



Orange County
**Habitat
for Humanity®**

Orange County Habitat for Humanity Public Relations Report

Submitted to Orange County Habitat for Humanity
as part of MSCH-R 348: Public Relations Planning and Research

OCPR

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Executive Summary

The purpose behind our engagement with current and past clients as well as local residents was to understand how Orange County Habitat for Humanity representatives can better recruit clients, volunteers and donors. Within our approach to the project, our team began our research by producing a situation analysis. This situation analysis involved an evaluation of the internal and external environments of Orange County Habitat for Humanity as well as an analysis of its publics, a S.W.O.T. summary and a problem statement that would guide our qualitative and quantitative research. For qualitative research, we organized interviews with eight current and past clients of Orange County Habitat for Humanity. These interviews revolved around the existing communication strengths and weaknesses of Orange County Habitat for Humanity as an organization. Through the eight interviews, we sought to understand how the organization's representatives can improve their communication with current and past clients. Within our quantitative research, we disseminated a 66-question survey to local residents of Orange County in order to determine how Habitat for Humanity representatives can encourage more local residents to become clients, volunteers and donors. This survey centered around the perceptions, motivations and behaviors that local residents have toward Orange County Habitat for Humanity. Ultimately, 73 respondents participated in the survey via Qualtrics.

After conducting qualitative research, our team discovered that current and past clients among our interviews view Habitat for Humanity in Orange County as an organization that has helped them, and they appear to hear the common misconceptions surrounding Orange County Habitat for Humanity within their own community involvement or places of work, including the misconception that Habitat for Humanity is a charity. We also discovered that current and past clients would like to receive more news related to Habitat for Humanity through the channel of Facebook and through engagement with clients at certain local events, such as annual festivals, because this stronger communication from the organization's representatives would encourage them to help raise awareness more. Majority of the current and past clients within our interviews expressed that they would feel more inclined to identify Habitat for Humanity as an outlet for community involvement if the organization's representatives taught them how to overcome the pushback they have received in endorsing Orange County Habitat for Humanity to others in the community.

After gathering quantitative results from local residents who participated in the survey, we conducted single and cross-tab analyses. Our results generated valuable insights, such as 32 percent of those who first learned about Orange County Habitat for Humanity through a church organization rated their involvement as "very involved" in comparison to 11.76 percent of those who highly rated their involvement and first learned about the organization through local community involvement. Other insights included 85 percent of respondents who said they would be motivated to donate to the organization due to a personal belief in its mission, 21 percent of respondents stated that charity events interest them the most while 21 percent cited athletic events and finally, 89 percent of respondents chose Facebook as the social media platform they use the most. Through our different forms of research, the OCPR team devised strategic campaign ideas to advance the mission of Orange County Habitat for Humanity, and these ideas can be further explored within this report.

Report Introduction

Through our report, our team, OCPR, intends to drive the mission of Orange County Habitat for Humanity forward. As the representatives of Orange County Habitat for Humanity connect people within the community, this report connects the organization to strategic ideas that can lead to significant outcomes. Our team has organized this research report by beginning with our situation analysis of Orange County Habitat for Humanity as an organization. Within this situation analysis, we examine the internal and external environments of Orange County Habitat for Humanity as well as provide an analysis of its publics and a S.W.O.T. summary that reviews the strengths, weaknesses, opportunities and threats of the organization. We then conclude the situation analysis with a problem statement and the next steps of our research. The report then progresses to a layout of our qualitative research goals and questions as well as our quantitative research goals and questions. From there, we provide a detailed explanation of our research methodology and analysis. After this section, we outline our key findings with interpretations and supporting visuals along with specific recommendations generated from both qualitative and quantitative research. The recommendations from our qualitative research target current and past clients of Orange County Habitat for Humanity while the recommendations from our quantitative analysis target local residents of Orange County. The ultimate goal behind both methods of research was to discover how the organization's representatives can better recruit clients, volunteers and donors. The final parts of the report then include an explanation of the challenges we faced throughout the semester and the lessons gained from those challenges with a team profile, reference list and appendices. We thank you for taking the time to read this report.

Situation Analysis

Internal Environment

Vision: Orange County Habitat for Humanity's vision is to build strength, stability, and self-reliance through shelter. The organization aims to bring the community together to provide home ownership opportunities to qualified low income residents of Orange County by building new single family homes using material and labor donated by the community (Orange County Community Foundation 2005).

Mission: "Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope" (Orange County Community Foundation 2005).

Values: As an organization with an international reach, Habitat for Humanity values community service and engagement, a demonstration of love for Jesus Christ, a focus on shelter, a promotion of dignity and hope and support for sustainable and transformative development (Habitat for Humanity International, 1994).

History: According to the presentation given by Orange County Habitat for Humanity representatives, Orange County established its Habitat for Humanity chapter in 1992 (Class presentation with Orange County Habitat for Humanity representatives, Jan. 14, 2019). After its founding, board members and volunteers began building homes for qualified low income families in Paoli, French Lick, Orleans and West Baden Springs. They built the first Habitat for Humanity home in 1995. The organization has built 29 houses in 27 years with 13 houses in Paoli, nine houses in Orleans, four in West Baden Springs and three in French Lick. For over five years, Orange County Habitat for Humanity has built 12 houses through its Apostles Build partnership with approximately 25 local churches, organizations and businesses.

International Organization Background: Dr. Clarence Jordan originally developed the idea for Habitat for Humanity International through farmland he founded outside Americus, Georgia (Habitat for Humanity International, 1994). Jordan, alongside Millard and Linda Fuller, advanced the model of "partnership housing," in which those in need of adequate housing can work with volunteers to build their own affordable home. The organization, originally called Koinonia's Partnership Housing Program, built the first home for a couple named Beau and Emma with their five children. After working for three years to launch an effective construction program outside the United States in the Democratic Republic of the Congo, the Fullers established Habitat for Humanity International in 1976. The global organization now builds homes in nearly 1,400 U.S. communities and approximately 70 other countries (Habitat for Humanity International, 1994).

Organization Board Members: Orange County Habitat for Humanity has 11 members on its board (Orange County Community Foundation, 2005). Phil Miner serves as president of the board. Within this role, he manages the construction process for all homes and ensures a smooth transition for families moving into their newly-built homes. As secretary, Louise O'Connell manages family selection, policies and procedures as well as organizational events. Program Director Christi Morgan organizes mortgages in terms of origination and servicing as well as grants, bookkeeping, board communication and public relations efforts (personal email correspondence with Ms. Morgan, Feb. 11, 2019). Judy Boyer, Kim Getman, Thomas Lamb, Tom Motsinger and Willard Owen also all serve as program directors. This role entails several functions, including community outreach and

the oversight of volunteers involved in construction, plumbing, landscaping, fundraising and other logistical aspects of the organization (Orange County Community Foundation, 2005).

Past Efforts to Address Issue: As far as utilizing communications materials to diminish misconceptions of Habitat for Humanity in the Orange County community, the representatives who first visited our class explained in their presentation that the organization currently disseminates a newsletter with about 600 subscribers to promote its economic contributions to the community as well as diminish the common misconceptions (Class presentation with Orange County Habitat for Humanity representatives, Jan. 14, 2019). Yet, data population estimates from the latest U.S. Census indicate that the current population in Orange County is about 19,426 people (U.S. Census Bureau, 2017). According to Program Director Christi Morgan, the organization minimally analyzes its newsletter reach and impressions in Mailchimp (personal email correspondence with Ms. Morgan, Jan. 28, 2019). The organization also uses Facebook to address the issue of misconceptions. On its Facebook page, Habitat for Humanity promotes its housing opportunities to potential applicants and its stories of thriving families who have benefited from the support of Habitat for Humanity in Orange County (Orange County Habitat for Humanity – Facebook). The organization does not frequently examine social media analytics from its Facebook page, so there is opportunity to grow its online presence through social media to reach wider demographics in Orange County (personal email correspondence with Ms. Morgan, Jan. 28, 2019). Additionally, the organization currently gains most of its sponsors and volunteers through personal contact to aid in the issue of limited resources to serve its partner families, which poses an opportunity for the organization to engage in wider community outreach to gain more sponsor and volunteer support through methods such as Facebook. Orange County Habitat for Humanity representatives have also sent letters to the editors of local newspapers to spread the word about the positive work of the organization, such as when they are building a house with Apostles Build partners or local students (personal email correspondence with Ms. Morgan, Feb. 11, 2019). This channel of communication has also been used to inform local residents about the need the organization’s representatives might have in finding land or funding applicants. This has involved placing advertisements in local newspapers (personal email correspondence with Ms. Morgan, Feb. 11, 2019). Whenever the organization’s representatives give presentations to different local groups, they stress that Orange County Habitat for Humanity does not give away homes for free (personal email correspondence with Ms. Morgan, Feb. 11, 2019).

Past Corporate Sponsors: According to Program Director Christi Morgan, the most recent corporate sponsors of Orange County Habitat for Humanity have been the French Lick Resort & Casino, Springs Valley Bank & Trust and Hoosier Hills Credit Union (personal email correspondence with Ms. Morgan, Jan. 28, 2019). This past year, U.S. Gypsum from Shoals, Indiana provided volunteers within the Apostles Build program as well as donated drywall for the most recently-built home. Morgan explained that the organization would like to “continue and expand this relationship” (personal email correspondence with Ms. Morgan, Jan. 28, 2019). Several years ago, Orange County Habitat for Humanity received funding and volunteers from Paoli, Inc., which was recently bought out by Jasper Seating Group. According to Morgan, Jasper Seating Group is the largest manufacturing business in Orange County with factories in Paoli and Orleans (personal email correspondence with Ms. Morgan, Jan. 28, 2019).

Past Partnerships: According to Morgan, Orange County Habitat for Humanity currently partners with the Lost River Career Cooperative Building Trades program (personal email correspondence with Ms. Morgan, Jan. 28, 2019). This partnership includes a class from Paoli High School that completely constructs the Habitat for Humanity homes in Paoli with a few small exceptions, such as heating and air conditioning systems. Another class from Springs Valley High School recently

accompanied the construction process that the Apostles Build volunteers undertook in 2018 (personal email correspondence with Ms. Morgan, Jan. 28, 2019). Orange County Habitat for Humanity worked with the following local churches and organizations to build its most recent home from September to December 2018: Mt. Horeb Baptist Church, Christian Cowboys, First Baptist Church of Orleans, Lawrence County Catholic Community, Orange County Catholic Community, Bonds Chapel United Methodist Church, Paoli Mennonite Fellowship, Orleans Christian Church, Paoli Meridian Lions Club, Faith Community Baptist, Friends of Jesus Fellowship, Paoli Friends Meeting, Beechwood Christian Church, Mt. Lebanon United Methodist Church, Ames Chapel United Methodist Church, Paoli Christian Church and Paoli United Methodist Church (personal email correspondence with Ms. Morgan, Jan. 28, 2019).

Relevancy of Issue to Client: Program Director Christi Morgan cites the present issue involving misconceptions of Habitat for Humanity in the community as very relevant to the organization because misconceptions serve as a barrier to receiving applications from qualified families who may be hesitant to apply because of the misconceptions and stigmas toward Habitat for Humanity homeownership (personal conversation with Ms. Morgan, Jan. 14, 2019). Orange County Habitat for Humanity representatives stated that less applications from qualified families impedes the organization's goal of building two or more houses per year (Class presentation with Orange County Habitat for Humanity representatives, Jan. 14, 2019). The common misconceptions, such as Habitat for Humanity in Orange County receives government assistance, can also discourage more community members from becoming involved as volunteers and donors, which is another area the representatives cited as a goal for development (Class presentation with Orange County Habitat for Humanity representatives, Jan. 14, 2019).

Ongoing Initiatives about the Issue: As explained by the Orange County Habitat for Humanity representatives, Orange County Habitat for Humanity currently distributes a newsletter that informs its subscribers about current initiatives and home construction taking place in the community (Class presentation with Orange County Habitat for Humanity representatives, Jan. 14, 2019). The Orange County Habitat for Humanity representatives also provided the class with informational pamphlets that are available to the local public at the Orange County Community Foundation Building, Orleans Public Library and Judy Meehan & Associates Real Estate (Orange County Community Foundation, 2005). The pamphlets provide details on the organization's selection criteria for choosing a partner family. The criteria outlined in these pamphlets demonstrates that Habitat for Humanity does not simply "give away homes" or only helps "the poorest of the poor" (Class presentation with Orange County Habitat for Humanity representatives, Jan. 14, 2019). Another initiative that is particularly effective in a small, rural community is the power of word of mouth. Board President Phil Mininger explained during the presentation that partner families and volunteers who have been positively impacted by the organization actively dispute many of the common misconceptions about Habitat for Humanity (Class presentation with Orange County Habitat for Humanity representatives, Jan. 14, 2019).

Organization Policies: Habitat for Humanity homeowners help build their own homes alongside volunteers and then pay an affordable mortgage once construction is complete. Within the policies of Habitat for Humanity, future homeowners must complete at least 250 hours of "sweat equity" labor by aiding in the construction of their own home or helping with other projects (Orange County Community Foundation, 2005). Orange County Habitat for Humanity requires a down payment of 1 percent of the appraised value of the home, which homeowners can pay in installments before the loan closes on the constructed home. After the completion of home construction, Orange County Habitat for Humanity sells the home to partner homeowners with a zero interest mortgage. Partner homeowners repay monthly payments, including taxes, over time (Orange County Community

Foundation, 2005). The organization uses these payments to build additional houses in Orange County.

Habitat for Humanity of Orange County builds houses without discrimination due to age, race, religion, marital status, sex or national origin (Orange County Community Foundation, 2005). Orange County Habitat for Humanity requires applicant households to have resided in Orange County for at least one year and must be at least 18 years old. Orange County Habitat for Humanity and its selection committee manage an in-depth investigation of each applicant to examine actual need, the ability to pay for housing through Habitat for Humanity, evidence of financial history as well as a reputation for honest, good character (Orange County Community Foundation, 2005). This investigation includes personal interviews and visits by the selection committee members. The applicant must be in “agreement with Habitat for Humanity rules and covenant” (Orange County Community Foundation, 2005). They also must be willing to become true partners within Habitat for Humanity projects in the Orange County community (Orange County Community Foundation, 2005).

Habitat for Humanity Selection Criteria: As outlined on the official Orange County Habitat for Humanity website, the following passages outline the three main areas of criteria that each applicant must fulfill to be eligible for a Habitat home as well as the procedure for choosing a partner family –

THREE MAJOR AREAS OF SELECTION CRITERIA

1. The actual need as determined by the condition of the current shelter.
2. The ability to pay for Habitat housing.
3. The willingness to partner with Orange County Habitat for Humanity.

PROCEDURES FOR CHOOSING A FAMILY

The following procedure will be used in choosing a family:

1. Application submitted
2. References and Credit History Checked
3. Home visits and interviews by Family Selection Committee
4. Recommendations by the Family Selection Committee
5. Board approval
6. Signed covenants and agreements

When all other Selection Criteria are met, the family whose application was first received will be chosen.

Habitat for Humanity International 2018 Fiscal Year Annual Report: The following data includes key highlights from Habitat for Humanity International’s 2018 Fiscal Year Annual Report –

- “In FY2018, Habitat for Humanity helped more than 8.7 million people build or improve the place they call home” (Habitat for Humanity International, 1994)
- “In FY2018, more than 2.2 million people have gained the potential to improve their housing conditions through training (175,972) and advocacy (2,093,001)” (Habitat for Humanity International, 1994).
- “More than 1.4 million volunteers helped build homes and raise awareness about the global need for shelter in the past fiscal year” (Habitat for Humanity International, 1994).
- “Habitat for Humanity ranked highly in two studies that evaluate brands for how inspiring and enduring they are. The 2018 Enduring Brands Index gave Habitat its top ranking, based on insights from professionals and consumers. After analyzing 200 companies, nonprofits and social movements, the World Value Index ranked [Habitat for Humanity] fifth overall in [its] ability to inspire and mobilize” (Habitat for Humanity International, 1994).

Orange County Habitat for Humanity Calendar of Events: Based on our secondary research, Orange County Habitat for Humanity holds an annual auction and dinner, ground breaking ceremonies and open houses after construction is complete. As there is no official calendar of events available online or in its newsletter, the organization has the opportunity to develop a comprehensive calendar with up-to-date information on upcoming community events. By creating a yearly calendar of events, Orange County Habitat for Humanity is more likely to gain wider engagement and participation from community members. This could provide Orange County Habitat for Humanity with more exposure through word of mouth advertising and positive public relations. In return, potential volunteers and donors would be more likely to provide resources to a cause that is recognized throughout the community. Below are the three events from this past year that Orange County Habitat for Humanity posted on its Facebook page:

- Sept. 12, 2018 - Apostles Build Ground Breaking Ceremony
- April 12, 2018 - Annual Auction and Dinner
- March 12 - April 1, 2018 - Amazon Smile Triple Donations to Habitat for Humanity

Online Presence and Public Sentiment: On Orange County Habitat for Humanity's Facebook page, 525 people have liked this page and 563 people currently follow the page (as of April 17, 2019). Based on the opinion of three reviewers, the organization has a five out of five rating on Facebook. In regards to online engagement, Orange County Habitat for Humanity posts about one to two times a month and receives an average of five to 15 "likes" on majority of its posts while some posts do not gain any sort of engagement. Orange County Habitat for Humanity currently measures its Facebook impressions and "likes" within social media analytics at minimal rate (personal email correspondence with Ms. Morgan, Jan. 28, 2019). There is certainly opportunity for Orange County Habitat for Humanity to measure its online presence through Facebook analytics since this platform provides user-friendly analytics information at a low cost. Measuring its social media analytics could help the organization determine what kind of content on its Facebook page receives the most impressions and engagement in order to gain greater exposure.

Additionally, its website domain was created in 2005 (Orange County Community Foundation, 2005). The current website's structure is organized in a way that makes it easy to navigate through different webpages. Yet as stated above, Orange County Habitat for Humanity could further develop its website through engaging and informative content that details up-to-date news on organizational activities with a calendar of upcoming events.

Media relations plays a key role in forming public sentiment about an organization. According to its representatives, Orange County Habitat for Humanity has a solid relationship with local newspapers and publications (Class presentation with Orange County Habitat for Humanity representatives, Jan. 14, 2019). Most newspapers in Orange County, Indiana circulate on a weekly basis (Class presentation with Orange County Habitat for Humanity representatives, Jan. 14, 2019). Local newspapers with a large readership base, such as the *Paoli News-Republican* and *Springs Valley Herald*, have reported stories about families supported by Habitat for Humanity through affordable housing (personal email correspondence with Ms. Morgan, Feb. 11, 2019). Orange County Habitat for Humanity representatives expressed that the prominence of common misconceptions still prevails and as a result, creates an issue toward gaining greater positive public sentiment (Class presentation with Orange County Habitat for Humanity representatives, Jan. 14, 2019).

External Environment

Competition and Support Environment: Orange County Habitat for Humanity is a part of one of the most prominent and sustainable nonprofit organizations in the United States. On a local scale, Orange County Habitat for Humanity faces issues regarding frequent misconceptions about their mission. According to Orange County Habitat for Humanity representatives, these misconceptions include “Habitat gives away houses for nothing” and “Habitat is a government-supported organization” (Class presentation with Orange County Habitat for Humanity representatives, Jan. 14, 2019). Along with the issue of common misconceptions that circulate in the community, Orange County Habitat for Humanity faces competition from other nonprofit organizations lending their efforts to provide affordable housing across the United States. Housing industry competitors such as Rebuilding Together Inc., National Low Income Housing Coalition, and NeighborWorks America are all organizations that focus their efforts on providing affordable housing and building/rebuilding homes in rural areas.

Rebuilding Together Inc., works to “preserve affordable homeownership and revitalize neighborhoods by providing free home repairs and modifications for neighbors in need” (Rebuilding Together, Inc., 2000). The National Low Income Housing Coalition “educates, organizes and advocates to ensure decent, affordable housing for everyone” (National Low Income Housing Coalition, 1996). Founded in 1978, NeighborWorks America “creates opportunities for people to live in affordable homes, improve their lives and strengthen their communities” (NeighborWorks America, 1999). Other competitors of Orange County Habitat for Humanity that could be competition for volunteer and financial support in the area include the Mercy Center, local food pantries in Paoli and French Lick, the Orange County Recycling Co-Op and the newly-opened Safe Haven addiction recovery center (personal email correspondence with Ms. Morgan, Feb. 11, 2019). Although Orange County Habitat for Humanity has established supportive partnerships with different nonprofit organizations in the community, such as the various church organizations that provide volunteers and monetary support for home constructions, there are other charitable organizations that could affect the number of volunteers and donors that Orange County Habitat for Humanity gains in order to support its partner families.

As demonstrated through its past partnerships and corporate sponsors, Orange County Habitat for Humanity has strong support from companies and other organizations within the community. The various platforms of past partners and corporate sponsors, such as French Lick Resort & Casino or Paoli Christian Church, can help create wider exposure and positive perceptions of Orange County Habitat for Humanity to different demographics within the community.

Wider Community Statistics: Habitat for Humanity in Orange County has significant advantages and drawbacks in regards to affordable housing and the overall economic state of the community. The fact that the median household income in Orange County is \$41,438 in comparison to the overall state median income of \$50,433 means that Habitat for Humanity has the advantage to serve more families in need of affordable housing in this county than other areas in Indiana (Indiana Department of Workforce Development, 2018). Another advantage to help Orange County Habitat for Humanity attain its goal of building two or more houses per year is that construction and manufacturing are two of the top three industries in Orange County (Indiana Department of Workforce Development, 2018). This allows greater access to local construction and manufacturing companies for corporate sponsorship as well as the materials needed to build a house. Community statistics that may be a disadvantage to Habitat for Humanity in Orange County is that median rent payment is approximately \$180 cheaper than the state median rent payment and residents in Orange County are less likely to have access to high-speed internet than the average Hoosier (U.S.

Bureau of Economic Analysis, 2018). If rent payment is lower than the state average, less Orange County residents may be in need of affordable housing through Habitat for Humanity. Furthermore, if less residents have access to high-speed internet, Habitat for Humanity has a lower chance of reaching and publicizing its organization's mission to local residents through its website and Facebook page.

Local Activism: The opioid epidemic has plagued rural communities in the past several years, which has prompted southern Indiana counties to generate efforts to fight this epidemic affecting local residents. Activist efforts in southern Indiana communities have comprised of community awareness, policing and ongoing research. Local activism toward combating the opioid epidemic has been successful in lowering the number of opioid deaths this past year (Rickert, 2018, March 24). The opioid epidemic affects the mission of Orange County Habitat for Humanity because it contributes to less families having the income and stability to meet the organization's criteria due to personal issues like addiction. Orange County Habitat for Humanity aims to build self-reliance for its partner families, but according to its representatives, the organization also requires partner families to be adequately employed or have permanent income to pay mortgage payments (Class presentation with Orange County Habitat for Humanity representatives, Jan. 14, 2019).

Publics Analysis

All Publics: The following entails an analysis of all publics in Orange County, Indiana in regards to Orange County Habitat for Humanity:

- Orange county residents who would benefit from Habitat for Humanity housing, but are not applying (potential eligible applicants and clients)
- Orange county residents who do not support the mission of Habitat for Humanity
- Orange county residents who are not aware of Habitat for Humanity
- Habitat for Humanity applicants
- Current Habitat for Humanity volunteers
- Current Habitat for Humanity board members
- Current Habitat for Humanity financial donors
- Past and present Habitat for Humanity clients
- Past and present Habitat for Humanity corporate sponsors
- Past and present Habitat for Humanity partners
- Potential volunteers
- Potential board members
- Potential financial donors
- Potential corporate sponsors
- Potential partners

The following statistical data on different aspects of the Orange County public, such as household income and education level, originate from the most recent U.S. Census and the Orange County Community Profile provided by the Indiana University Center for Rural Engagement:

- Median household income: \$41,438
- Median per capita income: \$26,536
- Poverty rate: 14.4 percent
- Medium home value: \$90,400
- Rate of residents who have a high school diploma: 83.3 percent
- Rate of residents who have a bachelor's degree: 11.9 percent
- Median rent payment: \$578
- Local unemployment rate: 3.9 percent

Key Publics and their Influencers: We have identified several key publics that are crucial to the organization's success and achievement of its goals:

- **Orange County residents within low income households who would benefit from Habitat for Humanity housing, but are not applying (potential eligible applicants)** – It is essential to target the eligible local residents who would benefit from Habitat for Humanity's services, yet they are not applying. Through studying these residents, Orange County Habitat for Humanity can seek to understand how the common misconceptions affect residents' decisions to apply or not, and how to increase the rate of eligible residents who apply. Their influencers would comprise of local government organizations for financial support as well as local food pantries to gain access to meals on a lower income.
- **Orange county residents who do not support or are not aware of the mission of Habitat for Humanity** – Promotion to residents in the community who are not aware of Habitat for Humanity is key to promoting the facts about the organization. The common misconceptions surrounding Habitat for Humanity, such as "Habitat gives away houses for nothing," "Habitat is a government-supported organization," "Habitat only helps the poorest of the poor," cause local residents

to have inaccurate perceptions of Habitat for Humanity and can damage community support. According to Board President Phil Mininger, local residents also create harmful associations between Habitat for Humanity and some partner families who do not properly care for their properties (personal conversation with Mr. Mininger, Feb. 2, 2019). The influencers of these residents would be community leaders (local government, school boards) community companies and organizations (Lost River Career Cooperative Building Trades, French Lick Resort & Casino) as well as religious leaders.

- **Potential volunteers and supporters** – Promotion to those in the community who would potentially be interested in becoming involved with Orange County Habitat for Humanity as a volunteer or board member is critical to expanding the organization’s support network. The influencers of these residents would be nonprofit organizations in the community, religious leaders, organizations involved with the Apostles Build program and local government leaders.
- **Potential financial donors** – Reaching local residents who could become financial donors is key to accumulating more resources to serve more partner families. The influencers of these residents would be religious leaders, partner families who have been positively impacted by Habitat for Humanity, organizations already involved with the Apostles Build program as well as organizations and companies that have worked with Orange County Habitat for Humanity in the past.
- **Potential corporate sponsors and partners** – Potential corporate sponsors and partners could also provide wider resources and materials to Orange County Habitat for Humanity, such as helping the organization within the construction process. The influencers of these groups would be partner families who have been positively impacted by Habitat for Humanity as well as organizations and companies that have worked with Orange County Habitat for Humanity in the past.

Psychographics: As far as local consumer spending, the smaller towns within Orange County have less options when shopping for groceries. According to Board President Phil Mininger, the local Save-A-Lot store recently went out of business. As a result, the majority of local residents, including our target publics, now shop at Walmart because there is not as many “mom and pop stores” anymore (personal conversation with Mr. Mininger, Feb. 2, 2019). In addition to Walmart, the only other major store that sells fresh produce in the area is the Lost River Market & Deli, which Mininger cited as a great economic driver within Orange County after this market opened in 2007 (personal conversation with Mr. Mininger, Feb. 2, 2019). The lower access to nutritious food that allows local residents to develop healthy lifestyles has caused the obesity rate in Orange County to stand at 34 percent (Indiana University Center for Rural Engagement, 2018). Additionally, the Orange County community has over 30,000 acres of federally-protected forest area that provides opportunities for physical activities such as hiking, yet the current rate of physical inactivity is 31 percent (Indiana University Center for Rural Engagement, 2018). If the key publics from our research want to explore more populated areas to find entertainment, Mininger cited Louisville and Bloomington as popular places for local residents to experience nightlife, arts and culture since both cities are one hour away from Orange County (personal conversation with Mr. Mininger, Feb. 2, 2019). However, Orange County itself has a booming tourism industry due to the success of the West Baden Springs Hotel, ranked on Conde Nast’s Gold List, and the French Lick Resort & Casino, named the Best Historic Property by USA Today (Indiana University Center for Rural Engagement, 2018). These resorts also attract community members, including our target publics of local residents as well as current and past clients, who seek entertainment close to home (Indiana University Center for Rural Engagement, 2018). In terms of reaching younger demographics to gain volunteers, clients and donors, a popular


extracurricular activity among Orange County youth is the 4-H Club (Indiana University Center for Rural Engagement, 2018). Through the four H's (head, heart, hands, health), "students in 14 clubs across the county learn everything from agriculture to robotics...they gain life skills including citizenship, leadership and responsibility" (Indiana University Center for Rural Engagement, 2018). Mininger cited that Orange County is struggling to keep youth who leave after high school or college because they do not see as many opportunities to develop in Orange County, which has negatively affected the local economy (personal conversation with Mr. Mininger, Feb. 2, 2019). These different statistics and facts are relevant to the mission of Orange County Habitat for Humanity because it is critical to understand the lifestyles, interests and consumer preferences of our target publics in order to develop recommendations for implementation that are strategic and support the mission of Orange County Habitat for Humanity.

Media Habits: The following information outlines the media habits of residents in Orange County, Indiana based on research gathered from the Orange County Community Profile provided by the Indiana University Center for Rural Engagement as well as information provided by Orange County Habitat for Humanity representatives.

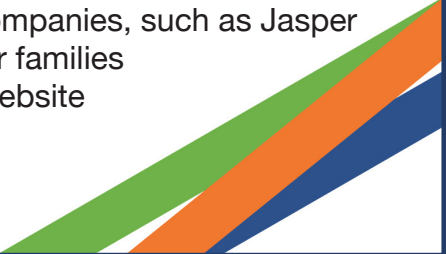
- Internet: In the past year, Orange County residents had access to high-speed internet at a rate of 55.7 percent, which was 27.8 percent less than the state average (Indiana University Center for Rural Engagement, 2018). From this data, we can interpret that media consumption through the internet is not exceptionally high in Orange County. However, younger demographics have widely proven to use the internet as a predominant channel for information so this media outlet should not be ruled out entirely due to its ever-present nature that allows users to post social and promotional information consistently in a cost effective way (Indiana University Center for Rural Engagement, 2018).
- Television: Data taken by the U.S. Bureau of Labor Statistics from 2013 to 2017 found that Indiana residents at ages 15 and older watch an average of 2.8 hours of TV per day, which adds up to nearly 20 hours of television per week (Krantz-Kent, 2018, September). Amidst the rise of online streaming, TV still holds an important place in the everyday lives of Hoosiers. From this government data, we can conclude that disseminating information through the medium of television would be beneficial to Orange County Habitat for Humanity because more Orange County residents are likely to have television access than internet access. However, we understand that advertising and promotion through the medium of television may not be a viable option for the organization. Therefore, we recommend a focus on the internet as an effective channel to disperse information because it is more feasible in terms of cost, and will likely become more and more accessible to Orange County residents as technology further develops.
- Newspaper and other news publications: Three major newspapers in the Orange County community are *The Progress Examiner*, *Paoli News-Republican* and the *Springs Valley Herald* (personal email correspondence with Ms. Morgan, Feb. 11, 2019). Despite the readership behind traditional media, the Orange County Habitat for Humanity representatives stated that the local newspapers in Orange County mostly circulate on a weekly basis (Class presentation with Orange County Habitat for Humanity representatives, Jan. 14, 2019). Although Orange County Habitat for Humanity representatives have attempted to spread awareness through advertisements in local newspapers, traditional media could still be an effective channel for promoting Orange County Habitat for Humanity due to support from our findings revealing that our target publics prefer to receive local information widely through this particular channel. Refer to the sections of Qualitative Findings and Quantitative Findings for more information.

S.W.O.T. Summary


STRENGTHS

- Widely viewed as a beneficial part of the community by partner families, corporate sponsors and local organizations
 - Loyal support from families who have been positively impacted by Habitat for Humanity
 - Positive relationships with local companies, organizations, programs and high schools through corporate sponsorships and partnerships, such as Apostles Build program
 - Effective media relations
 - Committed board members
 - Strong approval from Habitat for Humanity Indiana and Habitat for Humanity International
 - Partnership with Lost River Career Cooperative Building Trades program generates long-term supporters
- 


OPPORTUNITIES

- Expand volunteer and donor network through publicity methods within communication channels, such as Facebook
 - Increase the number of eligible applicants and local knowledge about Habitat for Humanity by distributing informational pamphlets to popular, public places in Orange County
 - Grow social media presence by possibly developing a Facebook group
 - Widen the newsletter's reach by analyzing impressions in the Mailchimp platform
 - Develop an official, comprehensive calendar of yearly events
 - Educate Orange County local residents on the mission of Habitat for Humanity by emphasizing the facts rather than repeating the misconceptions
 - Build more partnerships with other local organizations and companies, such as Jasper Seating Group, to gain more resources to better serve partner families
 - Create compelling, updated content to share on the official website
- 

WEAKNESSES

- Low social media presence
 - Low community engagement outside one to three annual events
 - Low funding
 - Low number of qualified applicants
 - Limited resources that affect the organization's ability to serve more partner families
 - Website does not encourage user engagement with outdated information
- 

THREATS

- People who do not believe in the mission of Orange County Habitat for Humanity
 - Common misconceptions about the organization's mission that could spread to potential clients, volunteers or donors, and deter them from applying or becoming involved
 - The limited access to quality donated or discounted land could impact the organization's ability to continuously build homes every year
 - Other prominent nonprofit organizations in the community as well as other housing industry organizations that could create competition in gaining volunteer and financial support
 - Market trends in the housing industry that could raise the costs of construction
 - Multiple misconceptions about the organization's structure (funding, how families earn Habitat homes, etc.)
- 

Habitat for Humanity in Orange County, Indiana within the last year has encountered barriers to its mission of bringing people together to build affordable housing for community members.

The next steps include gaining a better understanding of how to effectively recruit clients, volunteers and donors for Orange County Habitat for Humanity. Through primary research, we conducted a series of interviews with current and past clients. We also disseminated a survey to local residents centered around the perceptions, motivations and behaviors that Orange County residents have toward Habitat for Humanity. Our work with the client of Orange County Habitat for Humanity involves learning how to communicate effectively as well as identify the current strengths and weaknesses within the organization's communications practices. This has led to a report with survey and interview data that we have evaluated as well as secondary research that we have collected to provide recommendations for implementation strategies that Orange County Habitat for Humanity representatives can use to combat its issues and exercise opportunities to further develop as an organization.

Research Goals & Questions

Qualitative

Barriers

GOAL: Discover the perceptions that exist about Orange County Habitat for Humanity within our target publics.

- a. RQ: Where do the common misconceptions surrounding Orange County Habitat for Humanity originate?
- b. RQ: What messages are our target publics receiving about Orange County Habitat for Humanity?

Motivations

GOAL: Discover what would motivate current and past clients to become ambassadors of Habitat for Humanity by spreading awareness of this organization to the community.

- a. RQ: What would motivate our target publics to actively share accurate information about Habitat for Humanity with other local residents?
- b. RQ: How can we encourage our target publics to endorse Habitat for Humanity as its awareness ambassadors/advocates?

Channels and Settings

GOAL: Pinpoint which medium our target public interacts with most frequently.

- a. RQ: Which media channels/mediums would be most effective in reaching our target publics?
- b. RQ: What are likely to be the most effective settings to reach our target publics?

Quantitative

Barriers

GOAL: Uncover the perceptions of Habitat for Humanity and its role in the Orange County community among our target public of local residents.

- a. RQ: How widely known is Orange County Habitat for Humanity among local residents?
- b. RQ: What general impressions do local residents of Orange County have toward Habitat for Humanity?

Motivations

GOAL: Discover how to encourage Orange County residents to become involved with Orange County Habitat for Humanity as clients, volunteers and/or donors.

- a. RQ: What would motivate members of the community to become involved with Orange County Habitat for Humanity?
- b. RQ: What has previously encouraged our target public to become or not become involved in Orange County?

Channels and Settings

GOAL: Identify effective mediums and settings to reach our target public of local residents.

- a. RQ: How would our target public prefer to receive news related to Habitat for Humanity?
- b. RQ: What local outreach programs/events have successfully gained the attention of our target public?

Research Methodology

Justification for Selection of Qualitative Method

OCPR chose the method of interviews for qualitative research because we believed that individualized interviews with the target publics of current and past clients would allow these respondents the time and space to provide more detailed, personal feedback necessary for our research. The direct nature of interviews did create a setting where respondents could provide more honest feedback that they may have not shared within another method of data collection. Through the method of interviews, respondents had the opportunity to go more in-depth with their answers and provide more personal thoughts. Therefore, this method allowed the OCPR team to gather quality information within our data that is beneficial to the mission of Orange County Habitat for Humanity.

Our population of interest in our qualitative research is current and past clients of Orange County Habitat for Humanity. We recruited this target public through the contact information provided by Orange County Habitat for Humanity representatives, and we then called and conducted eight different interviews with current or past clients to gain an understanding of the organization's communication strengths and weaknesses. Through these interviews, we aimed to discover how Orange County Habitat for Humanity representatives can improve communication with current and past clients.

The types of items within our qualitative interview instrument ranged from demographic items such as, "Which city in Orange County do you live in?" to open-ended items such as, "How would you describe your relationship with Orange County Habitat for Humanity?" Refer to Appendix B for the full qualitative interview instrument.

Qualitative Data Collection Logistics

The following details data collection logistics from members of the OCPR team who conducted interviews:

Annie Quigley:

Date of Interview – Feb. 19, 2019
Time – Conducted interview from 1:47 p.m. to 2:04 p.m.
Length – 17 minutes
Interview Mode – Over-the-phone personal interview
Location – Indiana University Bloomington/Orleans, IN

Bailee Renfro:

Date of Interview – Feb. 18, 2019
Time – Conducted interview from 2:45 p.m. to 3:00 p.m.
Length – 15 minutes
Interview Mode – Over-the-phone personal interview
Location – Indiana University Bloomington/Paoli, IN

Madison Gilliland:

Date of Interview – Feb. 18, 2019
Time – Conducted interview from 1:18 p.m. to 1:33 p.m.
Length – 15 minutes
Interview Mode – Over-the-phone personal interview
Location – Indiana University Bloomington/Paoli, IN

Nikki Saecker:

Date of Interview – Feb. 25, 2019
Time – Received interview responses at 3:45 p.m.
Length – N/A (emailed responses)
Interview Mode – Emailed personal interview (respondent preferred not to be contacted over the phone)
Location – Indiana University Bloomington/Paoli, IN

Samantha Burdine:

Date of Interview – Feb. 22, 2019
Time – Conducted interview from 10 a.m. to 10:12 a.m.
Length – 12 minutes
Interview Mode – Over-the-phone personal interview
Location – Indiana University Bloomington/Paoli, IN

Gwen Pickett:

Date of Interview – Feb. 20, 2019
Time – Conducted interview from 9:01 a.m. to 9:23 a.m.
Length – 22 minutes
Interview mode – Over-the-phone personal interview
Location – Indiana University Bloomington/Paoli, IN

Carsen McCune:

Date of Interview – Feb. 20, 2019
Time – Conducted interview from 11:57 a.m. to 12:07 p.m.
Length – 10 minutes
Interview Mode – Over-the-phone personal interview
Location – Indiana University Bloomington/Paoli, IN

Alexia Barraza:

Date of Interview – Feb. 25, 2019
Time – Conducted interview from 7:02 p.m. to 7:16 p.m.
Length – 13 minutes
Interview Mode – Over-the-phone personal interview
Location – Indiana University Bloomington/Paoli, IN

Qualitative Analysis Details

Analysis Process & Code Development: After carefully examining our transcripts, members of our team discussed their own results from each interview. In relation to our research goals, we discussed the perceptions we found past and current clients to have of Orange County Habitat for Humanity, their motivations and what would be effective channels and settings to reach this target public. We discussed distinctive responses gathered from past and current clients as well as similar responses that were voiced across different interviews. We methodically developed our codes by focusing on our research goals and the answers we sought from our research questions. Our research goals and questions served as a guide to help us develop our codes and sub-codes of Barriers – Misconception Source and Messages Received, Motivations – To Share Information about Habitat for Humanity and Endorsement as well as Channels and Settings – Mediums and Effective settings.

Coding Process: Our team members used the comment feature in Microsoft Word to code each of our interview transcripts, labeling key responses with our codes centered around Barriers, Motivations and Channels and Settings with the sub-codes of either Misconception Source and Messages Received (Barriers), To Share Information about Habitat for Humanity and Endorsement (Motivations) or Mediums and Effective settings (Channels and Setting). We contextualized our codes by focusing on the frequency of a response in our interviews, the intensity behind a response, the specificity and particular experience that a respondent conveyed within a response, responses that co-occurred and lastly, responses that indicated agreement or disagreement with other related responses within an interview. With each contextualized code, we labeled it with an asterisk. We also highlighted codes in yellow as “other” codes that were relevant to our research questions as particularly interesting information provided by our respondents.

Code Analysis: As our team examined our coded transcripts, we first identified common themes among the responses within our interviews by noting the similarities in separate responses that addressed our research questions, such as several respondents mentioning Facebook as a popular channel from which they receive local news. This involved evaluating the frequency of our codes across separate responses within our eight interviews. Our team members then reviewed our contextualized codes labeled with asterisks and assessed the frequency of topics, the intensity toward different topics, specific and personal responses, the co-occurrence of topics and disagreement or agreement for different topics. We also took note of our “other” codes to obtain quotes that provided significant information for the final report. At the end of our analysis, we collected relevant quotes that answer our research questions as outlined in the Qualitative Findings section below.

Refer to Appendix F for a list of our codes and all coded interview transcripts.

Justification for Selection of Quantitative Method

As defined in *Strategic Public Relations Management*, quantitative research refers to any systematic collection of data that is “highly objective and projectable, using close-ended, forced-choice questionnaires. These studies tend to rely heavily on statistics and numerical measures” (Austin and Pinkleton 360). After conducting a quantitative survey and analyzing its results, our team found that the strengths of quantitative research and analysis include that this method can be statistically valid with results that can be projected onto a population if the sample is representative. Another strength of this method is it produces numeric, unequivocal results with a range of analysis techniques. The weaknesses of this method are that numerical measures can lack context and do not provide ample opportunity to probe for additional reasoning that can reveal patterns within data analysis. Establishing the set of choices within a questionnaire design can force respondents to pick a choice that may not be accurate to their perspectives or experiences. Nevertheless, the results of our quantitative survey conveyed key findings to our research goals and questions as well as insights into our target public of the local residents of Orange County.

Our population of interest in our quantitative research is local residents of Orange County. We created a questionnaire survey within Qualtrics and disseminated this survey to local residents with recruitment support from Orange County Habitat for Humanity representatives. Through our questionnaire survey, we sought to understand the perceptions, motivations and behaviors that Orange County residents have toward Orange County Habitat for Humanity.

Quantitative Questionnaire Design

The types of subject items within our quantitative questionnaire design included:

Item #3: Do you use social media?

- **Level of Measurement:** Nominal Level (Discrete)
- **Type:** Closed-Ended (Dichotomous)

Item #9: Do you typically sign up for business/organization newsletter emails?

- **Level of Measurement:** Nominal Level (Discrete)
- **Type:** Closed-Ended (Multiple Choice)

Item #13: How frequently do you attend local events?

- **Level of Measurement:** Interval Level (Continuous and Contingency Item)
- **Type:** Likert Scale

Refer to Appendix E for a full list of our quantitative questionnaire design from the Channels and Settings section of the survey.

Quantitative Analysis Details

Our entire quantitative analysis involved a mix of single-item analysis and cross-tab analysis. After analyzing responses in the form of percentages with the means, standard deviations and scales of continuous subject items, we found two subject items from the questionnaire survey that could be restructured for improvement.

Which social media platform do you use the most?

The deficiency behind this particular item is that it's slightly repetitive to another item, "Rate how much you use each of the following" since both items could have resulted in respondents indicating that they use a certain social media platform "very frequently" and "the most." Although it is necessary to know which social media platform is the most popular among local residents and if social media would even be an effective medium of communication to reach our target public, we found it was important to avoid items that may cause participants to take the survey less seriously as one participant commented on this question, "Look at your prior question." Our team would rewrite this question for improvement as, "**Which social media platform is your favorite?**" with response options of "Facebook," "Twitter," "Snapchat," "LinkedIn" and "Other" with request for further specification. This question would still generate responses that indicate which social media platforms are most used by our respondents, but the wording would appear less redundant within a survey questionnaire.

Have you ever unsubscribed from an email newsletter?

The deficiency behind this particular item is that it could be improved through better wording. The item aims to understand the tendency of our respondents to unsubscribe from newsletters in examining if this medium of communication would be effective. Yet, a respondent could still choose "Yes" even if they have only unsubscribed from a newsletter once, which does not necessarily indicate a tendency to unsubscribe from newsletters. Our team would improve this item by rewriting it as, "**How often do you unsubscribe from email newsletters?**" with options deriving from a Likert scale of Never, Rarely, Occasionally, Frequently and Very Frequently to better understand the likelihood of our respondents staying engaged with an email newsletter from Orange County Habitat for Humanity.

Qualitative Findings

Barriers

GOAL: Discover the perceptions that exist about Orange County Habitat for Humanity within our target publics.

Research Question: What messages are our target publics receiving about Orange County Habitat for Humanity?

The research gathered from personal interviews indicates that current and past clients are receiving the message that Orange County Habitat for Humanity aims to help local families in need of affordable, adequate housing who meet specific selection criteria.

Our respondents appeared to think that Orange County Habitat for Humanity wants its partner families to succeed with a zero interest mortgage and financial support. Although the past and current clients among our interviews perceive Habitat for Humanity in Orange County as an organization that has helped them, some respondents mentioned others not involved in the organization think differently. They have found other community members have the misconception Habitat for Humanity is a charity or do not even know about Habitat for Humanity.

“The benefits are that obviously, they help struggling families, help people get back on their feet. They can take the money that they’re using for rent or whatever and actually put it into a house and actually own it and build up equity on it. As for negative aspects of it, I can’t really give any negative it’s all been a positive experience with them.” (Male)

“They are doing big things. I know they need more. A lot of people don’t know about them, like a lot of people. I’ve lived in this town for 10 years and did not know that there was a Habitat for Humanity in Orange County.” (Female)

Also, some respondents mentioned miscommunication and organizational issues during the process of moving into their Habitat home.

“One time I guess I would say was when we were first trying to get into the house. My husband prior had lost his job and we were supposed to have gotten our house like right after the school year had ended. Anyways, it was some issues and a couple of people that I felt that was on the board and that works for Habitat was trying to keep us from being in the house, but I ended up doing some more research and kind of like going over their head a little bit. Anyways, we got in our house...I guess after I did my research, I don't think that we should have had to went through that because my husband had a job, you know, all those years prior and everything and they wanted us to do budgeting classes. And I don't know, it was a little bit of a chaotic mess when we first got in our house and I just don't think that was even necessary the stuff that they had actually put us through...I don't know if there’s anything I’d like to know. Oh, there’s a family that has a Habitat house that don’t have any kids. I was under the impression that it was for people that had kids.” (Female)

Research Question: Where do the common misconceptions surrounding Orange County Habitat for Humanity originate?

Based on the feedback our respondents provided during interviews, the current and past clients of Orange County Habitat for Humanity appear to hear the common misconceptions from their community groups or places of work.

One respondent noted that Habitat for Humanity has advertised itself in the local Orleans paper by highlighting that they are not a charity. Despite this, she still feels her friends at church have a stigmatized perception of the organization even after her positive personal experience with Habitat for Humanity.

“Like me by working in the clinic, you know, you got somebody, and it’s like raining [financially] and I’m like, ‘Oh no, have you tried [partnering with Habitat for Humanity]...and they’ll say, ‘Well, we don’t know much about it and have heard things like it is government-supported and only helps really poor people so we may not even be eligible.’” (Female)

Motivations

GOAL: Discover what would motivate current and past clients to become ambassadors of Habitat for Humanity by spreading awareness of this organization to the community.

Research Question: What would motivate our target publics to actively share accurate information about Habitat for Humanity with other local residents?

Our respondents explained that they would like to receive more news from Habitat for Humanity, such as when new construction projects are taking place, because it would encourage them to help out more. Many respondents appeared to want to volunteer in the building process and share information about the organization, but feel they are unable to because of a lack of information.

One respondent also conveyed that in order to endorse Habitat, they want their values to align with Habitat for Humanity as an organization.

“For one, even though I have a Habitat house, I don’t know when they are doing another build. I don’t know what’s going on. They don’t notify us like ‘Hey there’s a house build going on at such and such a place, we’ll be there on Saturday.’ They don’t let us know, and I don’t get the paper, so we don’t hear about Habitat for Humanity.” (Female)

“My family and I look for trustworthiness and someone you can depend on. We want to know we can put our trust in an organization that is reliable and responsible.” (Female)

Research Question: How can we encourage our target publics to endorse Habitat for Humanity as its awareness ambassadors/advocates?

Our findings suggest that majority of current and past clients would be willing to endorse Orange County Habitat for Humanity based off their positive experiences, the benefits they have received and how the organization has greatly impacted their lives.

The majority of our respondents expressed appreciation for the help they received from the organization and their gratitude connected them to identifying Orange County Habitat for Humanity as an outlet for community involvement if they knew how to properly overcome any pushback they would receive in endorsing the organization. Some explained they have received pushback when promoting Habitat for Humanity to others because of misconceptions, such as Orange County Habitat for Humanity gives homes away.

“Habitat for Humanity is a great way to become involved because you know, you have to put your 250 equity hours in and if you get those finished to build your house, you don't have to build the next house to finish those hours, but the great thing is you don't have to stop there, you know, we already have our hours here at our house and whenever they start on the next house we want to go ahead and help build that house too. And hopefully even more after that.” (Female)

“I kept trying to inspire one family with six kids to apply and she was like, ‘Oh, I don't know.’ She was hesitant because she felt it was charity...” (Female)

Channels and Settings

GOAL: Pinpoint which medium our target public interacts with most frequently.

Research Question: Which media channels/mediums would be most effective in reaching our target publics?

Majority of our respondents cited Facebook, the local newspapers and word of mouth as channels that news within Orange County travels through effectively. In regards to Facebook, several respondents talked about a Facebook group, “Paoli Talk,” that local residents post information within.

One respondent suggested Habitat for Humanity develop a similar Facebook group for current and past clients to obtain information from the organization.

[When asked about how she gets news] “Well right now, Facebook. They have a Paoli Talk webpage...I guess you have to be a member to see it...but a lot of people post in there. They should start a Habitat page and they can start putting information on there or something. I mean, the only time that they actually send letters out it's to the annual dinner, and then they'll tell you what had happened throughout the year and so on. So we went to a couple of those years ago, but we haven't even gone to the dinner recently.” (Female)

“There's another thing on Facebook called Paoli Talk. I'm a member of that.” (Male)

Research Question: What are likely to be the most effective settings to reach our target publics?

Respondents within our interviews talked about different festivals within towns in Orange County as events that generate high numbers of attendees. Other larger settings also mentioned were church events and seasonal events at French Lick Hotel & Casino.

“Each town in Orange County, like Orleans and Paoli, have their own festivals each year that bring in people from around the area.” (Female)

“Yeah, every once and while on Thursday's, one of our churches down here has a program that I like to go to. I've had family struggling with you know, drugs and stuff for a while and I like to go and show my support.” (Female)

Qualitative Campaign Ideas & Recommendations

Recommendation 1: We recommend that Habitat for Humanity representatives publicize the organization and improve its communication with current and past clients through the development of a Facebook group.

Channels and Settings: The channel of Facebook allows for a high response and interaction rate as past and current clients expressed a preference for this channel of communication within our qualitative data.

Sample message wording: The visual under Appendix C illustrates a proposed example of a Facebook group and message that Habitat for Humanity representatives could easily develop at no cost.

Justification: Different respondents frequently identified Facebook as a channel through which they receive information within the community as well as a Paoli Talk Facebook group through which local residents share community news. This proposed Facebook group through Orange County Habitat for Humanity could greatly improve its communication with current and past clients. Orange County Habitat for Humanity representatives could share more up-to-date news on the next home construction and other organizational activities through this Facebook group with current and past clients as this target public would be able to quickly exchange information without leaving the comfort of their homes. Orange County Habitat for Humanity could gain visibility through involvement with the Facebook group.

Recommendation 2: Our team recommends Orange County Habitat for Humanity representatives educates its current and past clients how to dispel misconceptions about the organization in order to become better informed advocates.

Channels and Settings: Handouts within marketing materials, E-Blasts and newsletters

Sample message wording:

“NO, Orange County Habitat for Humanity is NOT a charity.’

Have you found yourself saying this a lot when talking about your experiences with Orange County Habitat for Humanity?

Here is one of the top misconceptions about Orange County Habitat for Humanity, and what you can say back!”

When they say: “Habitat is just a charity, they give out houses for free. I don’t want a handout!”

YOU say: “Actually, Habitat for Humanity offers homeownership to those who unable to obtain conventional housing. Typically, families have to put down a \$500 deposit and complete over 250 hours of service. Families still pay mortgages, but at a zero interest rate.”

Justification: A few respondents in our interviews explained that when they have already encouraged friends or family to explore opportunities through the organization, they have been

unsure how to effectively combat pushback from these friends or family members who believe the misconceptions surrounding the organization. If Orange County Habitat for Humanity representatives developed a system to help its current and past clients respond effectively to those situations, more accurate information could be shared. This system could be in the form of step-by-step guides within newsletters, E-Blasts and handouts that current and past clients could follow to effectively endorse and spread the word about Orange County Habitat for Humanity. A recent study led by Princeton University found that those undecided on a topic can be swayed away from misconceptions by hearing the facts instead of the misconceptions (Princeton University, 2018, September 24), and the respondents in our interviews expressed a desire to be more informed about Orange County Habitat for Humanity in order to engage more with its representatives.

Recommendation 3: Although Orange County Habitat for Humanity representatives have disseminated information about the organization within local newspapers advertisements and its own newsletter in the past, we recommend the representatives further explore these channels to promote the mission of Orange County Habitat for Humanity to past and current clients not active on social media.

Channels and Settings: As current and past clients within our interviews particularly expressed a preference for these channels of communication, we recommend that Orange County Habitat for Humanity representatives use E-Blasts, newsletters, posters, brochures and local newspaper advertisements, such as *The Progress Examiner*, *Paoli News-Republican* and *Springs Valley Herald*, to promote the organization’s mission.

Sample message wording: The visual under Appendix E provides a preliminary example of a graphic that Habitat for Humanity representatives could develop using the graphic design tool, Canva, to place in newsletters and local newspaper advertisements all to spread awareness within the community.

[Additional E-Blast sample message wording]

“Orange County Habitat for Humanity has an all NEW group page on Facebook where we continue to put God’s love into action and bring people together to build homes, communities and hope. Here are just a few standout reasons why you should join our all new Facebook group:

1. Immediately know about all constructions going on near you.
2. Stay in the loop on all of the latest news concerning Orange County Habitat for Humanity.
3. Connect with other members, just like you!
4. Quickly connect with our team to receive answers to any questions you might have.

...and MORE! Join today!”

Justification: These channels can help the organization’s representatives reach more current and past clients, specifically those who are not active on Facebook or other social media platforms and demonstrated they receive most information through email. Orange County Habitat for Humanity representatives can aim to widen the newsletter’s reach by promoting the organization’s mission to more clients of Orange County Habitat for Humanity. Through E-Blasts, posters, brochures, newsletters and local newspaper advertisements, client engagement with Orange County Habitat for Humanity representatives could greatly increase.

Recommendation 4: We recommend that Habitat for Humanity representatives attend local festivals, church events and seasonal events to reach and engage with current and past clients.

Channels and Settings: Information booths at local festivals, church events and seasonal events with multiple marketing materials available for current and past clients to take and learn how to become more involved with Orange County Habitat for Humanity. These booths could be staffed with representatives who could answer questions and speak with past and current clients about the latest activities within Orange County Habitat for Humanity.

Sample message wording: “Thanks to your family partnership with Habitat for Humanity, the organization has built 29 houses in over 27 years in Orange County. Now the organization wants to engage with YOU more about opportunities for greater involvement.”

Justification: After gaining insights from current and past clients on the local settings they are often a part of, majority of our respondents explained that the local annual festivals, such as the Paoli Fall Festival, are events they are most likely to attend. Involvement with church events and seasonal events at the French Lick Resort & Casino were also mentioned as settings they like being a part of. These various local events could help Habitat for Humanity widen its communication with current and past clients. Additionally, events like the annual fall festival in Paoli would be effective for reaching target publics because they are more likely draw in different family demographics, which could increase the number of potentially qualified applicants.

Quantitative Findings

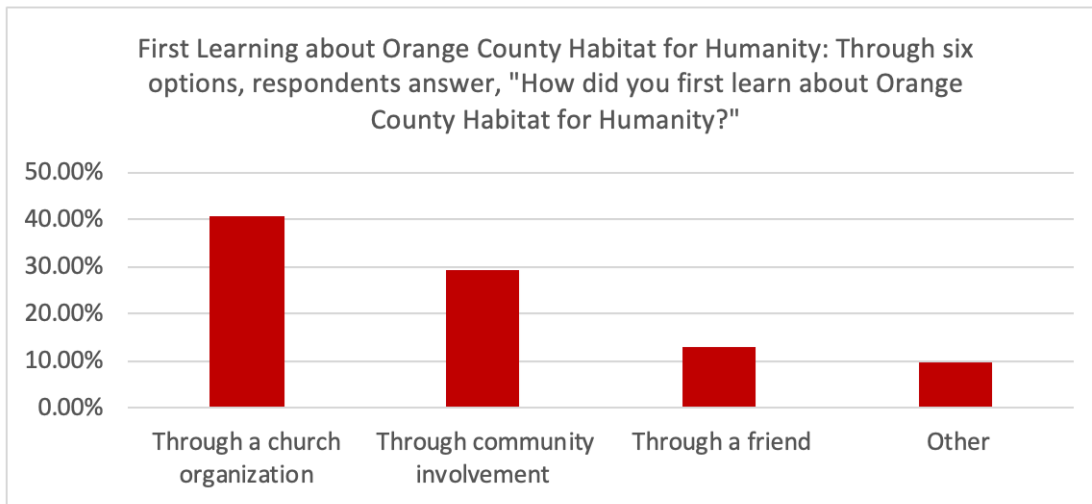
Barriers

GOAL: Uncover the perceptions of Habitat for Humanity and its role in the Orange County community among our target public of local residents.

Research Question: How widely known is Orange County Habitat for Humanity among local residents?

Findings Summary: In relation to our research question, out of 61 respondents, 40.98 percent stated that they first learned about Habitat for Humanity through a church organization while 29.51 percent first learned through community involvement. Furthermore, 13.11 percent said they first learned about Habitat for Humanity through a friend and 9.84 percent chose “other,” explaining different options of first learning about Habitat for Humanity through “TV,” “school,” and “board membership involvement.”

Supporting Visual:



Note: Out of 61 respondents

Interpretation: This tells us that Orange County Habitat for Humanity’s partnership with different church and community organizations has been effective in spreading awareness about Habitat for Humanity in the community. This information is important to know because it shows that Orange County Habitat for Humanity is likely to gain more exposure through the church organizations and community organizations that it partners with.

Findings Summary: For local residents who do not know about Orange County Habitat for Humanity, out of 61 respondents, 26 percent recommended that Habitat for Humanity uses Facebook to raise awareness to local residents who have not heard of the organization, 16 percent recommended engagement at community events, 15 percent recommended advertisements in local newspapers and 16 percent stated “other,” recommending the use of all options provided in the item or specific options such as using Facebook, flyers, Instagram and local newspapers rather than just one of the options provided. Respondents also recommended through the “other” option to raise awareness through local schools and representatives coming to speak at local churches.

Supporting Visual:

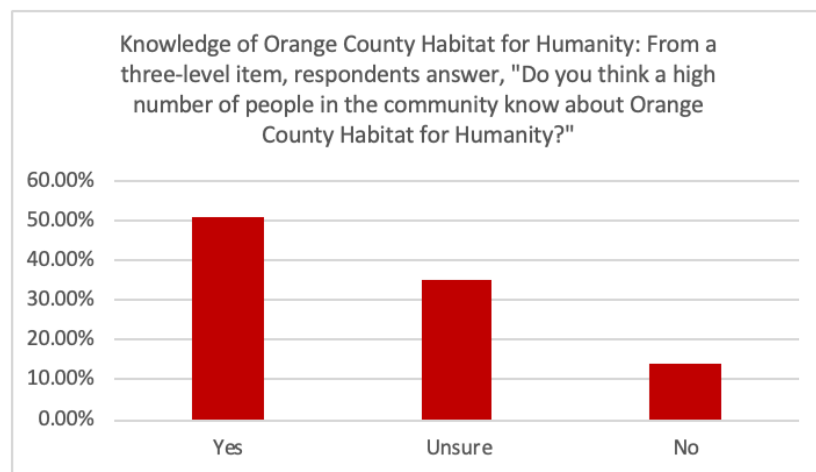


Note: Out of 61 respondents

Interpretation: These results demonstrate that respondents appear to recommend Facebook predominantly as a channel of communication that Habitat for Humanity representatives can use to raise awareness to local residents all to better recruit clients, volunteers and donors. Engagement at community events, advertisements in local newspapers, and the “other” recommendations provided by our respondents are also channels of communication that Habitat for Humanity can consider to better reach local residents.

Findings Summary: Of the 63 respondents, 50.79 percent do think that a high number of people in the community know about Orange County Habitat for Humanity, 34.92 percent said they are unsure and 14.29 percent do not think that a high number of people in the community know about Orange County Habitat for Humanity (measured on a three-point scale from “Yes” to “Unsure,” $M = 1.84$, $SD = 0.91$).

Supporting Visual:



Note: Out of 63 respondents

Interpretation: The results from this item are helpful because while the results demonstrate that a higher number of respondents believe Orange County Habitat for Humanity is well-known to other local residents, the results also convey uncertainty about the community's knowledge of Orange County Habitat for Humanity that we recommend the organization's representatives address.

Research Question: What general impressions do local residents of Orange County have toward Habitat for Humanity?

Findings Summary: The responses of this open-ended item, addressing what opinions our respondents have toward Orange County Habitat for Humanity, were predominantly positive in tone, and there is a pattern in the provided responses. This pattern involves responses using either "positive" "good" or "great" to specifically describe Orange County Habitat for Humanity as an organization with not one response that conveyed negative sentiments. However, the following three responses additionally indicated change they would like to see Orange County Habitat for Humanity accomplish: "It is a good organization, but it is frustrating that they have not embraced the mission of helping rehabilitate existing homes. There is a great need for that in the county" and "Great organization! I'd love to see their impact grow. I personally have never had a chance to be a volunteer and I would love to do so. Possibly they could start an outreach program and even incorporate remodeling homes into their scope of work."

Interpretation: These responses are important in demonstrating that the general impressions local residents have toward Habitat for Humanity are predominantly positive. As part of our team gaining further insights through this open-ended item, three respondents were able to explain where within the organization they would like to see development. Therefore, even though the overall impressions of Habitat for Humanity by our target public appear to be positive, there are still specific areas of improvement that Orange County Habitat for Humanity representatives could explore to gain a stronger network of donors, volunteers and clients.

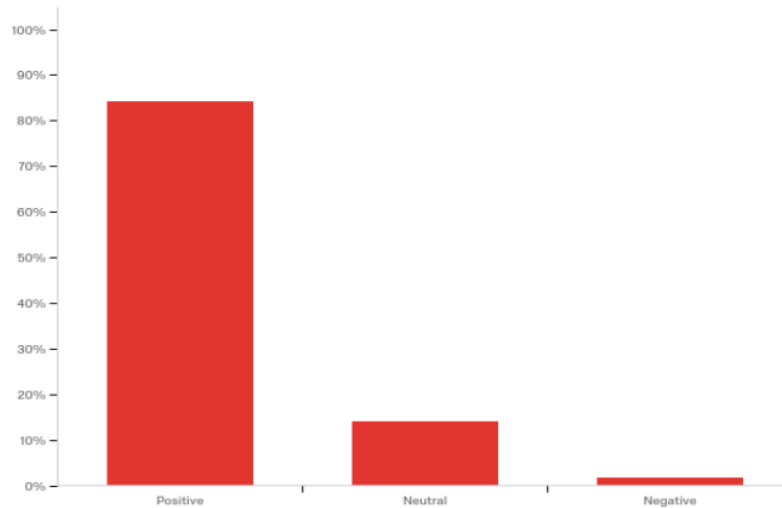
Findings Summary: The results after asking what our respondents have heard other local residents say about Orange County Habitat for Humanity were also predominantly positive in tone with responses such as, "I have heard several positive comments regarding Habitat, most of which were along the lines of there being a great need for this type of organization, especially in rural communities/small towns, where the median income is usually low" and "They are so glad that we have OC Habitat for Humanity." However, the following responses indicated more negative responses heard from others: "They think the houses are free. Some want to know how to apply," "Some are negative, believing the homes are just given to the people. Need to stress the fact they pay for them," "Many think that the homes are free and do not understand the sweat equity approach nor the fact that partner families do pay a mortgage."

Interpretation: As an open-ended item, these responses are still helpful in understanding the pattern of positive sentiments that convey gratitude and appreciation for the organization as well as the pattern of negative sentiments that appear to consistently suggest that local residents have heard others in the community say that Habitat homes are free. These patterns in both positive and negative sentiments indicate mixed perceptions of Habitat for Humanity within the Orange County community.

Findings Summary: Out of 57 respondents, 84.21 percent of respondents believe Orange County Habitat for Humanity is seen as a positive part of the community, 14.04 percent of respondents believe Orange County Habitat for Humanity is seen in a neutral viewpoint and 1.75 percent believe Orange County Habitat for Humanity is seen as a negative part of the community (measured on a three-point scale from “Positive” to “Negative,” M = 1.18, SD = 0.42).

Supporting Visual:

Perceptions of Habitat for Humanity by Community Members: From a three-level item, respondents answer, "Is Orange County Habitat for Humanity seen as a positive or negative part of the community by other locals?"



Note: Out of 57 respondents

Interpretation: These results demonstrate that Orange County Habitat for Humanity is more likely to be seen as a positive part of the community than as a negative part. However, the results from this item contrast with the mixed impressions from the previous item of what respondents have heard other local residents say about Orange County Habitat for Humanity. This discrepancy in two different results shows that Habitat for Humanity representatives should be aware of a lack of certainty between positive, neutral or negative impressions that local residents have toward the organization.

Motivations

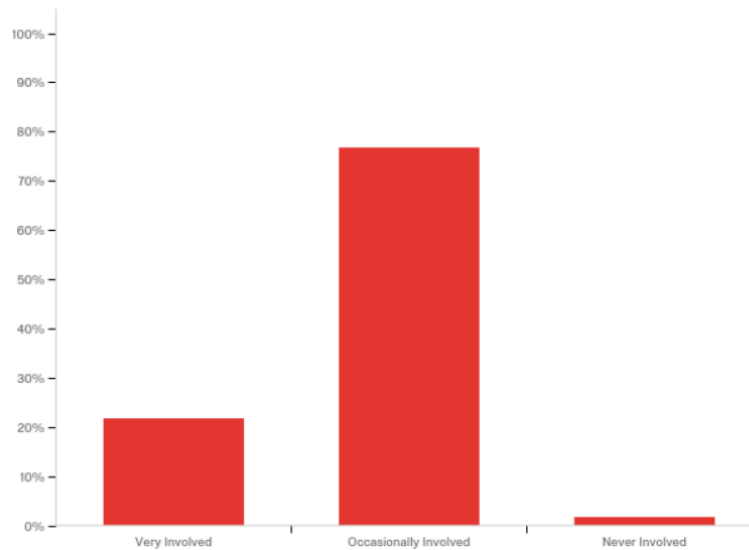
GOAL: Discover how to encourage Orange County residents to become involved with Orange County Habitat for Humanity as clients, volunteers and/or donors.

Research Question: What would motivate members of the community to become involved with Orange County Habitat for Humanity?

Findings Summary: Of the 60 respondents, 21.67 percent of respondents rated their involvement in the Orange County Community as “very involved,” 76.67 percent of respondents said they are “occasionally involved” and 1.67 percent said they are “never involved” (measured on a three-point scale from “Very involved” to “Never involved,” $M = 1.80$, $SD = 0.44$).

Supporting Visual:

Involvement in Orange County Community: From a three-level item, respondents rate their involvement in the community



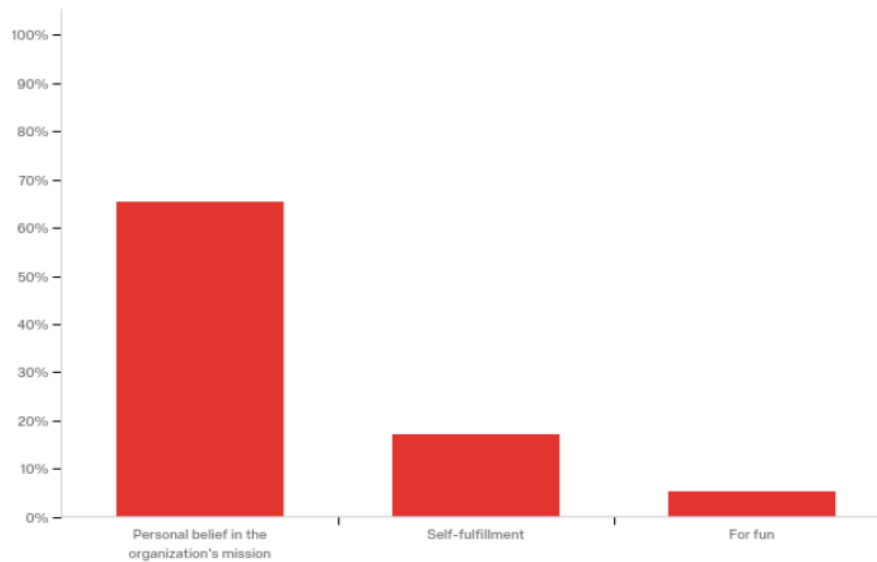
Note: Out of 60 respondents

Interpretation: The results of this item are helpful in indicating that local residents of Orange County are likely to be occasionally involved in volunteer opportunities rather than very involved, which suggests the level of involvement Habitat for Humanity could gain from its own volunteer network in motivating members of the community to become involved with the organization.

Findings Summary: Out of 58 respondents answering what would motivate them to give their TIME to Orange County Habitat for Humanity, 66 percent of respondents would be motivated by a personal belief in the organization’s mission to volunteer within Orange County Habitat for Humanity, 17 percent would be motivated by self-fulfillment and 5 percent would be motivated by fun.

Supporting Visual:

Volunteer Motivation: From a seven-level categorical item, respondents answer, "What would motivate you most to give your TIME to Orange County Habitat for Humanity?"



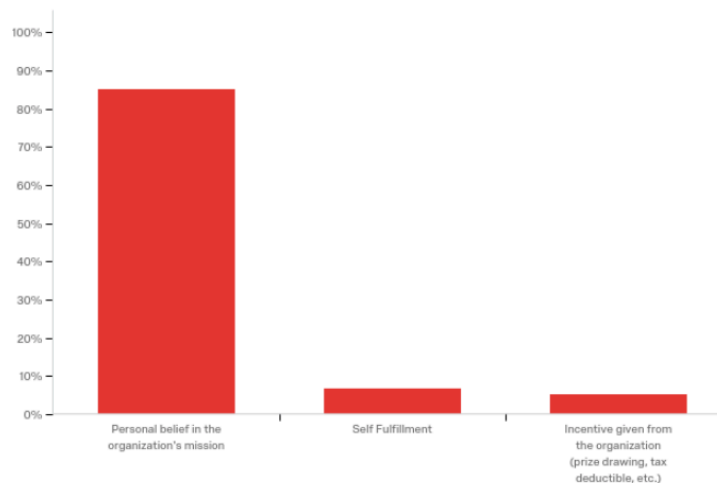
Note: Out of 58 respondents

Interpretation: These results convey that local residents in Orange County are likely to be driven more by a personal belief in the organization's mission to volunteer their time to Orange County Habitat for Humanity. The results show that Orange County Habitat for Humanity representatives need to convey the organization's mission in a way that encourages local residents to believe in the mission in order to motivate them to volunteer.

Findings Summary: Of the 60 respondents, 85 percent of respondents would be motivated to donate their money to Orange County Habitat for Humanity due to a personal belief in the mission of the organization. Meanwhile, 7 percent of respondents would be motivated by self-fulfillment to donate and 5 percent would be motivated by an incentive given from the organization.

Supporting Visual:

Donation Motivation: From a seven-level categorical item, respondents answer, "What would motivate you most to DONATE to Orange County Habitat for Humanity?"



Note: Out of 60 respondents

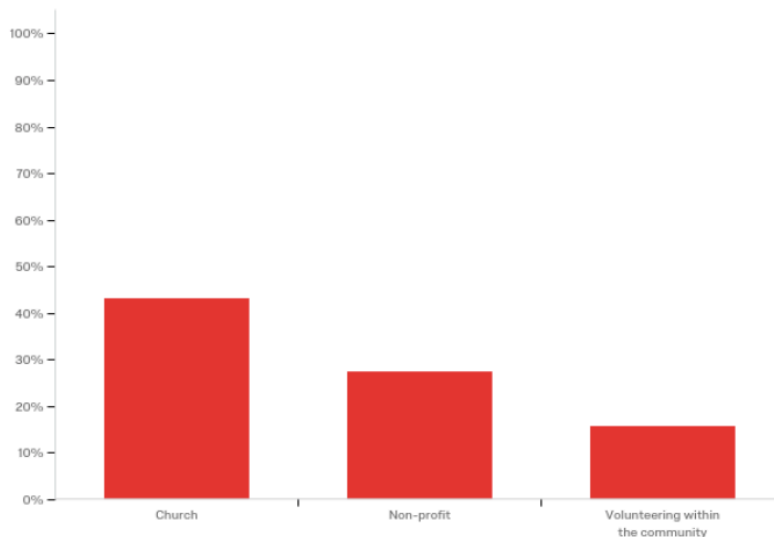
Interpretation: Once again, our results show that local residents are likely to donate to Orange County Habitat for Humanity if they believe in the organization’s mission. These results are helpful in understanding that Orange County Habitat for Humanity can promote itself to the community through its mission statement with a greater likelihood of generating donations.

Research Question: What has previously encouraged our target public to become or not become involved in Orange County?

Findings Summary: Out of 51 respondents, 43.14 percent of respondents are involved in church organizations, 27.45 percent are involved in nonprofit organizations and 15.69 percent volunteer within the community.

Supporting Visual:

Popular Organization Involvement: From a five-level categorical item, respondents answer, "Which type of organization are you the most involved in?"



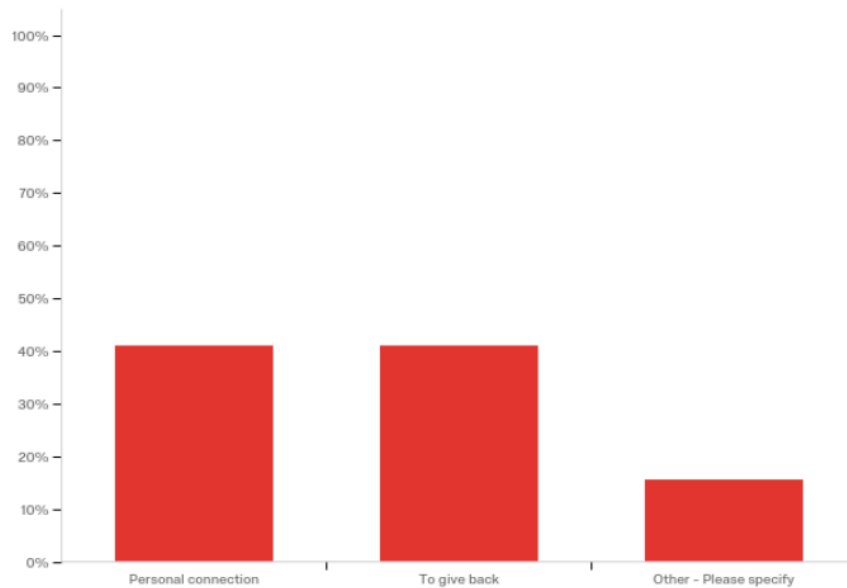
Note: Out of 51 respondents

Interpretation: These results indicate that local residents of Orange County are involved in church organizations as well as nonprofit organizations, which are more socially-oriented organizations within the community. This is helpful to our research because it suggests the types of organizations our target public have been encouraged to become involved in within the Orange County community.

Findings Summary: Out of 51 respondents, 41.18 percent of respondents decided to become involved in an organization to give back, 41.18 percent of respondents decided to become involved in an organization because of personal connection and 15.69 percent cited “other” reasons in their decision to become involved in an organization. These reasons involved “the need in the community” and “helping others,” while one other respondent was “asked by a friend to come to a meeting” and “got hooked.”

Supporting Visual:

Decision to Become Involved: From a six-level categorical item, respondents answer, "Why did you decide to become involved in the organization?"



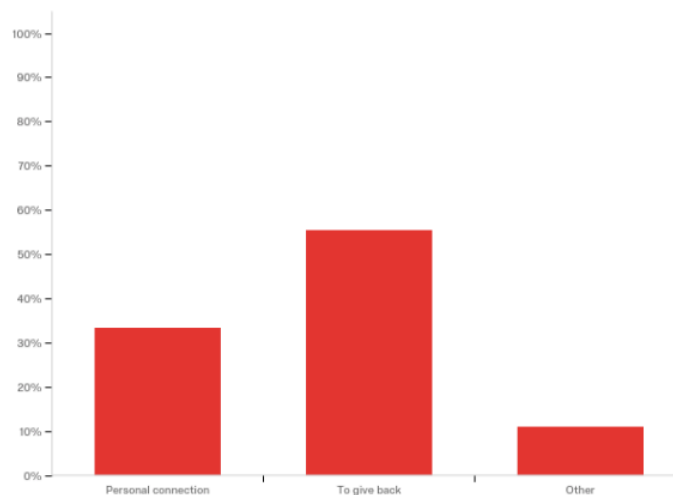
Note: Out of 51 respondents

Interpretation: These results demonstrate that local residents of Orange County are equally likely to feel encouraged to become involved due to a personal connection or to give back. This is helpful information that provides insight into what has previously encouraged our target public to become involved so that Orange County Habitat for Humanity representatives can use these insights to recruit more volunteers, clients and donors.

Findings Summary: Out of nine respondents, 33.33 percent of respondents would be encouraged to become involved with a local organization due to a personal connection, 55.56 percent of respondents would be encouraged to become involved in order to give back and the remaining 11.11 percent of respondents chose "other" as their choice. This one respondent who chose "other" due to their "belief in the value of [their] contribution."

Supporting Visual:

Encouragement to Become Involved: From a seven-level categorical item, respondents answer, "What may encourage you to become involved with a local organization?"



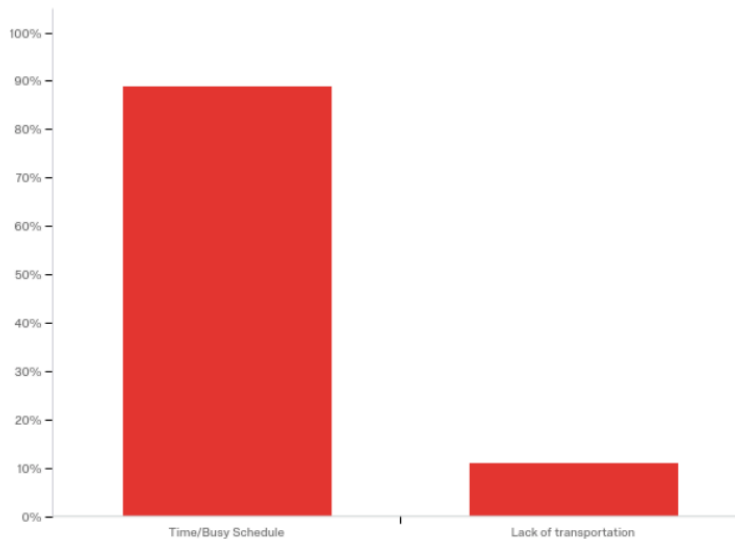
Note: Out of nine respondents

Interpretation: The findings behind this item further demonstrate that local residents of Orange County would be encouraged to become involved with a local organization due to personal belief and the opportunity to give back. These results are helpful in assessing how Orange County Habitat for Humanity representatives can effectively encourage local residents to become involved with the organization.

Findings Summary: Of the nine respondents, 88.89 percent believe “time/busy schedule” to be the biggest factor preventing them from volunteering while the remaining 11.11 percent believe lack of transportation to be the biggest factor.

Supporting Visual:

Biggest Factor Preventing Involvement: From a five-level categorical item, respondents answer, "Which of the following options do you believe to be the biggest factor preventing you from volunteering?"



Note: Out of nine respondents

Interpretation: While access to transportation is a factor to consider in terms of what local events Orange County Habitat for Humanity representatives ultimately choose to engage at, lack of time and busy schedules has seemed to be the predominant factor that has encouraged our target public to not become involved in Orange County. This is important for Orange County Habitat for Humanity representatives to understand how to raise awareness and promote the organization effectively while taking into account the busy schedules of our target public.

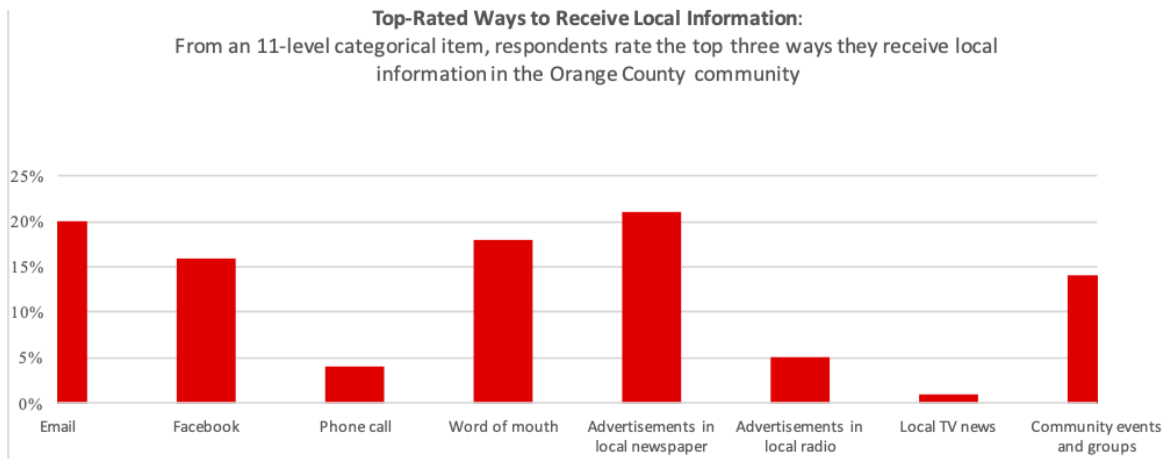
Channels and Settings

GOAL: Identify effective mediums and settings to reach our target public of local residents.

Research Question: How would our target public prefer to receive news related to Habitat for Humanity?

Findings Summary: Out of 159 respondents (check-all item), 20 percent of respondents receive local information through email, 16 percent through Facebook, 4 percent through phone call, 18 percent through word of mouth, 21 percent through advertisements in local newspaper, 5 percent through advertisements in local radio, 1 percent through local TV news and 14 percent through community events and groups.

Supporting Visual:



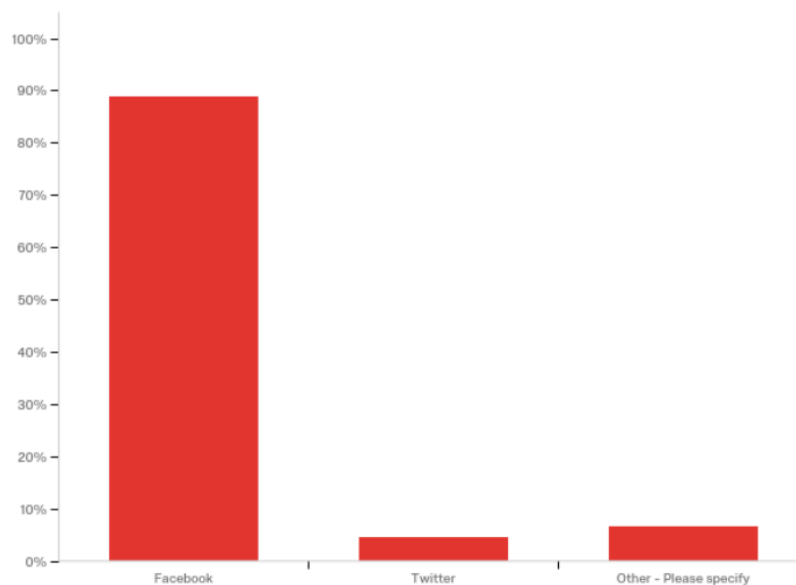
Note: Out of 159 respondents (check-all item)

Interpretation: The spread-out results of this item are helpful because the results contribute to an understanding of how our target public typically receive local information, providing a baseline into further research over how our target public would prefer to receive information related to Habitat for Humanity through one or several of these channels of communication.

Findings Summary: Out of 45 respondents, 88.89 percent of respondents use the social media platform of Facebook the most, 4.44 percent use Twitter the most and 6.67 percent use “other” social media platforms. These respondents who chose “other” explained that they use “email” and “texting.”

Supporting Visual:

Most Used Social Media Platform: From a five-level categorical item, respondents answer the question, “Which social media platform do you use the most?”



Note: Out of 45 respondents

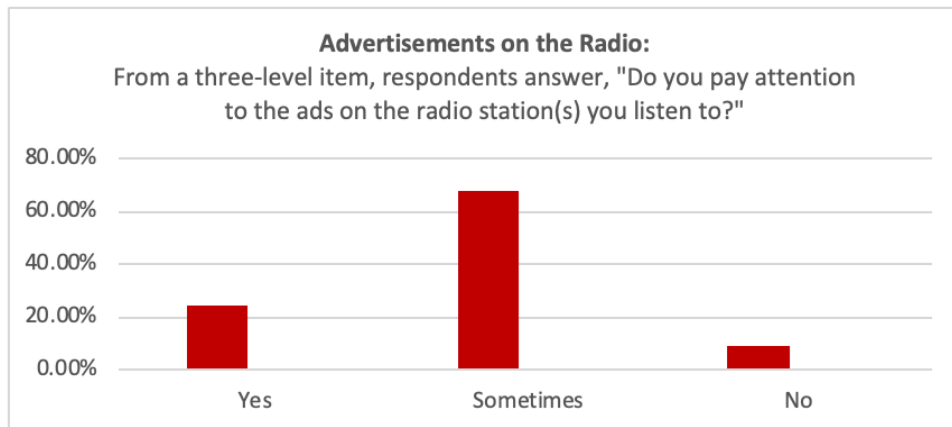
Interpretation: The results of this item convey that local residents are likely to use the social media platform of Facebook. This is helpful because it identifies Facebook as an effective social media platform to reach our target public with news related to Orange County Habitat for Humanity since majority of our respondents claimed that they are already on Facebook.

Findings Summary: Of 59 respondents, 86.44 percent of respondents said they read local newspapers, identifying various local newspapers within 44 different responses such as “Paoli News-Republican,” “Orleans Progressive,” “Paoli News,” “Orleans Progress Examiner,” “Springs Valley Herald,” “Orange County Republican,” “Bedford Times-Mail,” “Orange Countian,” and “The Clarion.”

Interpretation: These results indicate that local residents are likely to read local newspapers. The frequency in references to certain local newspapers more than other local newspapers suggest the local newspapers our target public are likely to prefer advertised information about Orange County Habitat for Humanity from, such as 11 out of 44 respondents identifying the Orleans Progress Examiner in comparison to 1 out of 44 respondents identifying the Orleans Progressive.

Findings Summary: Out of 46 respondents, 67.39 percent of respondents said that sometimes they pay attention to the ads on the radio station(s) they listen to, 23.91 percent said they do pay attention and 9 percent of respondents said they do not pay attention (measured on a three-point scale from “Yes” to “No,” M = 1.85, SD = 0.55).

Supporting Visual:



Note: Out of 46 respondents

Interpretation: The results of this item express that majority of local residents are likely to sometimes pay attention to the ads on the radio stations they listen to. These results are helpful in showing that Orange County Habitat for Humanity ads on radio may be heard by respondents, and that the radio could potentially be considered as a channel of communication. However, as our team aims to closely identify effective channels for Orange County Habitat for Humanity representatives to explore, if majority of local residents only sometimes pay attention to radio ads, this channel of communication would perhaps not be the most effective channel to reach the target public in the way they prefer.

Findings Summary: Of the 60 respondents, 50 percent said they do watch the local news while 50 percent said they do not watch the local news. 30 respondents chose “yes” and identified new channels such as, “WHAS-TV,” and “WDRB”

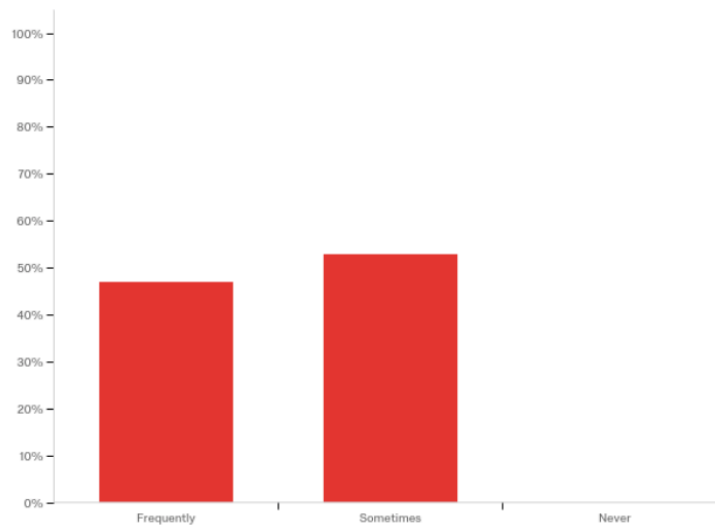
Interpretation: The results of this item reveal an even divide between respondents who said they do watch the local news and respondents who said they do not. These results are helpful in finding that Orange County Habitat for Humanity advertisements through local news channels may not be effective in reaching our target public if only half of local residents are likely to watch the local news.

Research Question: What local outreach programs/events have successfully gained the attention of our target public?

Findings Summary: Out of 51 respondents, 52.94 percent of respondents sometimes attend local events while the remaining 47.06 percent frequently attend (measured on a three-point scale from “Frequently” to “Never,” $M = 1.53$, $SD = 0.50$).

Supporting Visual:

Attending Local Events: From a three-level item, respondents answer, "How frequently do you attend local events?"



Note: Out of 51 respondents

Interpretation: Taking into account that local events are not mandatory for local residents, these results show that nearly 50 percent of local residents still frequently attend local events while 52.94 percent still sometimes attend local events, which proves that either way the idea of Orange County Habitat for Humanity representatives engaging with attendees at local events as settings can reach at least 50 percent of local residents if utilized by Orange County Habitat for Humanity representatives. 52.94 percent of respondents sometimes attend local events while the remaining 47.06 percent frequently attend

Findings Summary: Out of 57 respondents, 21.05 percent of respondents said charity events interest them the most, 21.05 percent said athletic events, 15.79 percent said restaurants and 12.28 percent said festivals

Supporting Visual:



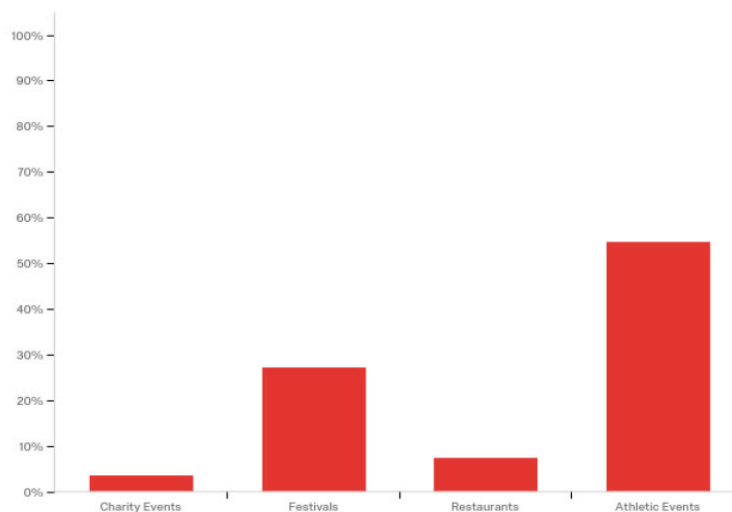
Note: Out of 57 respondents

Interpretation: The results of this particular item are spread out in which both charity events and athletic events are likely to be the most interesting to the majority of local residents. These results are helpful in identifying the local events and places that have successfully gained the attention of our target public because it appears that Orange County Habitat for Humanity representatives could reach local residents at charity events and athletic events, but they could also consider other events and places, such as restaurants.

Findings Summary: Of the 55 respondents, 54.55 percent of respondents believe athletic events are the most popular local events in the Orange County community, 27.27 percent believe festivals are the most popular, 7.27 percent believe restaurants are the most popular and 3.64 percent believe charity events are the most popular.

Supporting Visual:

Most Popular Events or Places: From a ten-level categorical item, respondents answer, "Which do you believe is the most popular local event or place in the Orange County community?"



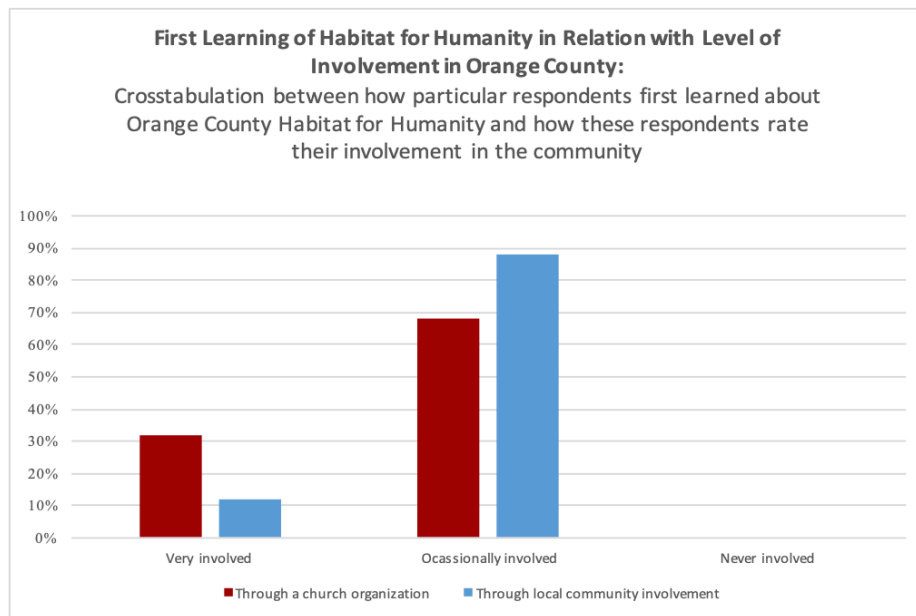
Note: Out of 55 respondents

Interpretation: The results of this survey affirm that athletic events have successfully gained the attention of our target public and would be the type of local event that Orange County Habitat for Humanity representatives could explore to attempt to recruit clients, donors and volunteers. Orange County Habitat for Humanity representatives could also boost engagement at other local events, such as festivals and charity events, where Orange County Habitat for Humanity representatives could engage with these local residents.

Cross-Tabulation Analysis

Findings Summary: Out of 58 respondents ($p = 0.00$), the respondents who first learned about Orange County Habitat for Humanity through a church organization were more likely to rate their involvement in the Orange County community as “very involved” ($M = 1.68$, $SD = 1.32$) than respondents who first learned about Orange County Habitat for Humanity through local community involvement ($M = 1.88$, $SD = 1.32$) (measured on a three-point scale from “Very involved” to “Never involved”). For example, 32 percent of those who first learned about Orange County Habitat for Humanity through a church organization rated their involvement as “very involved” in comparison to 11.76 percent of those who first learned about Orange County Habitat for Humanity through local community involvement.

Supporting Visual:



Note: Out of 58 respondents

Interpretation: There is a direct correlation between those who first learned about Orange County Habitat for Humanity through a church organization and then rated their involvement as “very involved.” Even though more respondents within both categories rated themselves as “occasionally involved,” the results of this cross-tabulation convey that Orange County Habitat for Humanity representatives may have more success garnering volunteer work and engagement from those who are more active in church organizations than local community involvement. The mixed results through cross-tabulation provide a clearer distinction that the respondents who first learned about Orange County Habitat for Humanity through a church organization will likely be more interested in involvement through a new organization than those who first learned through local community involvement.

Quantitative Campaign Ideas & Recommendations

The following recommendations detail ideas that can allow Orange County Habitat for Humanity representatives to understand how to better recruit clients, volunteers and donors.

Recommendation 1: The organization’s representatives have the opportunity to advance its partnerships with local church organizations by passing out informational brochures and speaking more actively at churches before or after events and services around the county all to raise awareness about Orange County Habitat for Humanity and as a result, recruit clients, volunteers and donors at the local setting of churches, which our analysis revealed to be a prevalent setting among survey respondents.

Channels/Settings: Orange County Habitat for Humanity representatives would spread awareness through the channels of informational brochures and speeches at the settings of local church programs and services. There are currently 37 churches of different denominations throughout Orange County, providing the opportunity for Orange County Habitat for Humanity representatives to spread wide awareness and garner a stronger likelihood of recruiting more clients, volunteers and donors (Orange County Indiana – Churches).

Sample message wording: “Are you searching for a way to give back within the community? Look no further than Habitat for Humanity. We provide clients and volunteers with the opportunity to build a home from the ground-up as well as provide our donors with the chance to see their generosity lead to a tangible, lasting accomplishment.”

Justification: Our key findings indicated, out of 58 respondents, the respondents who first learned about Orange County Habitat for Humanity through a church organization were more likely to rate their involvement in the Orange County community as “very involved” ($M = 1.68$) than respondents who first learned about Orange County Habitat for Humanity through local community involvement, indicating that church events and organizations have proven to be effective settings in providing exposure to Orange County Habitat for Humanity from local residents who identify as “very involved” in the community. Our findings also revealed respondents who specifically recommended through an “other” option to raise awareness by Orange County Habitat for Humanity representatives coming to speak at local churches in the county. Furthermore, when asked what type of organization they are the most involved in, out of 51 respondents, 43.14 percent of respondents said they are involved in church organizations, demonstrating all the more that this would be an effective setting to reach our target public.

Recommendation 2: In order to better recruit clients, volunteers and donors, Orange County Habitat for Humanity representatives can focus on actively dispelling the misconceptions in the Orange County community that appeared in our quantitative research by emphasizing the facts.

Channels/Settings: Our team recommends that the organization’s representatives employ more thoroughly the channels of the Orange County Habitat for Humanity Facebook page as well as advertisements in local newspapers. The organization’s representatives can also explore the settings of charity and athletic events by engaging with attendees to dispel the misconceptions in the community. These channels and settings consistently garnered the most attention as far as high percentage rates from our respondents within the questionnaire survey.

Sample message wording: “All of the homes built through Orange County Habitat for Humanity require homeowners to pay a mortgage and fulfill sweat equity hours. If interested in applying for a Habitat home, donating to our cause or volunteering within the organization, visit our website at <http://www.ochabitat.com/>.”

Justification: Our key findings revealed what respondents have heard about Orange County Habitat for Humanity. This involves misconceptions that local residents have toward Orange County Habitat for Humanity, and these misconceptions affect its true brand as an organization. These misconceptions cause local residents to believe incorrect aspects surrounding the organization, such as the misconception that Habitat for Humanity gives away homes for free, which results in local residents viewing the organization’s brand in a less positive light. When asked what they have specifically heard other local residents say about Orange County Habitat for Humanity, our respondents made comments such as, “They [local residents] think the houses are free. Some want to know how to apply” and “Some are negative, believing the homes are just given to the people. Need to stress the fact they pay for them.” Out of 63 respondents, 34.92 percent said they are unsure if a high number of people in the community do know about Orange County Habitat for Humanity. This proves that Orange County Habitat for Humanity representatives have the opportunity to promote accurate brand awareness by emphasizing the facts, rather than repeating the misconceptions, so that not only do a majority of local residents know about Orange County Habitat for Humanity, but they accurately understand what its representatives really do instead of the circulating misconceptions. In this way, more people within our target public are likely to have an accurate, clear understanding of the organization’s mission before even hearing any misconceptions. This could result in a successful recruitment of more clients, volunteers and donors. Our team identified the channels of Facebook and advertisements in local newspapers as well as the settings of charity and athletic events after, out of 57 respondents, 21.05 percent of respondents said charity events interest them the most and 21.05 percent said athletic events as the settings with the most responses. Out of 61 respondents, 26 percent recommended that Habitat for Humanity uses Facebook to raise awareness to local residents who have not heard of the organization, 16 percent recommend engagement at community events and 15 percent recommend advertisements in local newspapers as the responses with the greater majority.

Recommendation 3: Our team recommends that Orange County Habitat for Humanity representatives pinpoint Facebook as an effective medium of communication to reach our target public, specifically through a Facebook group rather than a Facebook page. Orange County Habitat for Humanity representatives can create a Facebook group at no cost. Through this Facebook group, Orange County Habitat for Humanity representatives can not only better communicate with current clients, but invite other local residents to join their page and from there, recruit these local residents to become volunteers, donors and new clients.

Channels/Settings: Orange County Habitat for Humanity representatives can gain a better understanding of how to recruit volunteers, donors and clients through the wide reach an Orange County Habitat for Humanity Facebook group could provide.

Sample message wording: “Welcome to the Orange County Habitat for Humanity Facebook group! We are excited to share with you the rewarding experiences offered by Habitat for Humanity to its clients, volunteers and donors. Check out this group for more information on how you can make a difference through involvement with Habitat for Humanity, and feel free to message us with any comments or questions.”

Justification: Our key findings affirm Facebook as a widely-used social media platform among local residents. Out of 159 respondents (check-all item), 16 percent of respondents receive local information through Facebook. Additionally, out of 45 respondents, 88.89 percent of respondents said they use the social media platform of Facebook the most. In order to better reach our target public of local residents, a Facebook group is a tool within a social media platform that Orange County Habitat for Humanity representatives are likely to benefit from.

Recommendation 4: Orange County Habitat for Humanity representatives can encourage our target public to become clients, donors and volunteers by framing Orange County Habitat for Humanity on its Facebook page, in advertisements and at local events as an organization that coincides with the motivation to give back to others in the community and create personal connections through home construction.

Channels/Settings: Orange County Habitat for Humanity representatives can publicize the organization as an opportunity to give back and create personal connections furthermore through the channels of the Facebook group and advertisements in local newspapers as well as through the settings of charity and athletic events.

Sample message wording: “Orange County Habitat for Humanity doesn’t just build houses, we build communities and hope. As an organization, we give back and create personal connections through the gift of homeownership.”

Justification: Out of 58 respondents, 66 percent of respondents said they would be motivated by a personal belief in the organization’s mission to volunteer within Orange County Habitat for Humanity, and out of 60 respondents, 85 percent of respondents said they would be motivated to donate their money also due to a personal belief in the organization’s mission. After further analyzing our quantitative results, we found this motivation surrounding personal belief related to giving back to others and creating personal connections, which, out of nine respondents, 33.33 percent of respondents said they would be encouraged to become involved with a local organization due to personal connections while 55.56 percent of respondents said they would be encouraged to become involved in order to give back.

Challenges & Lessons

Through our work with Orange County Habitat for Humanity, our team, OCPR, gained beneficial knowledge and experience that we will all transfer to the professional world. Each of us developed into stronger researchers from the different challenges we overcame throughout the semester.

One of the challenges we encountered in the midst of our qualitative research involved successfully recruiting people for one-on-one interviews. Even though we developed a chart outlining who would reach out to whom, some of our team members had challenges gaining contact with the first person they had agreed to reach out to. This then created confusion over who was reaching out to whom as their second contact. As a result, we learned it is necessary to establish a back-up plan that takes into account which team member will reach out to which contact if they cannot reach their first contact. We also faced the challenge of affirming all eight of our interviews were long enough to generate valid data results. Although we ultimately conducted eight interviews to account for the shorter interviews, our team quickly learned the importance of creating a clear interview length for each team member to fulfill in order to gain the best results.

Within our quantitative research, we experienced the challenge of familiarizing ourselves with the software platform of Qualtrics. Many of our team members had never created a survey through Qualtrics, which resulted in moments of misunderstanding as we all tried to create the survey together. However, we eventually discovered that Qualtrics is an intuitive platform, and it served our team well in gathering direct quantitative research that ranged from percentage to standard deviation results. One last challenge we experienced within our quantitative research was learning how to write clear and concise subject items within a survey questionnaire. After sending the survey to Orange County Habitat for Humanity representatives for the pre-test, we received immediate feedback that the wording in two subject items had left several respondents confused over what was being asked within those subject items. Through this experience, our team better understood how the different types of subject items (Likert scale, multiple choice, etc.) can affect how a respondent answers each item, and why it is crucial to write each subject item succinctly and clearly.

All in all, the OCPR team gained valuable insights all to advance the mission of Orange County Habitat for Humanity. We thank you again for reading through our report and for providing us with the opportunity to collectively support an admirable cause.

Team Profile



Bailee Renfro



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Gwen Pickett



Madison Gilliland



Carsen McCune



Lain Hanley



Nikki Saecker



Samantha Burdine