

# Research

## Background Information

The Glow Stick 5K created after Taylor Morris experienced a very tragic accident while serving in the United States Military. The accident caused him to lose all of his limbs, making him a quadriplegic. His family created the GlowStick 5K to raise money for Taylor and all of his procedures after his accident. It was a great success and helped Taylor tremendously as he went through many procedures and was able to recover. After his recovery Taylor's family wanted to turn it into a way of giving back for the support Taylor Morris and his family received from the community during his own hardships. Thus, was the beginning of the Pay It Forward program that would take the money from the 5K and give it to an inspirational story or group nominated by the community. They ask the Cedar Valley for nominations for inspirational people and businesses, telling their story to receive votes from people in the community for a prize that is given out at the Glow Stick 5K event. They take the registration money from the 5K and donate it to the winning story or group. Last year, \$7,000 was raised from the event and was given to Sing Me to Heaven, which is a foundation that assists grieving families with funeral expenses for children of Iowa families. Then, this foundation "paid it forward" and gave the second place nominee \$1,000 to utilize as well. The Glow Stick 5K is a program that should be able to grow into what the Morris family hopes it will be, which is a huge community event that benefits individuals or groups wanting to "pay it forward."

# Research

## **Problem Statement**

To grow Pay It Forward and the Glow Stick 5K into an event/program that brings the whole community together, both younger and older citizens, to show the Cedar Valley the monetary support and overall dedication of its area's groups and businesses towards beneficial causes.

## **Mission Statement**

To bring community families together for support and show appreciation for the great things people do for each other in the Cedar Valley.

## **Targeted Publics**

Pay It Forward and the Glow Stick 5K is not trying to target any one public. Instead, it wants to be open to allow everyone to participate and have fun at the event. The Glow Stick 5K intends to create a family event where everyone can come out and support each other while witnessing the great deeds and acts of kindness that each other can do in the community.

## **Who Are the Public**

The public is anyone who lives in the Cedar Valley community.

They are looking for anyone young or old to participate in the Glow Stick 5K. Anyone who comes can walk or run the 5K. Aside from the race, anyone, especially families, can attend the event to enjoy the concert, festivities, and everything going on for the evening.

# Internal Situation Analysis

## **Strengths**

A strength is the amount of people who support the “Pay It Forward” cause. They had quite the turnout for the event with over 200 pre sales and a total of just under 1000 people attending the event. They had 9 contestants that were nominated for their inspirational stories of giving back to the people in the community. The program has a great foundation and has the ability to create a great event for the community of the Cedar Valley. A by-product of the support is that the community was able to come together to raise over 7,000 dollars last year via the Glow Stick 5K.

## **Weaknesses**

Primarily, a weakness is that Pay It Forward is not a 501C organization. Therefore, there is not a staff to readily handle all of the tasks revolving around the Glow Stick 5K. Additionally, advertisements and promotions are lacking, which results in less awareness about the event, especially on the UNI campus.

## **Opportunities**

There are opportunities to advertise in the Cedar Valley for the Glow Stick 5K and Pay It Forward program. To make the program better, Pay It Forward should become a non-profit organization that would be more prominent in the community. This would help promote the Glow Stick 5K event and Pay It Forward.

## **Threats**

A threat to the Glow Stick 5K is the competitors and the chance that these races would be held within the same week because many people do not have the time, energy, money, or desire to do multiple races in the same week, let alone the same day. Therefore, they will most likely choose their favorite cause and invest into that one. Another threat for the Glow Stick 5K is that the event is held within the first week of UNI classes, so there is a three month gap of direct promotion for the race, specifically for UNI students. When the students return home for the summer break, they are unaware that a race is held immediately when school starts, so there is a missed opportunity in gaining participation from UNI students.

# External Situation Analysis

## **Economic**

The majority of the Cedar Valley is middle class , so it is necessary to show the public that Pay it Forward is offering an event that is worthy of the registration fee to students and the community. Since the economy is coming out of a recession, Americans are careful with their money and only spend it on things that are worth it to them. They will receive a shirt, glow sticks, and entrance to all of the events that evening, with their registration fee.

## **Social**

A very large portion of the community is on some sort of social media, whether it be Twitter or Facebook, they interact on social media. The Glow Stick 5K has a Facebook page, but to become more recognizable for the community, it needs to be updated regularly with new advertising and stories. Stories and posts should highlight the nominees, events planned, and fees to make it easily accessible for anyone to find that information online. In order to become relevant, they should create a Twitter account to post updates since Twitter is a large social outlet for the younger generation, such as the college population.

## **Cultural**

This event should not have any issues with the cultural aspect in the Cedar Valley. It is an event to bring everyone together to have a great time and inspire the community to help one another. With that in mind, this event serves to benefit the cultural environment of the Cedar Valley by promoting the message or paying it forward and recognizing inspirational people, such as veterans.

# INFORMAL Research

## Competitors

Competitors are other 5k races. Below is a list of the approximate race dates that occur near the 5K Glow Stick event. Therefore, these races would be competition since they take place in the Cedar Valley as well.

- September 6, 2015 the Cedar Valley Kiwanis groups will team up to host a Color Dash 5K to raise money for Maternal and Neonatal Tetanus Elimination through UNICEF.
- September 12, 2015 the Cedar Heights Elementary will host a family run/walk/roll fundraiser in the form of a 5K.
- September 19, 2015 the Hartman Reserve Nature Center will host a Doggie Dash 5K.
- October 24, 2015 the Grant Wheeler Faith 5K will be hosted in memory of Grant Wheeler who died from a car accident in 2002. An endowment fund will be established to be given to an area senior distance runner with other qualifications. This year's race entry fees will go directly toward scholarships to be awarded in 2015.

Other non-profit organizations in the community could potentially be competitors as well even if they do not organize a 5K event to raise money. These organizations use other avenues to receive donations. So, a person has a choice on what or how to donate. Below is a list of a few non-profit organizations located in the Cedar Valley.

- Northeast Iowa Food Bank is dedicated to providing nutritious food and grocery products to nonprofit organizations and individuals in need in Northeast Iowa. Also, they work to offer hunger education programs to areas or people in need.
- Alzheimer's Association-East Central Iowa Chapter has the mission to eliminate the Alzheimer's disease by supporting advancement of research and aiding/supporting those who are affected.
- TigeraCat Rescues is an organization that promotes and encourages the humane treatment of cats and other animals by emphasizing health, welfare, and adoption. They do this through education and are dedicated to no-kill options and services.

# Programming and Planning

## Goals and Objectives

**Goal 1:** To promote the 5K Glow Stick run hosted by Pay it Forward through promotional materials, social media, the website, radio advertisements, newspaper advertisements, and local TV news stations in to attract more participants between early May and late August of 2015.

**Objective 1:** To create promotional materials describing and announcing Pay It Forward and the Glow Stick 5K Run by April 1, 2015.

**Tactics:** To design flyers and brochures by April 1, 2015.

To design t-shirts prior to the race by April 1, 2015.

To create a newspaper (Waterloo Cedar Falls Courier), radio (Q 92.3 and 105.7) and TV (KWWL and KCRG) advertisement by April 1, 2015.

To implement flyers and brochures by May 1, 2015.

To sell t-shirts prior to the race by May 1, 2015.

To run an ad in the newspaper (Waterloo Cedar Falls Courier), radio (Q 92.3 and 105.7), and TV (KWWL and KCRG) advertisement starting on May 1, 2015.

**Objective 2:** To update and combine Pay It Forward's social media and website presence by February 1, 2015.

**Tactics:** To condense the amount of websites and Facebook pages to one website and one facebook page under the same name (Pay It Forward).

To update the “about” section on the Facebook page informing the audience about the background of the group, contact information, 5K event information, exact nomination information, and correct link to one website.

To create a Twitter account posting updates about the 5K event.

**Objective 3:** To increase media coverage of the nominees both before and after the race in July, 2015 and October, 2015.

**Tactics:** To connect the newspaper (Waterloo Cedar Falls Courier and Cedar Falls Times) with the nominees by July 25, 2015 to write a feature story on the nominees to the public so they gain knowledge to vote.

To invite the local TV stations (KCRG and KWWL) to attend/film the Glow Stick 5K event in order to produce a recap story that will air the night after the race by July 25, 2015.

To connect the newspaper (Waterloo Cedar Falls Courier) with the nominee who won the money from the Glow Stick 5K event in order to write a recap feature story of what the winner did with the money by October 25, 2015.

**Objective 4 :** To inform the audience via the Internet (Facebook and website) about the nominees’ stories before the race and report the winner who received the money immediately after the event.

**Tactics:** To create videos of the nominees sharing their stories by July 25, 2015.

To upload the videos onto the Facebook page and website by August 1, 2015 for viewers to watch prior to voting for a winner.

To create a video of the winner recapping what he or she did with the money won at the Glow Stick 5K event by October 25, 2015.

To upload the video onto the Facebook page and website by October 31, 2015 for viewers to watch to see how the winner paid it forward.

**Goal 2:** To introduce vendors, a silent auction, and activities such as a bounce house, volleyball, and baggo to the Glow Stick 5K event to raise money for the winner and create a more festive atmosphere in addition to the race to encourage non-runners to participate.

**Objective 1:** To sell vendor booths by June 1, 2015.

**Tactics:** To invite Scratch Cupcakery to buy a booth by June 1, 2015.

To invite Buffalo Wild Wings to buy a booth by June 1, 2015.

To invite Pancheros to buy a booth by June 1, 2015.

To invite Runner Flat to buy a booth by June 1, 2015

**Objective 2:** To incorporate a silent auction into the Glow Stick 5K event by August 1, 2015.

**Tactics:** To ask for donations (monetary and physical) from local businesses and people in the community such as Twirl Boutique, Bourbon Street, Tony's Pizzeria, and Cup of Joe by June 5, 2015.

To print bidding sheets for each item(s) donated by August 1, 2015.

To thank the donors for their contribution by September 10, 2015.

**Objective 3:** To coordinate activities for the Glow Stick 5K event such as volleyball, bouncy house, and bags by June 1, 2015.

**Tactics:** To secure the volleyball set by June 1, 2015.

To secure the bouncy house by June 1, 2015.

To secure the bags sets by June 1, 2015.

## Timeline

Date	Task	Person Assigned	Completed
February 1, 2015	To improve Pay It Forward's social media and website presence by updating and combining the various sites. Create a Twitter.		
April 1, 2015	Design flyers, brochures, t-shirts, radio ads (for Q 92.3 and 105.7) , newspaper ads (for Waterloo Cedar Falls Courier), and update Facebook.		
April 15, 2015	Print flyers and Brochures, order t-shirts, and place radio (at Q 92.3 and 105.7) and newspaper ads (at the Waterloo Cedar Falls Courier).		
May 1, 2015	Start selling t-shirts to the public.		
May 1, 2015	Place flyers and brochures on UNI campus, at high schools, and around the community.		
May 1, 2015	Run newspaper ads (Waterloo Cedar		

	Falls Courier), radio ads (Q 92.3 and 105.7), and TV ads (KWWL and KCRG).		
June 1, 2015	Sell vendor booths (Buffalo Wild Wings, Scratch Cupcakery, Pancheros, Runner Flat)		
June 1, 2015	Call and reserve bounce house (from Rent a Center) and yard games (from local churches and friends).		
June 1, 2015	Contact and set date with DJ.		
June 1, 2015	Ask for donations (monetary and physical) from local businesses and people in the community such as Twirl Boutique, Bourbon Street, Tony's Pizzeria, and Cup of Joe for Silent Auction.		
June 1, 2015	Contact and set date with live performer.		
July 25, 2015	Contact tv reporter to be at event (KWWL and KCRG).		
July 25, 2015	Connect the newspaper (Waterloo Cedar Falls Courier) with the nominees to disseminate their stories to the public.		

July 25, 2015	Create videos of the nominees sharing their stories.		
August 1, 2015	Upload the videos of the nominees sharing their stories on to the Facebook page and website for the public to watch prior to voting.		
August 1, 2015	To print bidding sheets for each item(s) donated.		
August 1, 2015	Place additional flyers on UNI campus, at high schools, and around the community		
Race day	Setup for event.		
September 5, 2015	Complete campaign evaluation analysis.		
September 10, 2015	Thank the donors for their contribution.		
October 25, 2015	Connect the newspaper (Waterloo Cedar Falls Courier) with the winning nominee to inform the public what he or she did with the money.		
October 25, 2015	Create a video of the winner recapping what he or she did with the money won at the event.		
October 31, 2015	Upload the video of the winner on to the Facebook page and		

	website.		
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## Budget

Item	Cost per unit	# of units	Subtotal	# of items donated	Total
Flyers	\$.18	250	\$45.00	0	\$45.00
Brochures	\$.18	250	\$45.00	0	\$45.00
T-shirts	\$4.00	500	\$2,000.00	0	\$2,000.00
Bid Sheets	\$.18	50	\$9.00	0	\$9.00
Radio shout-out	\$0	Multiple during week leading up to the event.	\$0	Multiple during week leading up to the event	\$0
TV shout-out	\$0	Multiple during week leading up to the event.	\$0	Multiple during week leading up to event.	\$0
Social media posts (Facebook, website)	\$0	As many as needed when relevant.	\$0	0	\$0
Newspaper ads	\$40	2	\$80.00	0	\$80.00
Bouncy House	\$150	1	\$150.00	0	\$150
Yard games (Bags/volleyball)	\$0	10	\$0	10	\$0
Vendors (Scratch	\$0	7	\$0	7	\$0

Cupcakery, Buffalo Wild Wings, Pancheros, Runners Flat)					
Panera bagels	\$1.50	300	\$450.00	300	\$0
Hy Vee Fruit (bananas)	\$0.40	300	\$120.00	300	\$0
Hy Vee Water	\$0.15	600	\$90.00	600	\$0
DJ	\$150.00	1	\$150.00	0	\$150.00
Band	\$300.00	1	\$300.00	1	\$0
Silent Auction Items	Determined by who and what is donated.	50			\$0
<b>Total</b>				<b>Estimated Budget: 6,000</b>	<b>Total amount spent: \$2,479.00</b>

## **Evaluation**

1. Measure the amount of presale registration compared to last year.
2. Measure attendance for the the 2015 race compared to previous races.
3. Number of Facebook “Likes” and or “Friends” by the Event Date.
4. Number of followers on Twitter by the Event Date.
5. Amount of money raised for the Pay It Forward winners via registration.
6. Revenue generated from the silent auction and shirts.
7. Effectiveness and want for the food vendors at the event.