

P A T H S P R

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“Getting #IronMaid”

Campaign for Sculpture Trails
Outdoor Museum ‘20-21

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Executive Summary

Sculpture Trails Outdoor Museum is a scenic outdoor museum located deep in the woods of Solsberry, Indiana featuring sculptures by artists from around the world. The Museum strives to bring art education to the community with tours, hands-on workshops, and career development opportunities for artists. The Museum now features over 100 sculptures and welcomes visitors from all over the state and beyond.

The main concerns that Sculpture Trails have are attracting more visitors from the Bloomington area and bringing in more volunteers to help with upkeep and maintenance of the museum. Volunteers are a crucial part of the museum's operation, as they are responsible for maintenance and upkeep of the sculptures and walking trails. Our campaign focuses on generating awareness of the museum and using that new awareness to build up a network of volunteers.

The overall goals of this PR plan include:

- Increase awareness and positive image of Sculpture Trails with Bloomington Residents 20-49-year-olds
- Increase volunteering engagement and involvement between the Bloomington arts community and Sculpture Trails

We conducted an analysis of Sculpture Trail's strengths and weaknesses as well as primary research to determine our target audience and how to best reach them. By focusing on our defined target audience, we aim to increase awareness of the Sculpture Trails by residents in the surrounding areas and positioning the Museum as a place to do meaningful volunteer work. The following plan lays out the steps we took to develop our objectives and the strategies we hope to employ to reach our goal.

Background Research

ISSUE BACKGROUND:

The Sculpture Trails Outdoor Museum is essentially an art exhibit and hiking trail located deep in the woods of Solsberry, Indiana. It is nearing its 20th year of operation, but cannot sustain through its current attendance and volunteers. In order to improve the Sculpture Trails, there are a few main issues that need to be focused on. The client wishes for the Sculpture Trails to expand in popularity to include Bloomington residents and overall increase the popularity of the Sculpture Trails. Another issue that the Sculpture Trails face is a lack of volunteers. There is more upkeep to an outdoor museum than meets the eye. Cleaning the sculptures and keeping the trails walkable is not a one man job, but the on-site groundman, Hugh, takes care of most of the legwork in addition to sculpting. Hugh expresses a need for adult volunteers to keep the trails in the best condition possible, without interfering with the time he needs to devote to his art and the trails. While fixing these problems, the Sculpture Trails still wants to remain true to its roots by keeping artists interested in visiting them.

CLIENT HISTORY:

The Sculpture Trails Outdoor Museum, located in Solsberry, Indiana, was founded in 2002. 18 years later, Sculpture Trails has grown tremendously, showcasing over 100 sculptures from artists all over the world. The Museum's mission, according to their website, is "to bring Outdoor Sculpture and Art Education to the community through various hands-on sculpture workshops, services and programs." Sculpture Trails' original intention was to store sculptures on the owner's land, but it became a destination for artists and art lovers alike.

Regarding current communications, the Museum is moderately active on social media such as Instagram and Facebook, and could continue to grow and utilize those channels to attract more visitors from the local community and the region as a whole. Gaining traction with local media outlets, such as newspapers and news channels, is a potential opportunity to gain an audience that might not otherwise use social media.

OPERATIONAL CONTEXT:

Greene County is made up of 8 different towns. These towns include: Bloomfield, Jasonville, Linton, Lyons, Newberry, Solsberry, Switz City and Worthington. The U.S. Census Bureau published a 2018 population estimate of Greene County. This showed the population being 32,261, which is a standard population for a rural area. The overall race and age demographic throughout Greene County is predominantly white with the highest population being 45-65 year olds. There are a total of 12,500 households with a major-

ity being family households. According to Stats Indiana, the median income is somewhere around \$50,000. The median rent payment in Greene County is \$579/month. Over 9,000 households own a computer and the majority of those computers have internet connection. When diving more into the demographics of each town in the county, Statista showed that Linton is the most populated town within Greene County with a total population of 5,226 people. Newberry is the lowest population within the county with only 182 people. However, Newberry also has the highest average income Greene County has a slowly decreasing population. Over 5,000 residents are commuters that work in areas such as: Monroe County, Martin County and Vigo County.

RESEARCH TRENDS FOR POTENTIAL TOURISTS:

According to an academic report by Rockport Analytics called “The 2017 Contribution of Travel and Tourism to the Indiana Economy”, data shows that approximately 80 million people visited Indiana in 2017. Daytime travelers made up 48.8 million of those visitors. This is classified as visitors who do not spend the night where they are traveling to. If the majority of travelers in Indiana are taking day-trips, this affects the places they will be able to go. Many day-trips do not consist of more than a one or two hour drive. This means that the visitors Sculpture Trails should be targeting are residents in surrounding counties. From the median income we discussed above, these day-trip travelers may be looking for a trip that does not require spending a ton of money.

When thinking about taking a day trip, we generally envision that there may be multiple stops throughout the way. After researching other potential stops throughout Greene County, we found that another big spot that is popular around the Sculpture Trail is the Tulip Trestle. The Tulip Trestle is a big open space of land with a train track that stretches the whole view with an observation deck to observe the land and the trains that pass by. Yoho’s General Store is also another spot most known in Greene County. Hugh mentioned that there were good sandwiches that could be bought there on the way to take a day trip at Sculpture Trails.

When going on our site visit and researching more about Sculpture Trails, we learned that the site has a whole different meaning than we originally thought. It is a well-known art hub than we could have imagined. Artists all over the world come to Sculpture Trails to work with the furnaces and intern to learn new skills. Although they want their presence to be known to the public, they have no shortages of esteemed artists who want to come and make sculptures. People hear about Sculpture Trails through the network of artists.

In terms of the public, many people hear about the trails through the Greene County website, through word-of-mouth, through presentations put on by Hugh and Gerry at schools or other organizations, etc. Media coverage on the sculpture trails has been minimal, with any coverage mainly coming from smaller publications. They do have a presence on social media, including profiles on Instagram, Facebook, and Twitter.

PUBLICS:

One of the largest populations that Sculpture Trails attracts is artists. The artists come from all over the United States and internationally during the summer. This is a very important public for the outdoor museum because it is part of the charm. The entire outdoor adventure was started for artists and without their work, there would be no museum. The owner, Gerry, has many connections with different outlets of artists including art professors in Poland and other international organizations. This public is also very important in the messaging that Sculpture Trails has repeated, that this place is for artists and for people that appreciate the art process and value being around art. The client seems very proud of the attention the Trails get from other artists. This public is willing to help out visit the Trails during the summer. The client has mentioned the use of social media as their connection with the Trails. Another large existing public for the Trail is Green County residents. The community has reached out to the client excited about their existence and asking for ways they are able to get involved and help. Sculpture Trails values the connections it makes with the community and its community of artists. The client values teaching the youth in neighboring elementary schools about art and iron made art. They go to different schools and demonstrate their iron tour and pours which allows the students to make their own miniature iron sculpture. They do run into a problem with this public with teacher turnover. The client mentioned that with less funding going to the arts programs in school and new faculty that are unaware of the Trails they may be losing these connections with an established public.

A large public that Sculpture Trails would like to get more involved in its museum is the Bloomington residents. Bloomington is about a 40 minute drive from the Trails and they believe this market is untapped as visitors and volunteers. According to the U.S. Census there are around 31,000 households in Bloomington with a population of roughly 85,000. Bloomington is an ideal target public because of the number of residents. Also, Bloomington neighbors three state parks that makes it easier for this resident to get outdoors. There are many groups in Bloomington that encourage outdoor activities, like the Bloomington Farmers' Market. Along the ability to get outdoor groups, with the University Bloomington draws many publics that enjoy the arts. There are also 13 art museums in the city. These reasons we believe this is the best public to target a campaign for the outdoor museum.



S

STRENGTHS

- Artist resident program - brings in artists and their work from around the world
- Unique nonprofit (combines art with work)
- One of few places that combines outside and art (Hugh mentioned how walking through helps understand the process of art in general)
- Sense of community
- Passionate in the work they do

W

WEAKNESSES

- Hard to find (not enough signage around the area)
- Outdated website
- Parking/Getting car out of mud when rainy (safety issue)
- Off seasons (End of Fall, Winter)

O

OPPORTUNITIES

- Expand reach through targeting Bloomington residents and other tourists
- Increase Social Media Presence
- Increase special tours during colder months (special exhibit* i.e. focusing on large sculpture or furnace)
- Redesigning the map to include all sculptures

T

THREATS

- Cold weather
- Lack of cell service
- Lack of Safety Protocol leading to liability issues
- Teacher turnover in schools
- Competitors:
Tulip Trestle
Monroe County
Brown Count

Problem Statement

Currently, The Sculpture Trails Outdoor Museum is facing a problem due to the lack of popularity and volunteers. It needs volunteers to help clean the sculptures and keep the outdoor museum in good condition. Currently, the visitors are mostly from Bloomington, Indiana. Furthermore, the Sculpture Trails Outdoor Museum has problems with safety issues such as no cell service, getting the car out of the mud when it is raining, and no available shelters. Sometimes the road can be slippery after raining and snowing.

The Sculpture Trails Outdoor Museum now has many opportunities to attract more volunteers and artists. If the Sculpture Trails can expand reach through targeting Bloomington Residents and other tourists, increase the publicity through social media, and increase special tours during colder months, then it will attract more people to visit and get involved. Thus, connections between artists' communities can be an excellent opportunity for promoting the Trails.

The direction to solve the problems above is focusing on Bloomington residents and generating awareness of the trails. The outcome of the project is to make the Sculpture Trails a popular volunteer hotspot for the residents in Bloomington looking to find and build community.

Primary Research

RESEARCH GOALS:

The research goals of this survey are to gather general information from our survey participants and understand their familiarity with Sculpture Trails and, ultimately, what would motivate them to visit and volunteer. Moreover, our questions focused on understanding what survey participants favored in terms of tourism and volunteering activities and how to build off of that.

- Find out what would draw more people, students and non-students, to the Sculpture Trails
- Determine what channels our campaign should use to generate awareness of the trials and how we could generate motivation
- Determine what the Sculpture Trails lack that the people want in an outdoor activity

SAMPLING PROCESS:

We sent an online survey through Qualtrics to several contacts that we're able to pass it on to residents of Bloomington. We chose to do an online survey for our primary research because it was an inexpensive way to gather information from a broad audience. The method of sending a survey via the Internet-enabled us to quickly pass it around to many people and allowed them to complete it on their own time, which increased participation in the survey. We chose to target Bloomington residents because they are a relatively broad potential audience close to the Sculpture Trails. We determined that the likely potential audience for Sculpture Trails live somewhere in the area, and Bloomington offers the largest population of people to reach. Through our survey, we received 160 responses from residents. The 16 questions on the survey gave insight into several factors, including awareness of Sculpture Trails, willingness, and ability to volunteer, and willingness to travel.

DETAILED DESCRIPTION OF RECRUITMENT:

As a focus in the situational analysis our agency produced, we aimed to find Bloomington residents that have some connection to the arts community, whether that be artists, artist appreciators, and or connections to the multiple art museums. With this in mind, we researched different communities that have such relationships. After conducting online searches, the most promising groups found included, IU Communications Arts and Humanities sector, the Arts and Humanities Council of Indiana University, who is in charge of First Thursday, an arts festival, and the Sidney and Lois Eskenazi Museum of Art. It was possible to find most emails of the people that work within these organizations on their contact page

or with an in-person visit.

While the connection with arts is an essential factor in our research, we did not want to focus on just this niche group in Bloomington, so the scope broadened to active community members in Bloomington. We were able to do this with many personal connections. For example, one of our group members was able to connect to residents who have been living in the city for over 15 years and offer expert insight into the community. Also, through philanthropy work with mothers at Sherwood Oaks Church in Bloomington, our group was able to connect with many members within the church.

Other organizations were also a target to send the survey to as well as modes to pass the survey on to a more significant number of people. More personal connections to the group found the organizations that were used to pass on the survey. These groups included the Indiana University Dance Marathon, an organization that raises money for Riley Children's Hospital, IU Student Television, Public Relations Student Society of America, the Media LLC on IU's campus, and multiple sororities and fraternity organizations. Most of the members in these various groups are involved in the University and volunteer their time throughout Bloomington while also having many connections to other involved residents. The Media Living Learning Center is a community at Indiana University designed primarily for students with interest in media, communication, and news. Media LLC hosts volunteer activities during the spring/fall semester. It also has tours of local and campus media outlets. IU PRSSA is an organization at the IU Bloomington campus. It hosts activities and networking events. While these organizations are student-based, students do make up a significant portion of the Bloomington population, and they are considered residents. Student residents in organizations are a high starting point in connecting to older residents since they have advisors that are established Bloomington residents. They were all asked to take the survey and pass it along within their connections.

DATA COLLECTION:

Arts Community

The arts community connections found through Internet research were contacted via email. Jana Surigao, an executive administrative assistant with the Arts and Humanities Council, was emailed with information about our campaign, the potential of connecting, and the opportunity to get more information Friday, Feb. 14. Surigao responded a few days later joining us with Joe Hiland, the Arts and Humanities Council's Associate Director, who manages PR for the council. Christina Elem, a graduate assistant with the board, was contacted before Surigao, with no response. Lauren Daugherty, the arts-based Wellness Experience Manager at the Sidney and Lois Eskenazi Museum of Art, was emailed with the same information as Surigao on the same day. She responded, happy to take our survey, and forwarded it along to museum colleagues and a few local artists after we provided more information on the target public via email. Kristin Londergan, marketing and communications coordinator

at the Sidney and Lois Eskenazi Museum of Art, was contacted with similar information as the previous two contacts. There was no response but, with the connection to Daugherty, it is possible the survey was passed to her and the contacts she would have passed it on to. Jamie Cesanek, an intern with IU Communications Arts and Humanities sector, was contacted by phone with a request to pass the survey along to her peers in IU Communications Arts and Humanities. After the request, Cesanek contacted her boss Mary Keck who granted permission to Cesanek to share the survey along with more information provided from an in-person conversation in their internal communication channel.

Organization Leaders

Student fraternity House Manager Aaron Butcher was sent the survey after personal connections passed it on Monday, Feb. 17. Butcher is an involved community member and business leader in Bloomington as a former sergeant with the Bloomington Fire Department and business owner. Juniors and Seniors in the fraternity also were sent the survey. The President of the Entertainment Committee for Indiana University Dance Marathon, Jackson Sawyer, was contacted to send out the survey to groups throughout IUDM on Wednesday 2/19. We followed up with this organization later that night to confirm the survey link was shared along with further details of the research. Greg Menkedick, advertising director at the IDS, and Jim Kirkham, Little 500 coach, and nurse practitioner were contacted Friday, Feb. 14 via email. We shared with them information presenting them an explanation of the research, our client, and encouragement to share it among their own social circles. Menkedick and Kirkham have been residents of Bloomington for over 15 years. Menkedick and Kirkham responded happily. Shauna Melvin, undergraduate English advisor, was also contacted via email on Thursday Feb. 13. Melvin confirmed she took the survey herself and sent it out to her colleagues. Jennie Hession, sorority house mother, was sent the survey on Feb, 19 via text. Hession was excited to help the group by taking the survey and passing it along to her friends in the Bloomington community. She followed-up with our group ensuring she sent it to her contacts. Feb. 18, Kenny Smith and Michael Gray, IUSTV's advisor and technical director, were asked the same thing as previous contacts to take the survey and share it. Through GroupMe, many mothers and other members of Sherwood Oaks Church were provided with information about the project, the survey, and positive encouragement to share with any other friends or acquaintances on Monday, Feb. 17.

Students

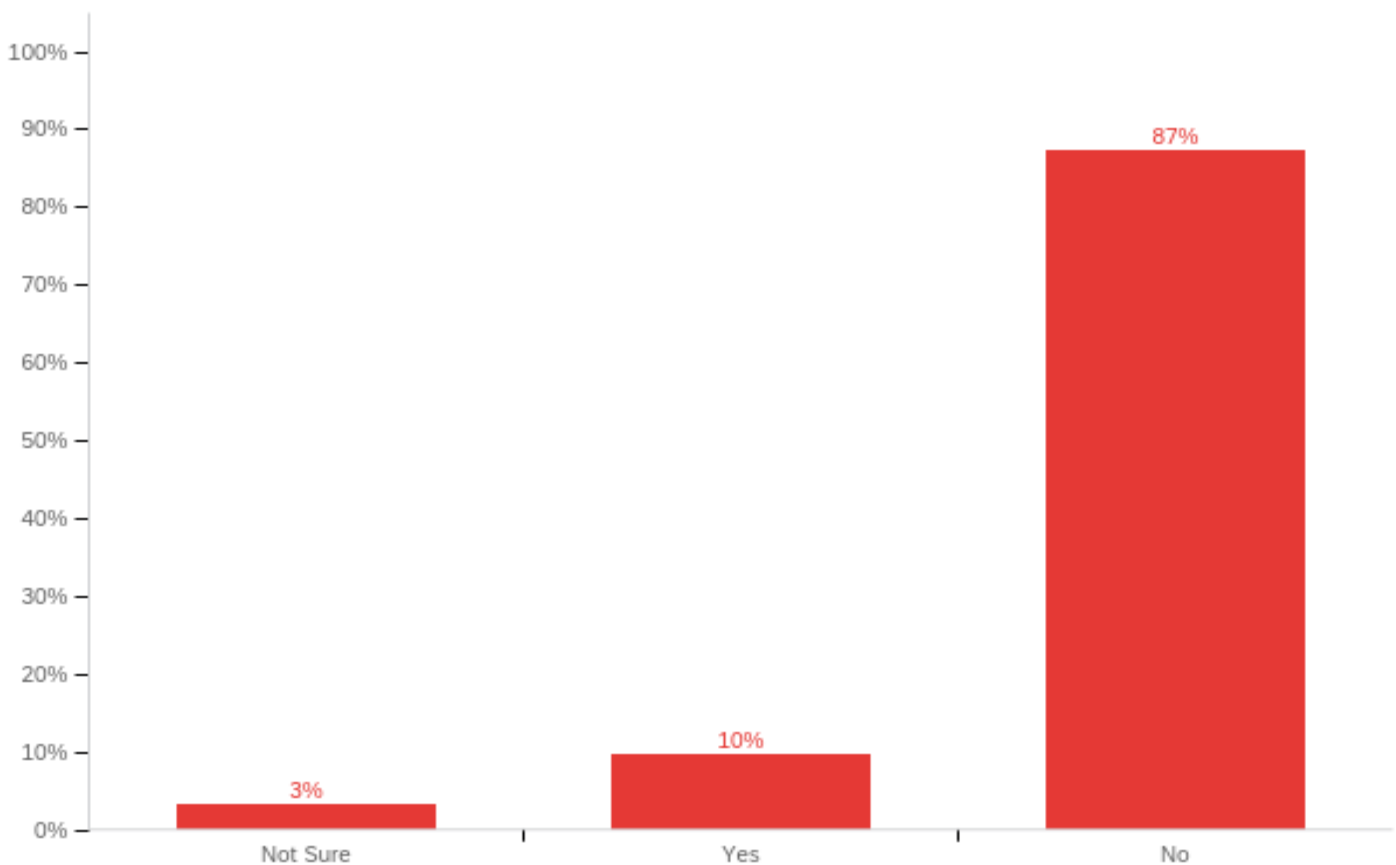
All of the messages sent out to students were preempted with an explanation of our project, the client, and emphasis on encouragement to share the survey with established Bloomington residents. Feb. 17, the Media LLC and IU PRSSA students received the survey via GroupMe. Multiple committees within IUDM were sent the survey Feb. 19 via GroupMe. Members of two different sororities were contacted Feb. 17 with the survey. They each followed up with on Feb. 19 and confirmed the survey link and informational paragraph

was sent in their GroupMe chats. A member of a fraternity was contacted on Feb. 17 and confirmed that the link was sent to all junior and senior members. Via WeChat, on Feb. 19, a group of friends arts at IU, was assigned the survey. Furthermore, all members of our group reached out to friends at the university during the week of Feb. 10 - 14, which included students studying in various majors and involved in multiple activities.

STATISTICAL ANALYSIS:

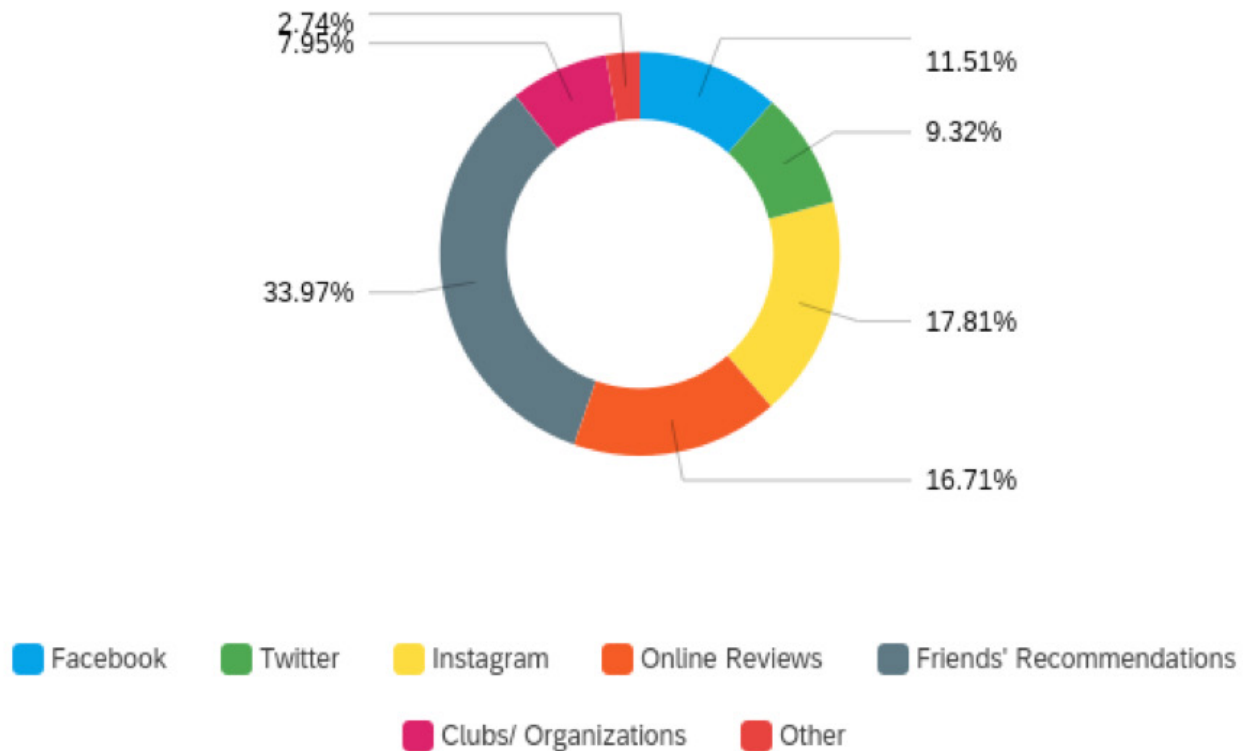
Our survey aimed to gauge Bloomington residents' awareness of Sculpture Trails Outdoor Museum. The questions were either focused on aspects of tourism or volunteering to align with the goals previously outlined.

Percentage of Bloomington Residents that have Heard of Sculpture Trails



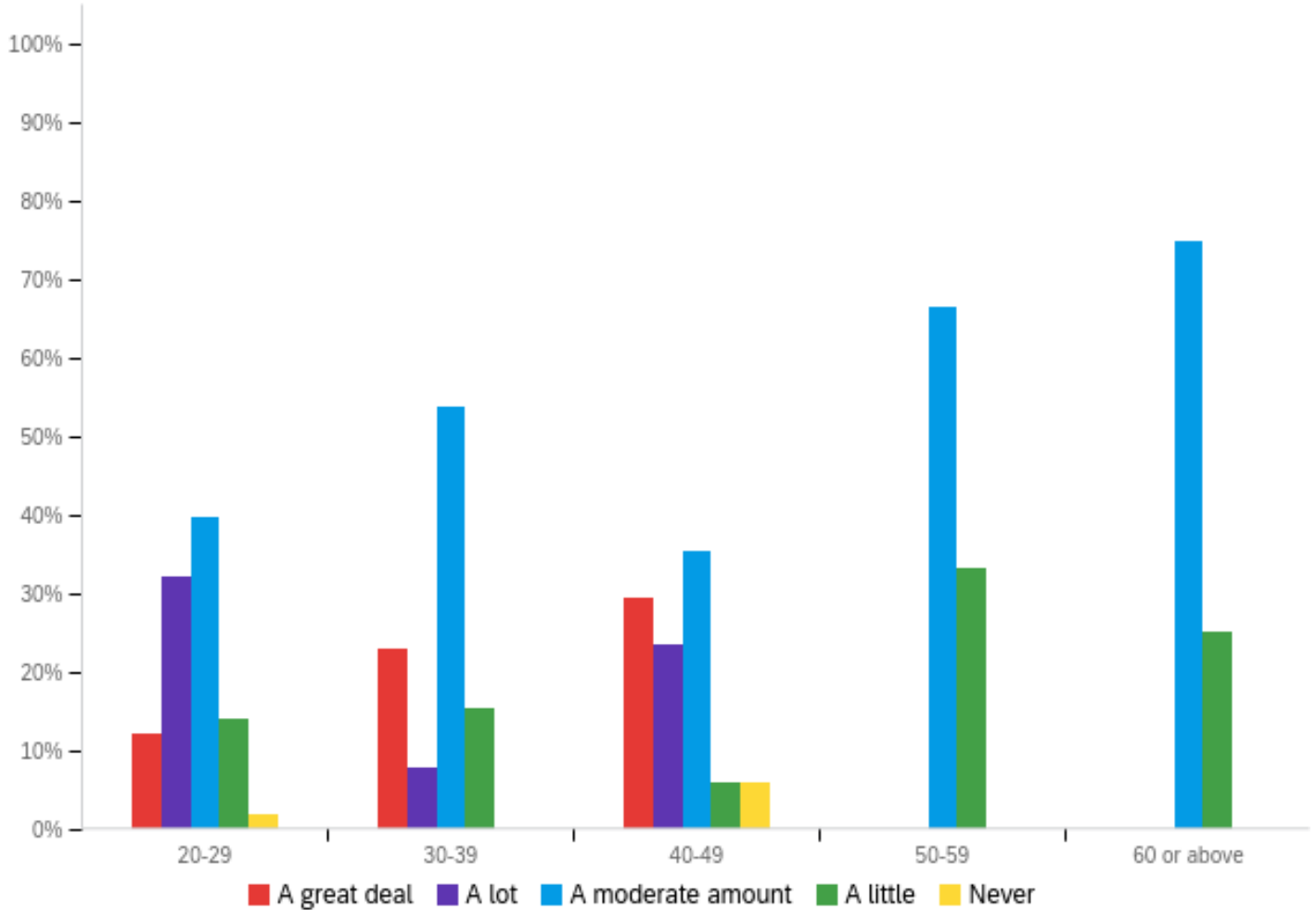
The graph above shows that 87% of the Bloomington residents surveyed have not heard of Sculpture Trails Outdoor Museum, 10% have heard of the attraction, and 3% are unsure. From these percentages, we conclude that residents have a low awareness of the outdoor art museum even though it is close in proximity.

How Consumers Get Information About Events/Opportunities/Activities



The pie chart above shows possible different outlets, traditional and social media, that the population surveyed use to find activities, opportunities, and or events to partake in. The majority of the people surveyed find activities to do from friends' recommendations at 33.97%. The second most used outlet is Instagram at 17.81%, followed by online reviews at 16.71%. From there, the chart shows the remaining order from 4th most used to last being Facebook, Twitter, Clubs/Organizations, and finally with 2.74% other. From the graph, we can conclude that people rely on trusted friends' opinions to partake in activities more than they would on social media. Using friends' recommendations shows the population uses more word-of-mouth channels for information on their activities. However, still, social media is present in their channels when they search for potential things to do.

Frequency that Residents Look for Summer Activities By Age



This bar graph above measures the frequency that Bloomington residents in each age group are looking for summer activities to partake in. From the graph, we can conclude that the entire community is searching for an event a moderate amount of the time. Additionally, the three age groups between 20-49-year-olds show percentages that they look for activities a great deal of the time. 20-29-year-olds are looking mostly a moderate amount of time or a lot of the time for the summer. The 30-39-year-olds are mainly looking for something to do during the summer a deal of the time or a moderate amount. In the 40-49-year-old group, the percentages of viewing a great deal of the time and a moderate amount of time are very close with a close percentage looking a lot of the time. Around 75% of the 60 or above-year-olds we surveyed are looking for something to do during the summer a moderate amount of time while 65% of the 50-59-year-olds surveyed are looking for summer activities a moderate amount of time.

Percentage of What's Important in Summer Activities

Field	Not Important	Somewhat Important	Important	Very Important	Total
Being Indoors	54%	30%	13%	3%	155
Being Outdoors	9%	25%	38%	28%	154
During the Daytime	20%	37%	33%	10%	153
Physical Activity	12%	35%	36%	18%	154
Involving Art	43%	42%	11%	5%	155
Educational	39%	44%	14%	3%	155
Phone-Free	44%	35%	15%	6%	155
Being with Friends	5%	12%	37%	46%	153
Other	73%	14%	5%	8%	59

Showing rows 1 - 9 of 9

The chart of percentages above represents the percentage of people that ranked each category as either not important, somewhat important, important, very important, or very important in a summer activity. The last column on the right represents the total number of people that responded to the category. 46% of the 153 Bloomington residents surveyed said that being with friends is very important in a summer activity. That is the highest percentage category in the very important column. The second highest in that column is at 28%, that category is being outdoors. In the important column, four categories are all very close together in percentages at 38%, being outdoors, 37% being with friends, 36% physical activity, and 33% during the daytime. 43% said that it is not important for their summer activity to involve art. 44% said it is not important for their activity to be phone-free while only 6% said it was very important. The standard deviation of the data above is 2.

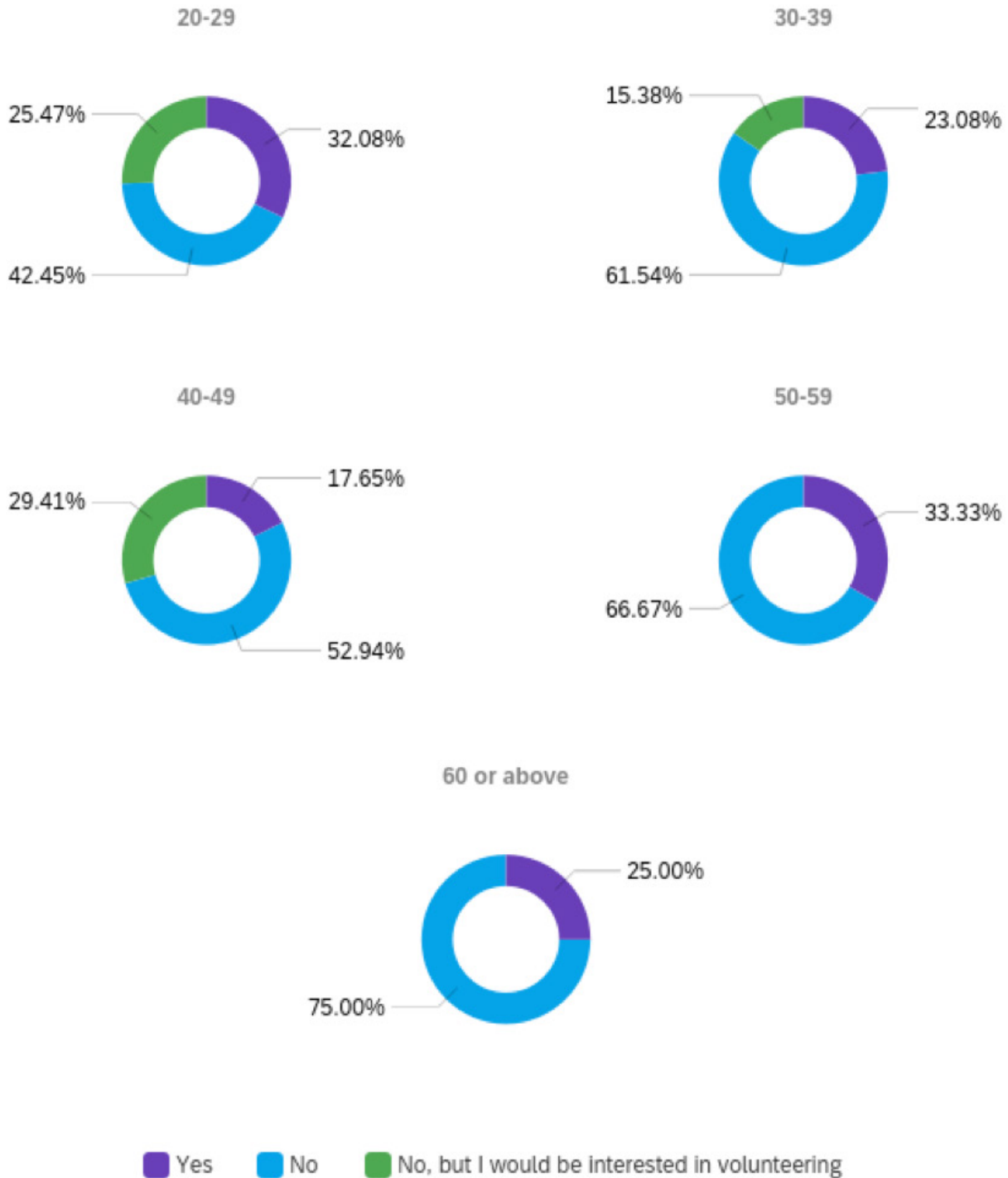
Motivations to See Art

Field	Not Important	Somewhat Important	Important	Very Important	Total
Knowing the artist	46%	26%	24%	5%	145
Getting involved	37%	39%	20%	3%	145
Prestige	37%	37%	23%	3%	145
Knowing the process	30%	41%	26%	3%	145
Seeing something new	10%	28%	48%	14%	145

Showing rows 1 - 5 of 5

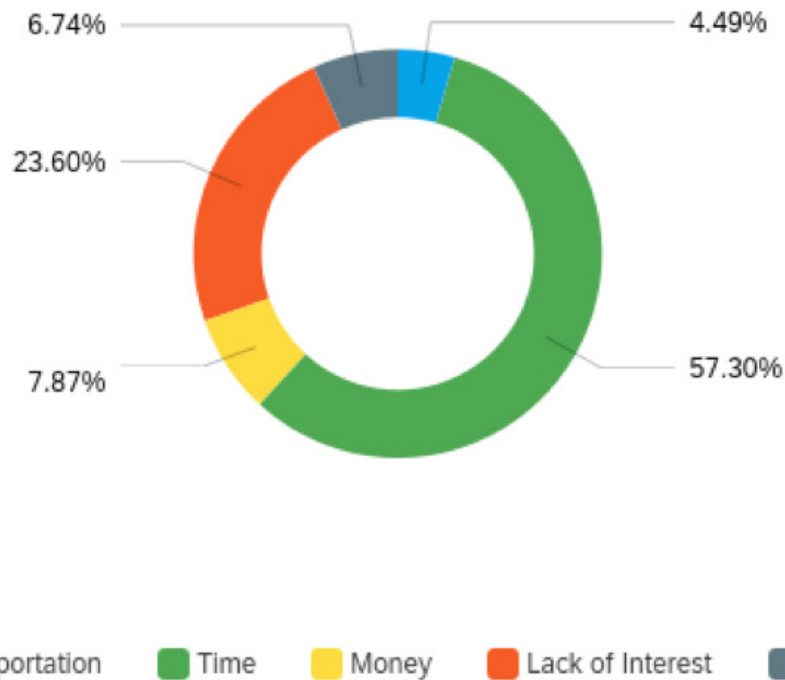
The chart of percentages above specifies the percentage of what the residents ranked as important in their motivation to see art from not important to very important. 14% of those surveyed found seeing something new very important when it comes to why they want to see art, and this is the highest percentage in the very important column. In the important column of the chart, most of the percentages are in the 20s, but the percentage nearly doubles in this column in seeing something new close to 50%. The highest percentage category in the not important column is knowing the artist at 46%. 37% of the respondents said that knowing the getting involved and prestige were not important in the reasons behind why they would want to see art. The standard deviation of the data above was 1.

Volunteer Status By Age Range



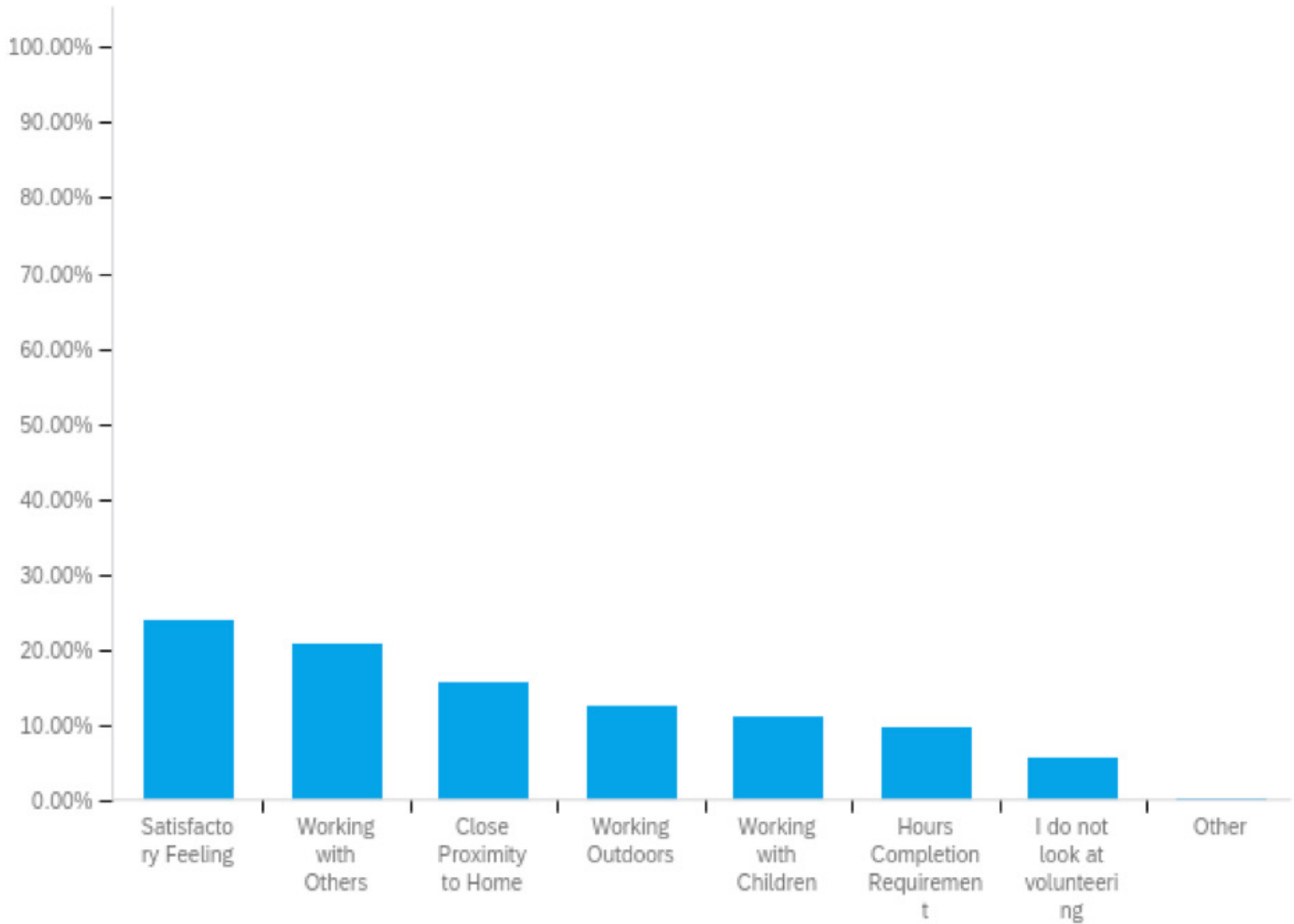
The pie charts above represent the current volunteer status by age group of Bloomington residents. 32.08% of the youngest age group volunteer. 25.47% of the 20-29-year-olds age group would be interested in volunteering and while 42.45% are not volunteering with no interest. The most significant group that is interested in volunteering is 40-49 at around 30% in this age group; another half those in this population do not volunteer with no interest. The only age groups that show interest in volunteering are between 20-49. 50-60 or above-year-olds showed no interest in volunteering if they do not already volunteer; this makes them an unsuitable public to target a volunteer-focused campaign.

Why People Do Not Volunteer



The pie chart above depicts the reasons why they do not volunteer if they answered either no or no but, I would be interested in volunteering. Over half of our participants, around 57%, said that time is the number one reason people don't want to volunteer. The second reason participants cited was "lack of interest" at 23.6%. The following descending reasons were money at 8.9%, transportation at 4.5%, and 6.7% said other reasons.

What People Look For In A Volunteer Opportunity



The bar chart above represents the things people are looking for in an opportunity to volunteer; it represents what their motivations to volunteer would be. The most motivating aspect and what people are looking for when they volunteer is a satisfactory feeling at around 25%. The second highest motivator at about 20% was working with others. The lowest category people are looking for is an hour's completion requirement.

KEY FINDINGS:

Found from the statistics, we can conclude that awareness is low in the Bloomington community of this outdoor attraction. Also, from our research, we can conclude that all age groups surveyed are looking for something to partake in during the summer a moderate amount of the time. The groups to focus on during the summer could be 20-49-years old, as these groups are looking for something a significant amount of time to moderately. This is a positive thing to come from the research as we can plan to campaign that this is an activity to fill their summer days, whether that be a visit or a volunteer opportunity. An important conclusion from the statistics found that significant percentages found being outdoors, being with friends, physical activity, and during the daytimes important in a summer activity. All four aspects of a summer activity can be found at Sculpture Trails; this will be a great factor when building our campaign. From our statistical analysis, we can conclude that seeing something is the highest motivator behind going to see art. Another key conclusion from the data above is that 57% of the surveyed population cite time constraints for the reason they are not volunteering.

SYNTHESIS OF FINDINGS WITH SITUATION ANALYSIS:

Previously we believed that Sculpture Trails Outdoor Museum is facing a problem due to the lack of popularity and volunteers. And we expressed possible opportunities for expanding reach through targeting Bloomington residents by increasing the public's awareness with social media and focus on Bloomington families to attract more visitors and involvement. After analyzing the survey results, we now believe that the situation of Sculpture Trails Outdoor Museum is facing the issue of low awareness and lack of popularity. According to the graph of Percentage of Bloomington Residents that Have Heard of Sculpture Trails, 87% of Bloomington residents do not hear of Sculpture Trails, which means that we need to keep on our focus of increasing the popularity of Sculpture Trails. However, according to the graph of Frequent that Residents Look for Summer Activities by Age, it shows that 20-49-year-olds look for activities for a great deal of time. Also, we can see that 46% of those surveyed said being with friends was very important in a summer activity. Thus, the target audience should focus on the age groups range 20-49 living in Bloomington instead of all Bloomington residents and not need specific family messaging.

Moreover, the graphs also illustrate that the satisfactory feeling and people find being with friends is very important when doing volunteer activities. Therefore, targeting families at Bloomington might be even more unnecessary. Instead, we focus on targeting businesses and companies as a team-building experience, allowing companies to bring multiple employees to the sculpture trails as a way to strengthen their company relationships. According to the graph of Volunteer Status By Age Range, young adults age range from 20-29-year-olds are likely to volunteer, and people who are 40-49-year-olds are most interested in volunteering during spare time.

SYNTHESIS OF FINDINGS WITH SITUATION ANALYSIS CONT...

The Sculpture Trails Outdoor Museum now has opportunities to attract more volunteers and visitors. According to the graph of How Consumers Get Information About Events/Opportunities/Activities, people are likely to get information through friend's recommendations, Instagram, and online reviews. Therefore, we decide to shape our campaign by increasing word of mouth and renovating Sculpture Trails' social media accounts, especially Instagram, in order to improve the aesthetic and positive posts of the outdoor museum. To advertise Sculpture Trails Outdoor Museum, we focus on increasing the knowledge of the trails by placing flyers on bulletin boards around campus and common frequented areas like the Indiana Memorial Union and other buildings around the Bloomington community.

The direction to achieve the goals of increasing engagement, knowledge, and volunteering of the Sculpture Trails is focusing on age groups ranging from 20-49 living in Bloomington and generating awareness of the trails through company team-building exercise, word of mouth and social media such as Instagram, Facebook, and Twitter. The outcome of the campaign is to make the Sculpture Trails a word-of-mouth day trip that is team-preferred as well as a popular volunteer hotspot.

Campaign Ideas:

The campaign that we hope to launch has a few overarching goals-- to increase positive engagement and involvement, to increase volunteering, and to increase the knowledge of the trails' existence since our research showed 87% have not heard of the client. Because we have two goals we must accomplish to make the trails more successful, there are two main ways we will shape our campaign.

In order to increase word of mouth in a world that is so dependent on technology, part of our campaign will focus on revamping and renovating primarily Sculpture Trails' Instagram account with recommendations to follow up on their other platforms such as Twitter and Facebook with similar ideas put forward on Instagram. Since they already have social media accounts, improving the aesthetic and featuring positive posts from featured artists that come during the summers and volunteers would increase their following and therefore increase their relevance. Instagram would be the targeted platform because our research shows that it is the second most used outlet to find activities at 17.81%. We believe that if we can gain the necessary followers, the population that uses this platform will be more likely to go then after attending, tell their friends about it. The platform also offers an option to make a business profile, which would be beneficial in creating a more professional profile and allows them to analyze their followers.

Another portion of our campaign will focus on increasing the number of volunteers that visit the trails. According to our research, most people in our targeted age group, 20-49-year-olds, do not volunteer because of a lack of time so that we will introduce the volunteer opportunity differently; to businesses and companies as a team-building experience. Allowing companies to bring multiple employees to the sculpture trails as a way to strengthen their company relationships, but also volunteer in their local community is an appealing opportunity that we believe that companies would take advantage of. Not only would this increase the number of volunteers, but it would also increase word of mouth and get people talking about their trip to the trails and possibly recommending it to their friends and acquaintances. A final and more subtle portion of our campaign to increase knowledge of the trails is to advertise by placing flyers on bulletin boards around campus and commonly frequented areas like the Indiana Memorial Union, The YMCA, grocery stores, churches, and other buildings around the Bloomington community.

Goals and Objectives:

Goal 1: Increase awareness and positive image of Sculpture Trails with Bloomington Residents 20-49-year-olds (Reputation)

Objective 1 (informational): Increase the number of Bloomington residents that have heard of Sculpture Trails by at least a 45% by May 2021

Objective 2 (motivational): Increase the number of inquiries directed toward Sculpture Trail employees about volunteering opportunities from Bloomington Residents 20-49-years-old to by 10% after May 2021

Objective 3 (behavioral): Increase Instagram followers from (current) 967 to 1500 and average likes from (current) 30-40 to 60-70 by May 2021.

Goal 2: Increase volunteering engagement and involvement between the Bloomington arts community and Sculpture Trails (Relationship)

Objective 1 (informational): 15% increase of content made by local and campus news/media outlets about Sculpture Trails by May 2021.

Objective 2 (motivational): Increase the visitation website traffic by 20% within the summer months of 2021.

Objective 3 (behavioral): Increase the percentage of 20-49-year-olds that volunteer by 5% by getting them to volunteer at Sculpture Trails during May 2021.

Target Public Defined:

The information below is based on our primary research. Our survey can be found here:

https://iu.coi.qualtrics.com/Q/EditSection/Blocks?ContextSurveyID=SV_9QwMN-EQ4EAFHj3D

Adults ages 20-49 who are looking for volunteer opportunities

Based on our survey we found that the following reasons are the top motivators to volunteers for a Bloomington 20-49-year-old:

- Satisfactory feeling
- Working with others
- Working outdoors

Based on our survey we can conclude that Bloomington residents' 20-49 years-old lifestyle to be:

- Active
- Social
- Busy

Many of our participants in this age group do not have families, so we are not focused on the family aspect. The main reason our participants said they do not volunteer is due to lack of time, so we believe that is why they live busy lives and the reason we want to focus on being flexible volunteer schedules.

According to our research the following things below should be included in messaging because it will make our target audience pay attention and make it worth it to take action and volunteer.

- Being outdoors
- Interacting with friends, family, and community
- Making a difference

Appropriate actions that we believe our messaging with get the audience to do are listed below. These small actions are less intimidating and come off as benefits to them.

- Going outdoors
- Getting physical activity
- Visiting somewhere new
- Getting them to visit

Messaging:

PRIMARY MESSAGE:

Feel great about getting involved with your community and make a difference by lending a hand when you can at Sculpture Trails.

SECONDARY:

Immerse yourself in nature by walking the trails and helping Sculpture Trails' mission with small tasks that make a big impact. Volunteering at Sculpture Trails allows you to get outside hands-on experience with art and nature.

SECONDARY:

Break out of your comfort zone and meet new people that love helping others. By volunteering at Sculpture Trails Outdoor Museum you get to work with others who are passionate about what they do.

Strategies and Tactics:

GOAL 1: *Increase awareness and positive image of Sculpture Trails with Bloomington Residents 20-49-year-olds (Reputation)*

Strategy 1: *Create a positive perception of Sculpture Trails with working 20-49-year-olds*

Objective 1 (informational): Increase the number of Bloomington residents that have heard of Sculpture Trails by at least a 45% by May 2021

Tactic: Present a “who we are” banner ad that geographically targets Bloomington residents 29-49-year-olds with button to direct them to social media

Tactic: Post on Sculpture Trail’s Instagram and Facebook once a week to keep the public updated on volunteer opportunities, events, etc.

Tactic: Showcase the owners, workers and regular volunteers on the Sculpture Trails social media in order to attract new volunteers and give them a positive perception of the people they will be working with while volunteering

Tactic: Capture unique sculptures and post them on Instagram and Facebook to showcase the new and exciting experience volunteers could experience while helping Sculpture Trails

Objective 2 (motivational): Increase the number of inquiries directed toward Sculpture Trail employees about volunteering opportunities from Bloomington Residents 20-49-years-old to by 10% after May 2021

Tactic: Create a community of Sculpture Trails volunteers by implementing an open Facebook group including the people and their volunteer experiences/testimonials

Tactic: Showcase the owners, workers and regular volunteers on the Sculpture Trails website in order to attract new volunteers and give them a positive perception of the people they will be working with while volunteering

Tactic: Join other Facebook Groups (such as Hoosier Hiking, Bloomington Outdoor Group and Bloomington Recovery Outdoors, Bloomington, IN– What’s Going On?) to share messaging and reach a greater audience

TACTICS FOR GOAL 1 CONT...

Objective 3 (behavioral): Increase Instagram followers from (current) 967 to 1500 and average likes from (current) 30-40 to 60-70 by May 2021.

Tactic: Post on Sculpture Trail's Instagram and Facebook once a week to keep the public updated on volunteer opportunities, events, etc.

Tactic: Showcase the owners, workers and regular volunteers on the Sculpture Trails website in order to attract new volunteers and give them a positive perception of the people they will be working with while volunteering

Tactic: Share testimonials volunteer experiences on Instagram with the hashtag #IronMaid

Tactic: Set up a booth at the Bloomington Farmers Market with sign up sheet for existing newsletter

STRATEGIES AND TACTICS CONT...

GOAL 2: *Increase volunteering engagement and involvement between the Bloomington arts community and Sculpture Trails (Relationship)*

Strategy 2: *Get more volunteers from existing communities to become ambassadors for Sculpture Trails*

Objective 1 (informational): 15% increase of content made by local and campus news/media outlets about Sculpture Trails by May 2021.

Tactic: Showcase the owners, workers and regular volunteers on the Sculpture Trails website in order to attract new volunteers and give them a positive perception of the people they will be working with while volunteering

Tactic: Submit volunteer days to other news organizations community calendars

Objective 2 (motivational): Increase the visitation website traffic by 20% within the summer months of 2021.

Tactic: Post on Sculpture Trail's Instagram and Facebook once a week to keep the public updated on volunteer opportunities, events, etc. directing them the website for more information

Tactic: Showcase the owners, workers and regular volunteers on the Sculpture Trails website in order to attract new volunteers and give them a positive perception of the people they will be working with while volunteering

Tactic: Edit Sculpture Trails events calendar to show up-to date information (since their event flyers currenting on the calendar include dates from 2018)

Tactic: Capture unique sculptures and post them on Instagram and Facebook to showcase the new and exciting experience volunteers could experience while helping Sculpture Trails

TACTICS FOR GOAL 2 CONT...

Objective 3 (behavioral): Increase the percentage of 20-49-year-olds that volunteer by 5% by getting them to volunteer at Sculpture Trails during May 2021.

Tactic: Giveaway \$25 gift card and free guided tour for five to one of the Instagram account's new followers at the end of each month to incentivize people to follow the account as well as visit the trails

Tactic: Repost social media posts made by volunteers and visitors who use the hashtag #IronMaid on their posts to incentivize their sharing on personal social media profiles

Tactic: Share testimonials volunteer experiences on Instagram with the hashtag #IronMaid

Tactic: Reach out to Bloomington Moms to share blog posts of their experience

Tactic: Reach out to prominent businesses to establish relationships and share story

Tactic Mockups:

BANNER AD:



GET OUTSIDE, GET INVLOVED, FEEL GREAT

FOLLOW US NOW

Above is an example of the banner ad that could be used when targeting Bloomington residents 29-49-years-old. Using banner ads that target this demographic will be very effective in boosting social media following and website traffic. With an increase in visitation, the audience will be exposed to our messaging attracting more volunteers. The use of digital ads is important, especially in these times because people are online and can not physically visit businesses if we were to place pamphlets. This ad is effective because it is the right size (728px x 90px) meeting Google's requirements, is readable, and maintains a hierarchy displaying the logo, value proposition and a call to action. This ad would be best positioned at the top of any website.

SOCIAL MEDIA:

Volunteer Testimonial Social Media Posts:

Volunteer testimonials are important in our campaign because in our research we found that this target audience gets most of their recommendations for activities through trusted recommendations from friends and then the second highest way is through Instagram so this idea is what we believe is the best way to combine the two, also a post to Instagram is easily transferred and posted to Facebook at the same time. To post this after each volunteer day, or after an event when there are a lot of volunteers, the social media intern or someone needs to pull aside a few of the volunteers, make sure to ask if you can take their picture and share their story and ask them a few simple questions for example:

1. How was your volunteer experience?
2. What did you do today?
3. How are you feeling now?
4. Did you have fun

Example Volunteer Testimonial Social Media Posts:



Sculpture Trails • Follow
Sculpture Trails Outdoor Museum

Liked by John and 1,560 others

Sculpture Trails There's nothing better than getting outside and working together. Our volunteer group now just waiting for Fire@Night
[#IronMaid @party ... more](#)
[View all 20 comments](#)

5 MINS



Sculpture Trails • Follow
Sculpture Trails Outdoor Museum

Liked by John and 1,560 others

Sculpture Trails MEET ME:
Hi, I'm Kate from Bloomington, IN I just got out and met some awesome people! [#IronMaid ... more](#)
[View all 20 comments](#)

5 MINS



Sculpture Trails • Follow
Sculpture Trails Outdoor Museum

Liked by John and 1,560 others

Sculpture Trails MEET ME:
We are from Bloomington, IN and just spent some time washing some really cool sculptures! It was great to see what we could do in just a few hours. [#IronMaid ... more](#)
[View all 20 comments](#)

5 MINS

Event Focused Social Media Posts:

Event social media posts are very important but, it is important to post buildup to the event to make sure people have enough notice that an event is coming. Then you need to post something the day of an event to remind people that the event is here, and it's an exciting time. Then, the post is very important to thank those who did show up, also to show how great it went and if they had any hesitations they can come next time.

Example Event Focused Social Media Posts:



Example Event Focused Social Media Posts CONT...

sculpture trails
Yesterday · 🌐



Thank you to everyone who came out today, attending Sculpture Trails Fire@Nite Iron Pour! A collection of new sculptures is coming! #IronMaid

Like · Comment · Share

👍 60 people like this.

↻ 546 shares

Write a comment ...

sculpture trails
Yesterday at 2:55am · 🌐



JULY 13 10:00AM - 6:00PM
SAT

POUR EVERY HOUR (20) starting at 12:00
TOURS EVERY HOUR (20) starting at 12:00

CAST METAL WORKSHOP
MAKE YOUR OWN SOULFUL SCULPTURE (separate fee - tools welcome)

NO EXPERIENCE NECESSARY
(STOVE A MUST & A. ABLE TO ASSIST (severely & physically))

ALL AGES WELCOME (SAFETY) TOOLS USED TO DRIVE

ALUMINUM POUR 18
Sculpture Trails

ONLY 5 MIN DRIVE FROM YOHO GENERAL STORE

SCULPTURETRAILS.COM | 6765 N. TREE FARM RD. GOLDSBERT, INDIANA

#IronMaid You are invited to our 17th Annual Aluminum Pour of Sculpture Trails! Saturday, July 13th, 10 am - 6 pm. It is a great time to enjoy with your entire family and get the flavor of the casting experience! Spend the afternoon with us and have fun!


Like · Comment · Share

👍 55 people like this.

↻ 548 shares

Write a comment ...

sculpture trails
Yesterday · 🌐



Thank you to everyone who came out today to participate in our 17th Annual Aluminum Pour event. I hope you all have fun with casting metal experiences and spending time with family! #IronMaid

Like · Comment · Share

👍 60 people like this.

↻ 549 shares

Write a comment ... so much fun!!!

Volunteer Experiences Social Media Posts:

These posts are a way to continue your social media presence and share the beauty of nature that the trails are in. The comments can follow your newsletter's setup. Telling them what time to show up, what they will be doing when they get there. Using **CALLING ALL #IronMaids**, is important because its brand recognition and connects the followers to the page.

Example Volunteer Experiences Social Media Posts:



Introduction Social Media Posts:

This is where people can meet the artist in residence, the owners, the board members, and the new artists that come to the Trails with a new iron piece. These posts can follow a really easy format with just an introduction and list what they do for the museum and a personal anecdote about their favorite memory or favorite piece. It is important in these posts to use multiple photos, showing them as a simple headshot, and a few of them outside in the trails.

Sculpture Social Media Posts:

During the slower seasons it is important to continue posting to social media so that people do not forget about their experiences or potential experiences there! Posting sculptures is an easy way to stay on people's mind without giving them information overload. Just post a picture of one of the many sculptures on the property and caption it with the artist name, location and if possible a fun fact.

Gift Card Giveaway Social Media Posts:

To really motivate Sculpture Trails' followers to post their personal testament about the volunteering experience it is important to offer an incentive, that pushes them to become an ambassador for the brand. Without the giveaway on the last day of the month, it will be hard to get the followers' to endorse a brand to their friends online. The posts should include the name of the winner, when they were at the trails, and a screenshot of their winning post.

FACEBOOK GROUP:

Creating a community among the volunteers and encouraging them to keep returning to the Sculpture Trails is a crucial part of retention. By having a Facebook group, this generates an online community for everyone who volunteers, or wants to volunteer, to be a part of and keep tabs on what is going on at the trails. The posts in our Facebook group will be open to our volunteers and visitors for them to share their personal stories and experiences and use the space as a conversation forum.

A key part to improving volunteer retention is implementing a new organizational structure to how volunteers become aware of upcoming events and commit to volunteering. Additionally in our Facebook group, we are utilizing a service called SignUp.com. This service allows volunteers to virtually sign up to volunteer, see what volunteers will be at certain events, and view an interactive events calendar. Making the volunteer process online will improve participation and accountability, allow events to be planned more efficiently, and further encourage those that are a part of this community to volunteer.

Facebook Group Software SignUp:

Sign up to volunteer for our upcoming events at the Sculpture Trails!

Sign up today, it's easy!

SignUp.com
Formerly VolunteerSpot

SIGNUP.COM
Sculpture Trails 2020
SignUp.com makes it easy to coordinate school events & c...

Like Comment

8:33

signup.com

SignUp.com

Already signed up? [Click here](#)

Sculpture Trails 2020

Select a month, then choose your spots.

July 2020

Sat. Jul 11, 2020
0 To Do spots filled

Sat. Jul 18, 2020
0 To Do spots filled

Sculpture Trails 2020
Sat Jul 11, 2020 - Sat Jul 18, 2020

Show this note

Find Spots By Date
Jul 11, 2020

Hide Filled Spots Show My Spots

Sat Jul 11, 2020 0 Filled

SPOT	TIME	FILLED	PARTICIPANTS	
> Volunteer Spring Clean up	12:00pm - 4:00pm	0 Filled	0/00	SIGN UP

Sat Jul 18, 2020 0 Filled

SPOT	TIME	FILLED	PARTICIPANTS	
> Volunteer Fire & Hike	12:00pm - 11:00pm	0 Filled	0/00	SIGN UP

PITCHES:

Example Pitch to Businesses:

In order to draw more volunteers to the trails, while also becoming more relevant within the community, we thought it would be a good idea to reach out to local businesses and companies and present a team building opportunity to their organization. This would be a mutually beneficial system: bringing the trails more volunteers, while helping local businesses improve their company culture and experience the trails. Not only would this bring more volunteers during the time of the organization's event, but it would also bring more exposure to the trails and encourage more involvement.

Subject: Unique Team Building Opportunity for your Business

Dear X,

I am reaching out to you to present to you a unique team building opportunity for your business or company. I am the PR contact for the Sculpture Trails, an outdoor museum that allows visitors to immerse themselves in nature by walking the trails and helping Sculpture Trails' mission with small tasks that make a big impact. Volunteering at Sculpture Trails allows you to get outside hands-on experience with art and nature.

We at the Sculpture Trails would love to invite you and your team at __ (company name) __ to participate in volunteering at the trails. Team building activities are invaluable to any company or business. They build trust, increase collaboration, and advance communication. Volunteering at the Sculpture Trails provides a rewarding experience for those who participate, and would be a great way to improve your company culture. I look forward to finding a day that works for your organization to coordinate a volunteer team building experience.

Keep in touch,
Gerry

Example Pitch to Bloggers:

In an effort to reach out to the community, we decided to get in contact with bloggers around the area that might have an audience that would be interested in visiting Sculpture Trails. The bloggers will most likely have an audience of families which is who we want to target. Additionally, readers often trust bloggers as much as a personal friend, so hearing a testimonial from one of their favorite influencers will more than likely drive more traffic to the museum.

Subject: Come Visit Sculpture Trails and Share Your Experience with Readers!

Dear X,

I hope this email reaches you well. My name is Gerry and I'm the PR contact for Sculpture Trails, an outdoor museum located in Solsberry, Indiana. Our museum features over 100 sculptures from artists all around the world. What makes our museum unique is that all of the pieces are along a peaceful wooded trail, so it's a great place for nature lovers and art lovers alike. In addition to the museum, we host several events a year that allow visitors a chance to get hands-on experience with how our artists make the sculptures. We have thousands of visitors each year that come from all over Indiana and even outside of the state. We pride ourselves on offering a truly unique experience that allows everyone to enjoy art while relaxing in nature.

I'm writing to you because I feel that your blog would be a great place to showcase our museum as well as give your readers an idea of something unique to do with their families. I would like to invite you to visit the museum and take a guided tour and see it for yourself. Families love the museum and I would love to give you the opportunity to see for yourself what makes our museum so unique and why so many people love it. We can also provide any content you need should you choose to write about your experience in your blog.

I appreciate your time and hope we can get in contact soon!

Thanks,
Gerry

Example Pitch to Farmer's Market:

Sculpture Trails will have a signup sheet at events like the Farmer's Market (a tablet, laptop, or mobile device) that will email addresses. Those email addresses will be added to the contact list for the newsletter. Getting a booth at the farmers market will increase awareness of Sculpture Trails as well as give people an opportunity to sign up to volunteer. We feel that people are more likely to take the action of signing up to volunteer if they feel connected to the trails through meeting the owners, other volunteers, etc.

Subject: Sculpture Trails Grows at the Bloomington Farmers Market

Hi X,

Hope you are well! I am the PR contact for Sculpture Trails, and I wanted to touch base with you regarding Sculpture Trails participating in the Bloomington Farmers Market. We are working this year to gain exposure in order to recruit local residents in the area to help volunteer at our outdoor museum. We know many other vendors will be in attendance, so we wanted to know if there was anything we could do to make the farmers market experience run more smoothly.

Here's what we plan to bring:

- Informational brochures about Sculpture Trails
- Sign-up sheets for volunteering
- Information on what to bring and wear
- Hashtag to join our monthly gift card giveaways

Please let me know your thoughts. We look forward to seeing you in June!

Thanks,
Gerry

Calendars and Budget:

TIMELINE:

Increase reach by using this tactic as often as possible:

Tactic: Repost social media posts made by volunteers and visitors who use the hashtag #IronMaid on their posts to incentivize their sharing on personal social media profiles

MAY 2020: *(The month of May is dedicated to awareness and modifying some current communications.)*

Tactic: Edit Sculpture Trails' events calendar (flyers have old event dates and no volunteer days included)

Recurring* Tactic: Implement a signup sheet and interactive calendar for each season within Facebook groups

Tactic: Showcase the owners, workers and regular volunteers on the Sculpture Trails social media in order to attract new volunteers and give them a positive perception of the people they will be working with while volunteering

Recurring* Tactic: Post on Sculpture Trail's Instagram and Facebook once a week to keep the public updated on volunteer opportunities, events, etc. (xi)

JUNE 2020:

Tactic: Join other Facebook Groups (such as Hoosier Hiking, Bloomington Outdoor Group and Bloomington Recovery Outdoors, Bloomington, IN– What's Going On?) to share messaging about Volunteer days and events only and reach a greater audience

Tactic: Implement a signup sheet and interactive calendar for each season within Facebook groups

Tactic: Capture unique sculptures and post them on Instagram and Facebook to showcase the new and exciting experience volunteers could experience while helping Sculpture Trails

Tactic: Reach out to Bloomington Moms to share blog posts of their experience and offer free guided tour

Tactic: Reach out to prominent figures in businesses to establish relationships and

share story

Recurring* Tactic: Post on Sculpture Trail's Instagram and Facebook once a week to keep the public updated on volunteer opportunities, events, etc. (XI)

Tactic: Submit volunteer days to other news organizations community calendars (this should be 2 weeks before event)

Tactic: Set up a booth at the Bloomington Farmers Market with sign up sheet for newsletter

Recurring* Tactic: Giveaway \$25 gift card and free guided tour for five to one of the Instagram account's new followers at the end of each month to incentivize people to follow the account as well as visit the trails

JULY 2020:

Tactic: Implement a signup sheet and interactive calendar for each season within Facebook groups

Recurring* Tactic: Bloomington Farmers Market with sign up sheet for newsletter

Recurring* Tactic: Post on Sculpture Trail's Instagram and Facebook once a week to keep the public updated on volunteer opportunities, events, etc. (XI)

Recurring* Tactic: Giveaway \$25 gift card and free guided tour for five to one of the Instagram account's new followers at the end of each month to incentivize people to follow the account as well as visit the trails

Tactic: Post on Instagram and Facebook about the events, day of events, and thank you after the events

AUGUST 2020:

Recurring* Tactic: Post on Sculpture Trail's Instagram and Facebook once a week to keep the public updated on volunteer opportunities, events, etc. (x2 biweekly)

Tactic: Share testimonials volunteer experiences on Instagram with the hashtag #IronMaid

Tactic: Present a "who we are" banner ad that geographically targets Bloomington residents 29-49-year-olds with our social media handles and volunteer opportunities

Recurring* Tactic: Giveaway \$25 gift card and free guided tour for five to one of the Instagram account's new followers at the end of each month to incentivize people to follow the account as well as visit the trails

SEPTEMBER 2020:

Recurring* Tactic: Post on Sculpture Trail's Instagram and Facebook once a week to keep the public updated on volunteer opportunities, events, etc. (XI)

Recurring* Tactic: Bloomington Farmers Market with sign up sheet for Sculpture Trails' newsletter

Tactic: Set up booth or flying at the Lotus Festival

Tactic: Share testimonials volunteer experiences on Instagram with the hashtag #IronMaid

Recurring* Tactic: Giveaway \$25 gift card and free guided tour for five to one of the Instagram account's new followers at the end of each month to incentivize people to follow the account as well as visit the trails

OCTOBER 2020:

Recurring* Tactic: Post on Sculpture Trail's Instagram and Facebook once a week to keep the public updated on volunteer opportunities, events, etc. (XI)

Tactic: Share testimonials volunteer experiences on Instagram with the hashtag #

Recurring* Tactic: Bloomington Farmers Market with sign up sheet for newsletter

Recurring* Tactic: Giveaway \$25 gift card and free guided tour for five to one of the Instagram account's new followers at the end of each month to incentivize people to follow the account as well as visit the trails

NOVEMBER 2020:

Recurring* Tactic: Post on Sculpture Trail's Instagram and Facebook once a week to keep the public updated on volunteer opportunities, events, etc. (XI)

Tactic: Share testimonials volunteer experiences on Instagram with the hashtag #

Recurring* Tactic: Bloomington Farmers Market with sign up sheet for newsletter

Recurring* Tactic: Giveaway \$25 gift card and free guided tour for five to one of the Instagram account's new followers at the end of each month to incentivize people to follow the account as well as visit the trails

DECEMBER 2020:

Recurring* Tactic: Write pitches to companies to promote partnership volunteer groups with companies

Tactic: Share testimonials volunteer experiences on Instagram with the hashtag #IronMaid

Recurring* Tactic: Giveaway \$25 gift card and free guided tour for five to one of the Instagram account's new followers at the end of each month to incentivize people to follow the account as well as visit the trails

JANUARY 2021

Recurring* Tactic: Write pitches to companies to promote partnership volunteer groups with companies

Tactic: Share testimonials volunteer experiences on Instagram with the hashtag #

Recurring* Tactic: Giveaway \$25 gift card and free guided tour for five to one of the Instagram account's new followers at the end of each month to incentivize people to follow the account as well as visit the trails

FEBRUARY 2021:

Tactic: Share testimonials volunteer experiences on Instagram with the hashtag #

Recurring* Tactic: Giveaway \$25 gift card and free guided tour for five to one of the Instagram account's new followers at the end of each month to incentivize people to follow the account as well as visit the trails

MARCH 2021:

Tactic: Share testimonials volunteer experiences on Instagram with the hashtag #

Recurring* Tactic: Bloomington Farmers Market with sign up sheet for newsletter

Tactic: Present a "who we are" banner ad that geographically targets Bloomington residents 29-49-year-olds with our social media handles and volunteer opportunities

Recurring* Tactic: Giveaway \$25 gift card and free guided tour for five to one of the Instagram account's new followers at the end of each month to incentivize people to follow the account as well as visit the trails

APRIL 2021:

Tactic: Share testimonials volunteer experiences on Instagram with the hashtag #IronMaid

Recurring* Tactic: Bloomington Farmers Market with sign up sheet for newsletter

Recurring* Tactic: Giveaway \$25 gift card and free guided tour for five to one of the Instagram account's new followers at the end of each month to incentivize people to follow the account as well as visit the trails

MAY 2021:

Tactic: Share testimonials volunteer experiences on Instagram with the hashtag #

Recurring* Tactic: Bloomington Farmers Market with sign up sheet for newsletter

Recurring* Tactic: Post on Sculpture Trail's Instagram and Facebook once a week to keep the public updated on volunteer opportunities, events, etc. (x1)

Recurring* Tactic: Giveaway \$25 gift card and free guided tour for five to one of the Instagram account's new followers at the end of each month to incentivize people to follow the account as well as visit the trails

Tactic: Reach out to Bloomington Moms to share blog posts of their experience and offer free guided tour

Tactic: Reach out to prominent figures in businesses to establish relationships and share story

Social Media Calendar:

During the month of July, the event posts will occur once on the day of and as well as the day before as a reminder

I = instagram, F = Facebook, I&F = Instagram & Facebook, Numbers represent the dates
Dec 2020 - May 2021 have tentative posts depending whether content is needed)

For the Farmer's Market, there will be a sign-up sheet and the emails will be added to the newsletter

May - December 2020:

	May	June	July	August	Sept.	Oct.	Nov.	Dec.
Social Media								
Testimonial Focus Post #IronMaid				I:5,14,18,26, 31	I: 3, 10, 17, 24	I: 7,14,21,28	I: 4,11,18,25	I: 2, 9, 16
Event Focus Post	I:5,14,18,26, 31	I: 3, 10, 17, 24	I: 7,14,21,28	I: 4,11,18,25	I: 2, 9, 16	I:5,14,18,26, 31	I: 3, 10, 17, 24	I: 7,14,21,28
Introduction/SCT (owner, worker, regular worker) post	I: 17, F: 21,	I: 9 F: 16						
Sculpture Feature post		I&F: 11, I&F: 18, I&F: 25						
Facebook Forum Sign-up Sheet	F: 11, 20, 28 (repin each week)	F: 1, 8, 15, 22 (repin each week)	F- 6,13, 20,27 (repin each week)	F:10,17, 24, 31(repin each week)	F: 1,8,15,22 (repin each week)			
Reserved for General Post to keep informed of event, volunteer etc. if needed	I:13, F:15, I:18, F:27	F&I:10, 18,28	F&I: 8, 15, 27	F&I: 4,6, 11,13,18, 20, 25, 27	F&I: 1,8,15,22	F&I:5,12,19,26	F&I:9,16,23,30	F&I: week of 7th & 14th (2-4 posts)
Announcement of raffle drawing, announcement post with winner	I/F: 15th (announcement) & 30th (winner) of each month	I/F: 15th (announcement) & 30th (winner) of each month	I/F: 15th (announcement) & 30th (winner) of each month	I/F: 15th (announcement) & 30th (winner) of each month	I/F: 15th (announcement) & 30th (winner) of each month	I/F: 15th (announcement) & 30th (winner) of each month	I/F: 15th (announcement) & 30th (winner) of each month	I/F: 15th (announcement) & 30th (winner) of each month
Pitches								
Businesses								Write pitches the week 7th, and follow up the week of the 14th
Bloggers (Mom's & Art's Community)		Week of 8th, follow up email week of 15th						
Farmer's Market (with sign up sheet for existing newsletter)	Week of 15th	translate contacts at the Farmer's market into email/newsletter			attend Farmer's market & get emails to add to newsletter	attend Farmer's market & get emails to add to sign-up sheet	attend Farmer's market & get emails to add to sign-up sheet	
		Week of 11th, follow up week of the 8th						
Other								
Banner Ad - google search: Outdoor things to do in Bloomington & museums near me,	Week of 11th, 18th, and 25th			Week of 10th, 17th, 24th				
Submitting Volunteer Days to other community calendars		Week of the 22th (2 weeks prior to July 10th event)						

Social Media Calendar CONT...

During the month of July, the event posts will occur once on the day of and as well as the day before as a reminder

I = instagram, F = Facebook, I&F = Instagram & Facebook, Numbers represent the dates
Dec 2020 - May 2021 have tentative posts depending whether content is needed)

For the Farmer's Market, there will be a sign-up sheet and the emails will be added to the newsletter

January - May 2021:

2021	Jan.	Feb.	March	April	May
Sodal Media					
Testimonial Focus Post #IronMaid	I: 6, 13, 20	I: 8 & 15	I: 3, 10, 17	I: 1, 8, 15, 22	I: 4, 11, 18, 25
Event Focus Post					
Introduction/SCT (owner, worker, regular worker) post Sculpture Feature post					I: 11, F: 15
Facebook Forum Sign-up Sheet					
Reserved for General Post to keep informed of event, volunteer etc. if needed	F&I: week of 11th & 18th (2-4 posts)	F&I: week of 8th & 15th (2-3 posts)	F&I: week of 8th & 15th (2-3 posts)	F&I: week of 13th & 20th (2-4 posts)	F&I: week of 11th & 18th (2-4 posts)
Announcement of raffle drawing, announcement/post with winner	I/F: 15th (announcement) & 30th (winner) of each month	I/F: 15th (announcement) & 30th (winner) of each month	I/F: 15th (announcement) & 30th (winner) of each month	I/F: 15th (announcement) & 30th (winner) of each month	I/F: 15th (announcement) & 30th (winner) of each month
Pitches					
Businesses					
Bloggers (Mom's & Art's Community)	Write pitches the week 4th, and follow up the week of the 11th				
Farmer's Market (with sign-up sheet for existing newsletter)	I: 6, 13, 20	I: 8 & 15	I: 3, 10, 17	I: 1, 8, 15, 22	I: 4, 11, 18, 25
Other					
Banner Ad - google search: Outdoor things to do in Bloomington & museums near me, Submitting Volunteer Days to other community calendars					I: 11, F: 15

Budget:

All Social Media Posts		\$0.00
Farmer's Market Booth	*when set up in the free/east side of the market	\$0.00
Pitches		\$0.00
Sign-Up Program		\$0.00
Gift for Bloggers	* price of guided tour per person	
Gift Card Giveaway	*\$25.00 a month	\$300.00
Banner Ad	*(48x96)	\$1269.00
Updated Flyers	*500 sheets	\$48.59
TOTAL		\$1617.59

Evaluation Plan:

GOAL 1:

Objective 1 (informational): Increase the number of Bloomington residents that have heard of Sculpture Trails by at least 45% by May 2021

EVALUATION:

- Create a poll in Bloomington Facebook Groups asking whether they are aware of Sculpture Trails. Collect survey results after July 2020 events and compare to May 2021 before the next years' events

Objective 2 (motivational): Increase the number of inquiries directed toward Sculpture Trail employees about volunteering opportunities from Bloomington Residents 20-49-years-old to by 10% after May 2021

EVALUATION:

- Start tracking inquiries at the beginning of the campaign by writing down names and emails for people who have inquired about volunteering
- Track number of inquiries throughout the campaign up until the end to compare the numbers from the beginning to the end

Objective 3 (behavioral): Increase Instagram followers from (current) 967 to 1500 and average likes from (current) 30-40 to 60-70 by May 2021.

EVALUATION:

- Continue to observe and track the Instagram account's amount of followers by December 2020 there should be 1234 followers (half way through the year and half the goal).
- Observe the amount of likes that each Instagram post, while also paying attention to which types of photos are getting the most likes/attention, and tailoring the posts thereon.

GOAL 2:

Objective 1 (informational): 15% increase of content made by local and campus news/media outlets about Sculpture Trails by May 2021.

EVALUATION:

- Collect the content made by campus media outlets about Sculpture Trails by May 2021 and compare with the number of contents made by media outlets in the past.
- Collect the social media contents mentioned #IronMaid and Sculpture Trails to see the increase of contents made by Bloomington residents and local media outlets.

Objective 2 (motivational): Increase the visitation website traffic by 20% within the summer months of 2021.

EVALUATION:

- Track how many newsletters got sent out that included the link to the website that redirects to further information about the Sculpture Trails website during June and July of 2021
- Record the number of times a link to the client's website is included on the posts for Instagram and Facebook was clicked beginning of May 2021 and compare to the following of June 2021 and then compare that to July 2021

Objective 3 (behavioral): Increase the percentage of Bloomington 20-49-year-olds that volunteer by 5% by getting them to volunteer at Sculpture Trails during May 2021.

EVALUATION:

- Collect and record the number of volunteers in the month of May 2020 and compare to the number in May 2021.
- Create a post volunteer survey to send out to the collected volunteer email addresses after in order to determine if Bloomington resident volunteers increased. Compare Bloomington residents' numbers.

How old are you?

Where are you from?

Please rate your volunteer experience on a scale of 1 to 5 (please provide any feedback or explanation)

Appendices:

Appendix A: Primary Research

Q1



Thank you for taking our survey! This survey will take approximately 2-5 minutes to complete. The purpose of this survey is to measure Bloomington residents' interest in outdoor art attractions and volunteering opportunities.

All information will be kept confidential and are solely for research purposes. Thank you!

Q2

Have you heard of Sculpture Trails Outdoor Museum?



- Yes
- No
- Not Sure

Q3

How often do you find yourself looking for things to do during the summer?



- A great deal
- A lot
- A moderate amount
- A little
- Never

Q4

Where do you find opportunities for summer activities? Select all that apply.



- Facebook
- Twitter
- Instagram
- Online Reviews
- Friends' Recommendations
- Clubs/Organizations
- Other

Q5

Please rank what you find the most important in a summer activity.



	Not Important	Somewhat Important	Important	Very Important
Being Indoors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being Outdoors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
During the Daytime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical Activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Involving Art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone-Free	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being with Friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 Do you currently volunteer?



- Yes
- No
- No, but I would be interested in volunteering
- Other



Display This Question:
If Do you currently volunteer? No Is Selected

Q7 If you do not currently volunteer, why not? Please select all reasons that apply



Transportation



- Time
- Money
- Lack of Interest
- Other

Q8 What do you look for in a volunteer opportunity? Select all that apply.



Working Outdoors



- Working with Children
- Close Proximity to Home
- Hours Completion Requirement
- Satisfactory Feeling
- Working with Others
- I do not look at volunteering
- Other

Q9 What type of art do you enjoy?



Classic



- Modern
- Sculpture
- Paintings
- Literary
- All Types of art
- I do not enjoy art
- Other

Q10 Do you have a car?



- Yes
- No
- Other



Display This Question:
If Do you have a car? Yes Is Selected

Q11 How long would you be willing to drive for an outdoor art activity?

- 1- 10 minutes
- 11- 30 minutes
- 31- 50 minutes
- 51 minutes or more

Q12 Please rank what motivates you the most to see art.

	Not Important	Somewhat Important	Important	Very Important
Knowing the artist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowing the process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting involved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prestige	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seeing something new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text"/>				

Q13 Do you have children?

- Yes
- No
- Other



Display This Question:
If Do you have children? Yes Is Selected

Q14 How often do you partake in summer activities as a family each month?

- A great deal
- A lot
- A moderate amount
- A little
- Never

Q15 How old are you?

- 20-29
- 30-39
- 40-49
- 50-59
- 60 or above

Q16 What is your gender?

- Male
- Female
- Non-Binary
- I prefer not to answer

Appendix B:

Annual Commuting Trends Profile Greene County, Indiana. IBRC, March 28, 2019. Retrieved from <http://www.stats.indiana.edu/web/county/commuting/2016/Greene.asp> .

Bloomington City Indiana Profile U.S. Census Bureau Quick Facts. (2019) <https://www.census.gov/quickfacts/bloomingtoncityindiana>

Greene County Community Profile U.S. Census Bureau 2018 Population Estimates. (2018) www.in.gov/core/mylocal/greene_county.html.

“Indiana’s Public Data Utility.” STATS Indiana: Indiana’s Public Data Utility. (2018) www.stats.indiana.edu/profiles/profiles.asp?scope_choice=a&county_changer=180%2B

“The 2017 Contribution of Travel and Tourism to the Indiana Economy” Rockport Analytics (2018) pdf retrieved from visitindianatourism.com

U.S. Census Bureau Greene County, Ind. Demographic Profile: 2000-2018. Retrieved from https://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml