

# CAMPAIGN GOAL

- To establish a bi-annual fundraising event that reduces the annual budget deficit.
- To promote Tri-C as an organization that is concerned and action-oriented regarding community and student welfare.

# AUDIENCE IDENTIFICATION & MESSAGES

## MESSAGE:

Audience That Is Affected

- Children & Families
- College Students (Workers)
- Actual College
- Other daycares

# AUDIENCE IDENTIFICATION & MESSAGES

- Cooperatives
- Opinion Leaders
- Audience Media
  - print media
  - local radio stations
  - television shows & local radio stations
  - club organizations
- Primary Audience: Patrons/Parents Committees
- Secondary Audience: Media, Public Figures, Trustees
- Tertiary: Citizens for Tri-C, Alumni Association

# OBJECTIVES

- Patrons
- Secondary
- Tertiary
- Increase positive media coverage
- Content Analysis of Newsprint