local chapters; utilizing First Tee’s current resources throughout the year will be paramount in achieving best results for the campaign.

<b>Fall Interns' Duties Include:</b>	<b>Spring Intern's Duties Include:</b>
<ul style="list-style-type: none"> <li>• write press releases and pitch stories</li> <li>• recruit students to help pass out flyers and post signs at UT</li> <li>• staff table at Gregory Gym Put-Put Exhibit to promote UT Launch Day</li> <li>• create and pass out surveys</li> <li>• pass out surveys at golf stores</li> <li>• get contact information at daily Texan and send him/her news release</li> <li>• create facebook group</li> <li>• research and communicate with other area non-profits about co-hosting</li> </ul>	<ul style="list-style-type: none"> <li>• send releases to business publications</li> <li>• seeking new sponsors</li> <li>• researching and communicating with local businesses &amp; associations</li> <li>• preparing and sending media kit for joint non-profit tournament</li> <li>• pass out flyers at UT</li> <li>• staff table at Gregory Gym Put-Put Exhibit to talk about First Tee and course</li> <li>• recruit student volunteers to help out at joint tournament</li> <li>• evaluate entire campaign (analyze surveys throughout year, compile media coverage, etc.)</li> </ul>

**First Tee PR Campaign**

**Timeline:** May 2008 - May 2009

**May 2008**

- Send out releases about Dedication Day
- Write and send press releases to Austin business publications.
- Speak with Coca-Cola about helping First Tee advertise and activate people in the area.

**June**

- Write and send feature story to News 8 Austin about parent/child tournaments
- Begin sending e-mail inquires to other non-profits about co-hosting tournament in April 2009

## **July**

- Write and mail letters to Austin businesses & associations informing them of opportunities for corporate events, Corporate Challenge Tournament and “Friday Hackers.”
- E-mail president of PRSSA, Christine Denham, about fall internship opportunity for PRSSA members.

## **August**

- Select two interns for fall in the beginning of the month
- Write and send release to Daily Texan about First Tee and UT Launch Day
- Create comment/questionnaire cards to distribute at course
- Send out news releases and pitch stories to gain coverage for UT Launch Day.

## **September**

- Pass out flyers and post signs on UT campus
- Have table at Main mall and Gregory Put-Put attraction
- Pass out surveys to students on campus
- UT Launch Day at the end of September

## **October**

- Send out news releases about UT Launch Day
- Pass out post-UT Launch Day surveys on campus

## **November**

- Create signs and flyers for golf stores
- Create Facebook Group for First Tee

## **December**

- Send press releases out about “On Course Learning” and youth in First Tee
- Make plans for joint non-profit tournament to be held in April
- Post listing with communication career services for spring intern

## **January 2009**

- Select Spring Intern
- Send releases to business publications
- Continue seeking out new sponsorships from local Austin Businesses through personal contact, etc.

## **February**

- Pass out flyers on UT campus and do Gregory Gym Put-Put Attraction again
- Create Brochures to pass out with coupons and surveys at golf stores
- Pass out surveys, brochures and coupons at golf stores in Austin

### **March**

- Send out releases about joint tournament with other non-profit
- Recruit student volunteers to help with joint tournament
- Write & mail letters to Austin businesses & associations informing about corporate event opportunities

### **April**

- Joint tournament with other non-profit.
- Send out releases after tournament.

### **May**

- Perform summative evaluation: create document showing increase in course revenue and media coverage over last year, etc.
- Pass out survey at UT to track awareness
- Post listing and find an intern for summer 2009

## **Evaluation:**

### **Ongoing Evaluation:**

- Media clippings to see if important events are being covered
- Keep up with ratio of news releases, etc. sent out compared to those being placed
- Analyze comment cards to see how many new young people and middle management types are visiting the course for the first time

- Track coupons that are matched to surveys
- Pass out surveys throughout year to UT students
- Monitor how often the coverage evokes our messages
- Conduct another focus group to check recall of messages, etc.

The interns can set aside time to do media clippings and search the internet for coverage of First Tee or THPGC. By doing this throughout the year, it should be easy to track any increases in coverage and perform content analyses to ensure the messages are getting to the right audiences. Also, it is important to have comment cards available by October 2008 for visitors of The Harvey Penick Golf Course to fill out. The comment cards provide important demographic information and also allow First Tee to begin tracking the number and types of new players throughout the year. Surveys should be passed out periodically on the UT campus as well to track changes in awareness and attitudes. Additionally, another focus group can be conducted to test the recall of messages chosen for the campaign so that they may be modified for the target if necessary.

**Summative Evaluation:**

- Compare May 2007-May 2008 course revenue with that of May 2008-May2009
- Compare attendance at First Tee sponsored events
- Pass out a final survey to UT students in May to check awareness
- Look at comment cards to see how many young people have visited the course
- Compare media coverage during campaign with media coverage of year before

- Evaluate how much of the coverage mentions just First Tee, just the golf course and then, how much mentions both of them together

The summative evaluation should be fairly simple as long as ongoing evaluations are done throughout the year. Also, quarterly financial reports will show changes in revenue indicating an increase in players. Again, final surveys can be distributed at UT to compare with initial surveys. A final analysis on the amount of media coverage (and the content) will be necessary to correctly estimate how much coverage has increased over the past year and the value of the coverage gained.

Appendix



