



MERCY HOUSE
THRIFT STORE

SHOCK MEDIA IMC PLAN

"There to Care"

January 1st, 2023 - December 31st, 2023

MKTG 384
Professor Collins
**James Madison
University**

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Agency Philosophy



Shock Media

Giving your brand a jolt of energy

Mission Statement

Shock Media is devoted to helping clients grow by creating electrifying and cost-effective marketing plans that stand out from competitors.

Standards & Beliefs

Serving customers - Making sure to always put our clients first

Honesty - Serving clients with integrity while being fair and ethical when creating a marketing plan

Openness - Being transparent with our clients at all times

Creativity- Serving clients with highly creative and unique solutions

Knowledgeable - Providing clients with expert information and always striving to learn

Competitive Advantage

Shock Media differentiates itself by its focus on the Harrisonburg, Rockingham and Staunton areas. Because of this focus, Shock Media is particularly knowledgeable of the local market and the businesses that operate within it.

Meet The Team



Hi, my name is Isabel Frazier. I am a Marketing major at JMU. I am from Richmond, Virginia. Also, I am involved in greek life specifically Alpha Sigma Alpha. Some of my interests consist of fashion, media, and sports. I would love to one day work a job in advertising in one of the categories I listed above.



My name is Jeffrey Haynes, I am from Mechanicsville VA, which is located twenty minutes north of Richmond. I am a marketing major at James Madison pursuing a concentration in professional sales. I am also involved in Kappa Sigma Fraternity here at JMU. In my free time I enjoy being outside and getting active with my friends on the weekends. I also enjoy watching sports with friends and traveling with my family.

Meet The Team



My name is Nikolas Henneborn and I am a senior marketing major at James Madison University. I am from Roanoke, Virginia which is located in the Southwest area and I am graduating in December 2022. I love traveling and my favorite sports to watch are baseball and football.



My name is Max Johnson and I am a junior marketing major with a concentration in professional sales at James Madison University. I am from Great Falls, Virginia and I graduate in May of 2023. I am dedicated and a firm believer that hard work pays off.



My name is Charlotte Mitchell and I am from Richmond, VA. I am a junior marketing major with a concentration in digital marketing and a minor in computer information systems. Also, I am a member of Zeta Tau Alpha. Outside of school, I enjoy playing with my dogs and being outside!

Executive Summary

Summary Of Media Plans

Major Targeted Audiences:

Parents of families with one or more children: For this target audience the goal is to get parents to donate old goods as their children grow out of them. Most have lots of extra supplies needing to get rid of to create room for more stuff. They have high values and will also be looking to help out the community.

Students: For this target market, the goal is to get students donating old supplies and clothes as they move in and out of dorms and apartments. Students coming from further away will not want to travel with items they do not need. They are looking for an effective and efficient way to get rid of stuff in a timely manner. The goal is to make them more aware of the mercy house.

Time Period:

January 1st 2023- December 31, 2023

Campaign Theme Slogan:

There to Care

Campaign Goals:

Goals include increasing awareness, interest desire and action to donate to The Mercy House.

The marketing objective is to Increase donations to the thrift store or building supply store that will result in an increase of sales by 20-25% by December 31st, 2023.

Overall Budget:

\$20,000

Summary of Each Section:

Traditional Advertising

Radio will be used as broadcast media. Newspaper and magazines will be used as print media.

Digital Marketing

Using Display Ads on Facebooks to make individuals aware of the Mercy House. As well as email sent to students throughout the year.

Executive Summary

Social Media Marketing

Instagram and Facebook is used as a form of social media to raise awareness and increase donations.

Support Media

Promotions through partnerships with restaurants and Harrisonburg Parks and Rec will be done to increase the desire to donate.

Direct Marketing

Hosting seminars on campuses and having information stands downtown will be used to increase awareness about Mercy Houses mission and increase awareness for types of quality donations.

Sales Promotion

Discounts and contests will be used to increase the number of promotions and the desire to donate.

Personal Selling

The goal of personal selling is to increase action to donate through sales calls and giving out t-shirts.

Public Relations + Publicity

In order to tug on the heart strings of target audience partnering with the local jail will create good publicity for the Mercy House. Another form of good publicity is picking up trash on the side highways

Sponsorship

The goal of using sponsorships is to increase awareness by getting our name out there through JMU athletics and students.

Industry Review

Description:

Mercy House falls within the used goods store industry. The non-profit organizations take donations of clothes or supplies and resell them. This industry consists of competition such as Goodwill, Dart Resell and Trade, Habitat for Humanity, as well as Tried and True. All these nonprofit organizations take donations to resell at a more affordable price. Some organizations such as Goodwill and Habitat for Humanity are national, whereas Dart and Tried and True are local organizations.

Size:

According to IBIS world, the market size for used goods stores is \$17 billion in the U.S.

Growth:

Each year the industry is expected to see an increase revenue. Starting in 2021, the revenue was \$16.8 billion and by 2027, it is expected to grow to \$18.5 billion. As far as the number of businesses in the industry, annual growth goes from -.06% to -.03%. These statistics indicate the industry is increasing all around.

Current Trends:

Technological trends have caused companies to use online platforms such as websites and social media for sales and donations. The constant change of clothing trends in young college students also affects these industries. For example, IBIS World stated young customers who wanted vintage-style clothing has allowed for easier promotion for these stores. Second hand goods and thrifting has been increasingly more popular as well. In fact, the second hand goods industry is expected to increase by more than 10% by 2031. Additionally, given a post-pandemic world, a vast majority of industries and businesses are experiencing increases in revenue. This influx in revenue means that businesses have more available spending money to allocate towards promotion.

Industry Review

Macro Environmental Factors and Issues:

Demographic:

- Consumers under the age of 35

Economic:

- COVID caused a decreased in donations

Technological:

- Online shopping has increased

Political & Legal:

- New limit on amount of charity tax write-offs

Social and Cultural:

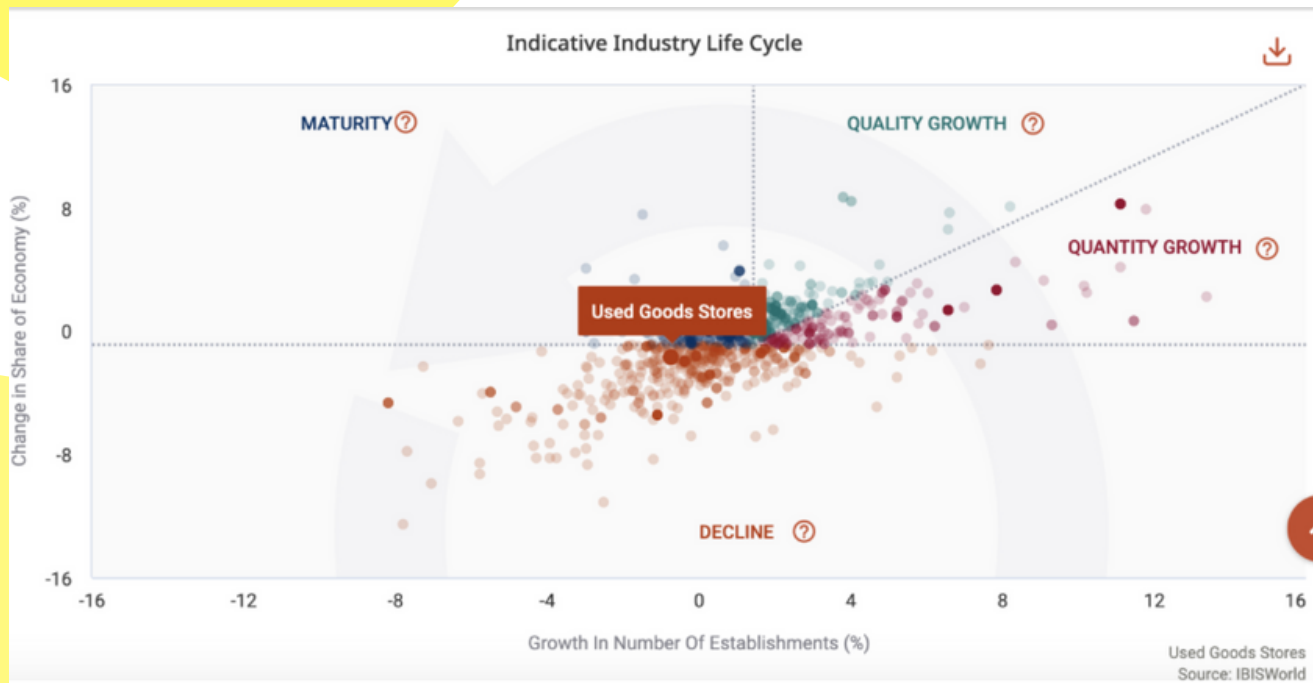
- COVID pandemic
- fast fashion

Environmental:

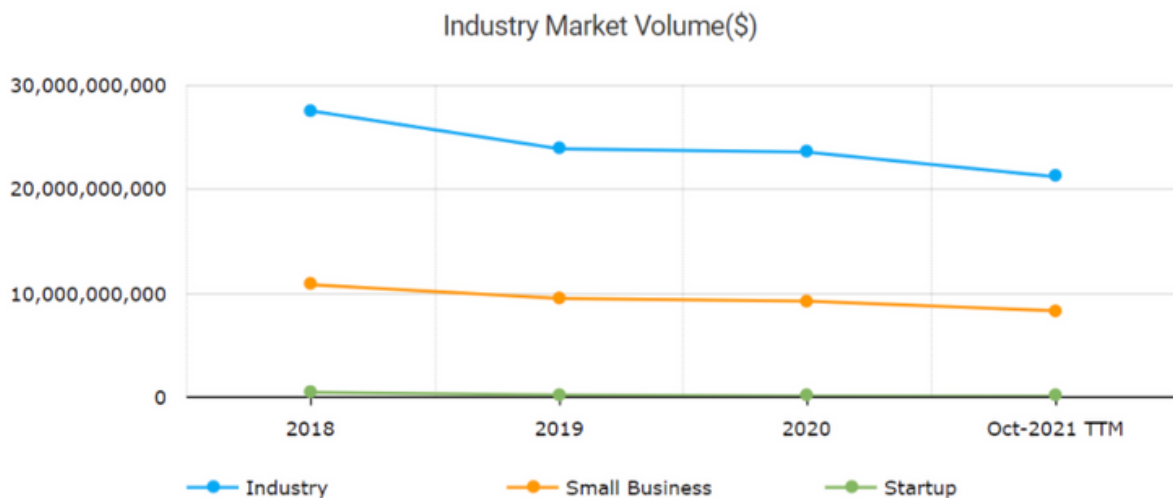
- Pandemic has caused widespread unemployment

Other Key Factors: Competitors such as discount retailers and mass merchandisers

Industry Review



This graph above represents the life cycle of used goods stores compared to other industries. As shown, the used goods store position is around the middle, but leaning towards the maturity and declining side of the chart. For instance, the video game industry is in the top right portion of the map with much growth and higher quality of growth while used goods stores are in the declining stages compared to all the other industries.



The graph above represents the industry-wide market volume for used goods stores. As shown, the industry market value has slowly been declining since 2018, along with the small business group. This means that all sales in the industry of used goods stores operations have been declining. This result could be partially due to COVID-19 and the changing culture that is always evolving.

Company Description

History

The Mercy House was founded by a court judge and two other local businessmen who were heavily involved in local politics back in 1988.

They recognized there was an issue in their community regarding homelessness, including homeless families with small children. They wanted to create something to fix that issue. A few years after their founding, they purchased the building that would become the shelter for hundreds of families to come. Over the years, they added a thrift and department store to raise more funds and impact more people's lives.

Today, donations at these stores support the feeding, clothing and housing of under privileged families, all the while keeping these families together. The items priced at these stores are extremely customer friendly and affordable, ensuring that everyone can purchase the products they need. They even have systems in place for helping customers who cannot afford these items too.

Organization's present status

The organization is fairly known in the Harrisonburg community, but awareness of the nonprofit is certainly not ideal. The Mercy House is not a household name and visitors of the Mercy House thrift store often do not realize they are shopping for the benefit of charity. The organization is working more and more with local businesses in order to expand their presence in the community and to spread their message beyond the Harrisonburg/Timberville area.

Product Lines

The company offers an assortment of products ranging from basic clothing needs such as: shirts, shorts, pants, socks, shoes, jackets, etc. They carry furniture in the thrift store such as: sofas, chairs, and tables providing the basic home needs. They also have a Building Supply store which carries products such as: tools, paint, ceiling fans, microwaves, and washing machines. Tying everything together, they also have a food bank where people can come into the building and get the proper nutrients they need at any time of day.

Company Description

Sales History

As of 2018, The Mercy House generated \$850,000 in revenue collectively from all locations. According to Mr. Del Biondo, local business donations account for 15% of current sales.

Target Markets

Our Primary market is parents of families with one or more children.

They are located anywhere from Staunton to Harrisonburg and Rockingham County. These individuals have strong moral values with the desire to help the community, often religious as well. The second market is college students ages 18-23 who attend JMU, EMU, or Bridgewater.

These students are focused on saving time and money.

Current Marketing Mix

Product

The Mercy House offers an assortment of products ranging from clothing, furniture, hardware, building supplies and even food.

Place

The thrift store is located at 1005 S High Street in Harrisonburg, VA. Meanwhile, the Building Supply store is located at 1001 S High Street in Harrisonburg, VA. The Timberville Thrift Store is located at 148 N Main Street in Timberville, VA. The homeless shelter is located at 243/247 N High Street in Harrisonburg, VA. All business is conducted out of these locations.

Price

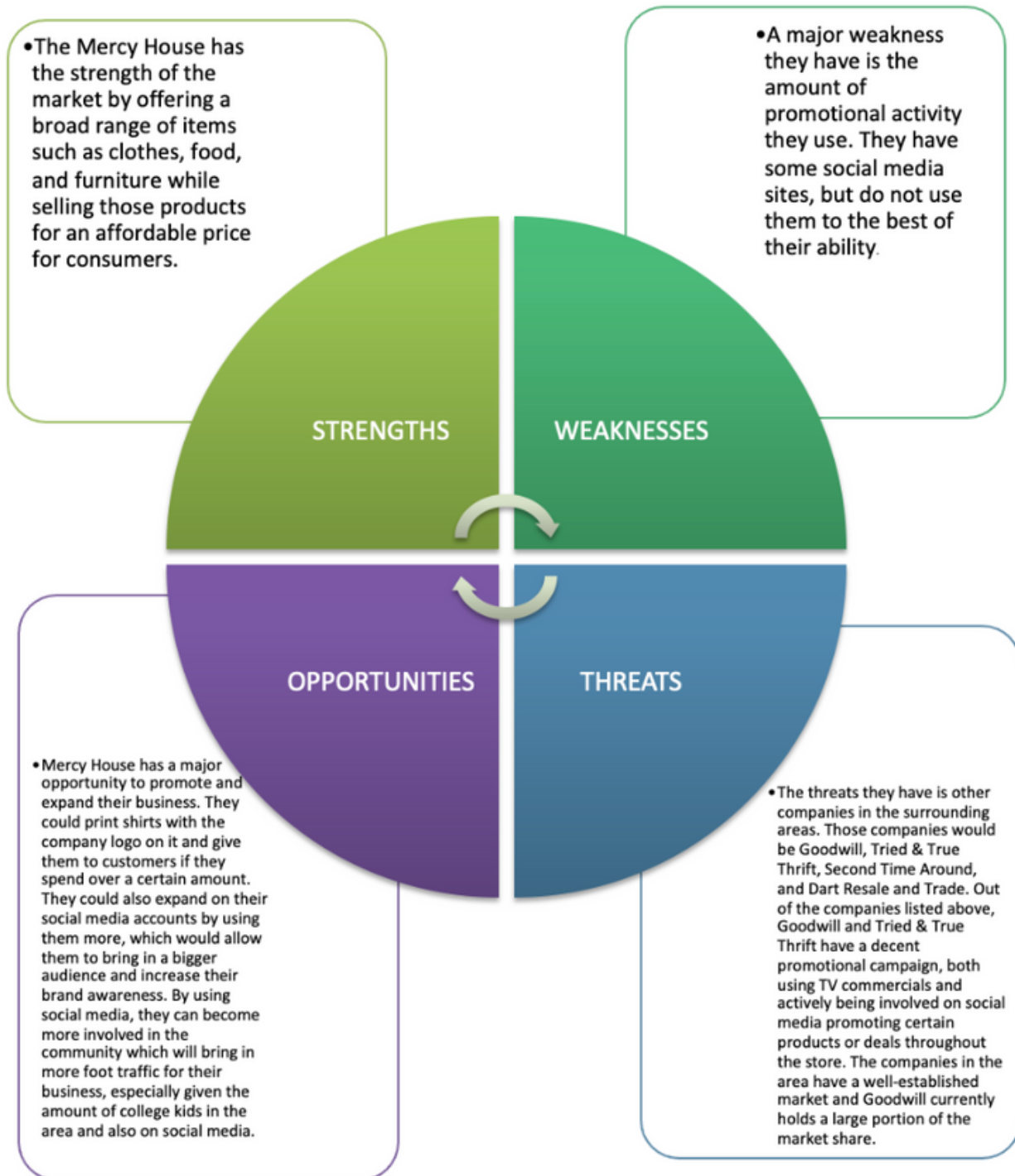
The pricing of each product varies. Clothing items can be anywhere from 1-4 dollars, but jackets and heavier clothing items tend to be more expensive. Furniture is a bit pricier depending on the size of the item (ranges anywhere from 10-50 dollars), and building supplies vary in price as well.

Promotion

The organization does a lot of promotional work locally in the Harrisonburg area. They have a social media presence; however, it is a little outdated and could be used more effectively. Employees do a lot of promotion in store while consumers are shopping.

Company Description

SWOT



Company Description

Positioning

Mercy House's positioning compared to their competitors is based on product assortment and how popular the company/brand is. Choosing said parameters because these are the two factors that determine the success for a thrift store. If they have many customers coming into the store, combined with plenty of assortment to choose from, it is likely that a sale will be the result. Plato's Closet's positioning is near the middle of the chart because it only deals with clothes and accessories rather than an array of items (furniture, tools, toys, etc.). Goodwill is more toward the top right corner because it offers all sorts of products, and its brand awareness is high. The Mercy House is positioned as having high assortment, yet average popularity. Tried & True Thrift has low popularity and assortment, which is why it is positioned more toward the bottom left of the chart.



Company Description

Brand Review

The focal service of the Mercy House is to provide food, clothes, and shelter to homeless families with dependent children in the Harrisonburg, Virginia area. Though the hardware store and thrift store provide goods and value to the consumers who shop there, the mission of the organization is and will always be to serve homeless families. The profits that each business within the Mercy House's umbrella of stores generates are all used to fund the living needs of the families living in the shelter.

Other Factors That Make Company What It Is Today

- The amount of community involvement they offer, and the excellent customer service. The people who work inside are the ones who truly make up the Mercy House.
- Not only do college students often serve their community through volunteering with programs like the Mercy House, but there is a strong sense of community among business owners in the Harrisonburg area. This allows the Mercy House to partner with many different businesses all in the name of doing good.

Product/Service Review

Service Description

The focal service of the campaign is the sheltering that Mercy House provide to assist homeless families in the Harrisonburg area. The revenue from thrift stores go towards the living expenses of families in the shelter.

Sales History

In 2019, Mercy House had net inventory sales of \$110,126, which equated to 13% of their total revenue. Mercy House has been unsuccessful in terms of marketing from newspaper and print ads at their store. They were unable to find a measurable amount of success for generating more sales and increasing awareness. Mercy House currently sells \$850,000 worth of products per year.

SWOT

- **Strengths:** Provides helpful programs (teaching children and preparing adults for jobs), located near college campus, partners with apartment complexes to obtain furniture
- **Weaknesses:** Spends unnecessary money on landfill fees and little to no social media use
- **Opportunities:** Educate students about how Mercy House serves the homeless
- **Threats:** Other nonprofits, donation centers and consumer to consumer selling (Facebook marketplace)

Product/ Service Review

Key Benefits

The main benefit of the products that are donated is that they provide shelter and clothing to those in need in the Harrisonburg area.

Brand Image

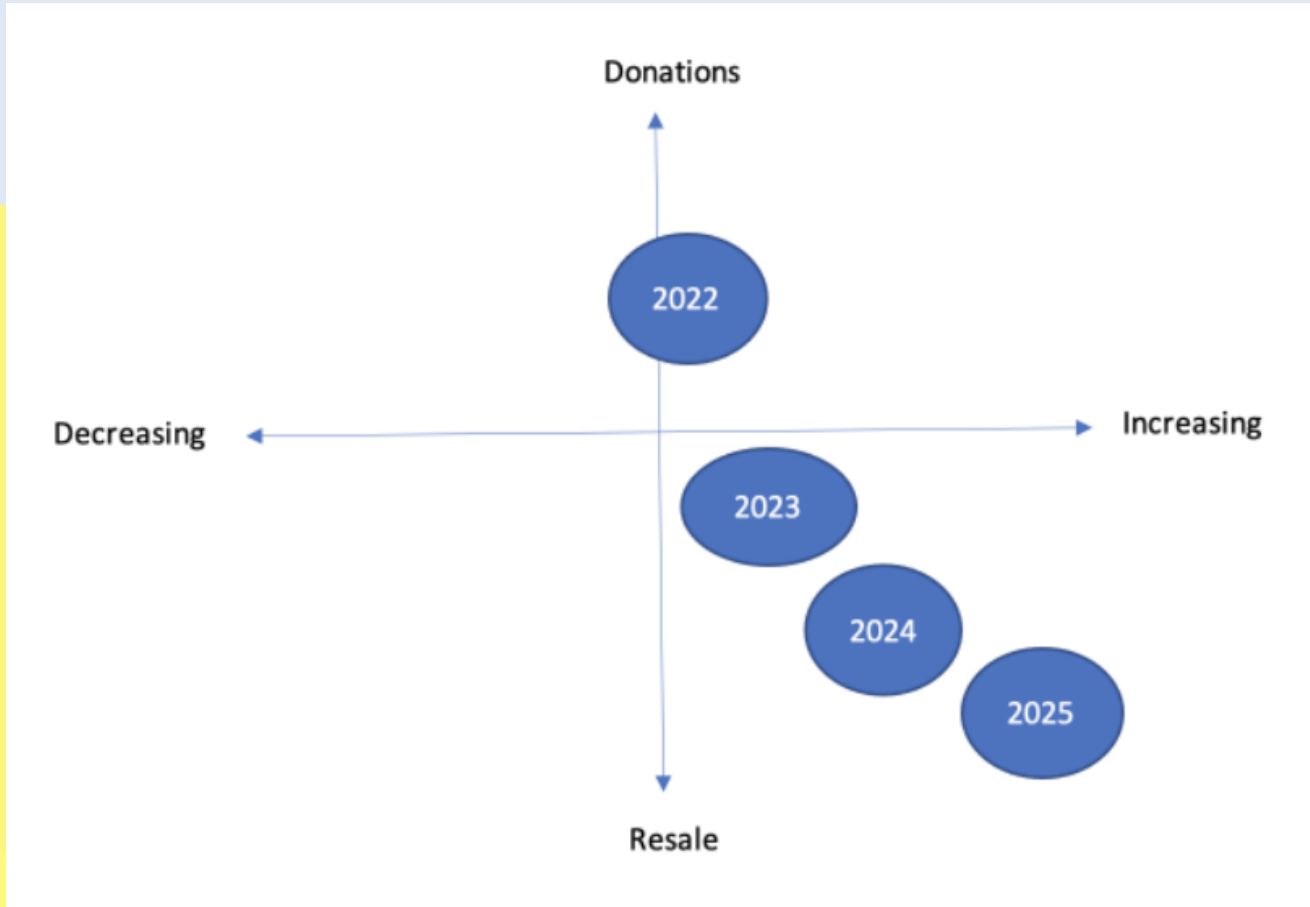
The Mercy House logo is very simple and appealing. The Mercy House's mission, which is to provide food, clothes, and shelter to homeless families in the Harrisonburg area, gives the brand a very generous appeal. Their brand image represents compassion and action to combat homelessness and poverty.

Positioning

The Mercy House believes in people donating because they want to make a difference, unlike other donation centers that rely on their donators to donate for tax reductions or because of required community service.

Product/Service Review

Perceptual Map

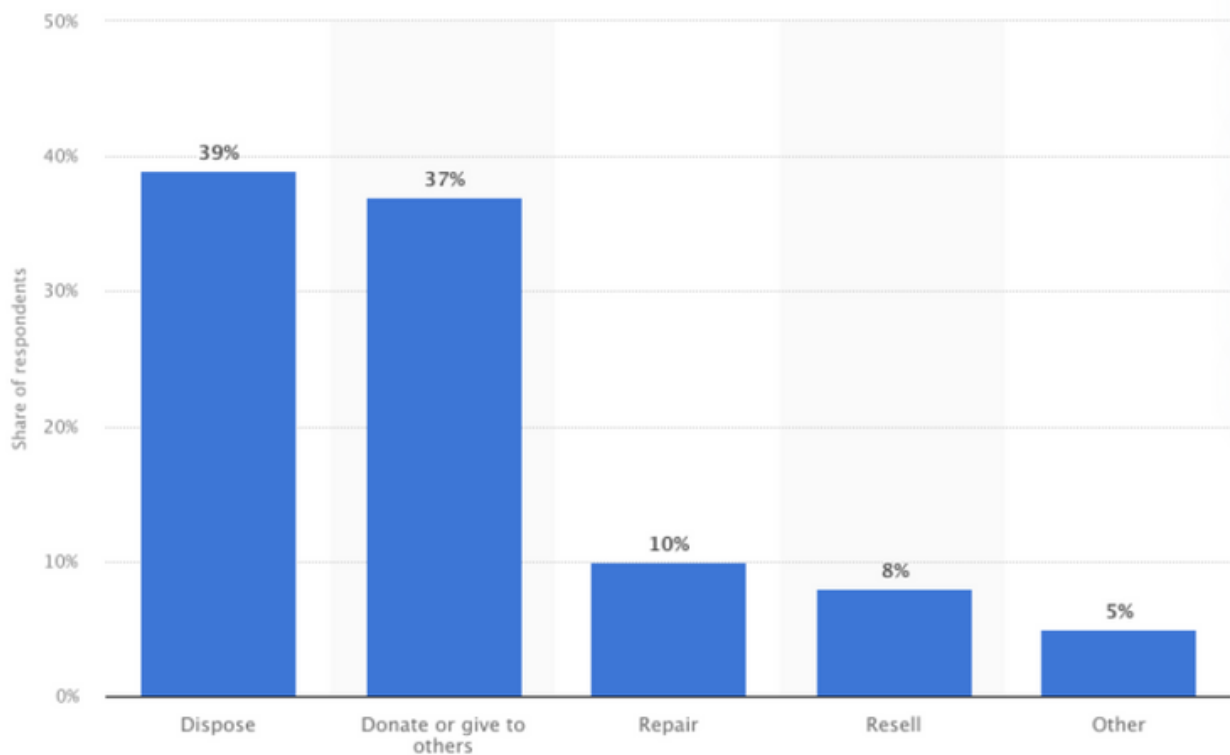


Above is the perceptual map that shows the amount of donated items versus resold items that will be made between 2022-2025. Over time donations will decrease while reselling items online, such as clothes and furniture will increase.

Product/Service Review

Other Factors

Mercy House differs from its competitors because Mercy House offers education programs to go along with their service of sheltering the homeless. Mercy House also sells their products much cheaper than their competitors so that people who are in need of those items can purchase them at little to no cost.



This graph is a perfect representation of the amount people donate. Most people are fast to throw things out however by informing them of the Mercy House maybe they can be persuaded to donate more. Donating still does have a high share of people so it is important to get the name of the Mercy House out there because people are willing to donate.

Competitive Review

Direct Competitors



Indirect Competitors



craigslist



Competitive Review

ReStore - Habitat for Humanity

- ReStore is a direct competitor of the Mercy House because it is a thrift store that operates under a similar set of values and goals
- **Description:** Accepts donations of new and gently used furniture, housewares, appliances, and construction materials to resell. ReStore also has programs such as the Team Lift Program, the Senior Community Service Employment Program, and other volunteering programs.
- **Sales:** The sales for the end of 2021 were \$287,786, which included contributions, donated products, government grants, and other incomes.
- **Growth:** Habitat for Humanity was established in 1976 in southern Georgia and has now grown to be a “leading global nonprofit” that is located in all 50 states and in more than 70 countries.
- **Key Benefits:** The main benefit that ReStore provides is the sales of the donated items allow Habitat for Humanity to partner with local families to build/repair homes in the community and around the rest of the world.
- **Positioning:** ReStore positions itself on higher quality goods based on the standard of donations they are willing to except
- **Advertising budget:** The advertising budget is about \$40,000.
- **Promotion Program Mix:** Habitat for Humanity uses advertising and public relations to create awareness. They mainly rely on public relations to encourage others to give donations or volunteer to help the cause.
- **Message and Media Strategies:** One media strategy that Habitat for Humanity has recently implemented is their Cost of Home campaign, which has the end goal of allowing 10 million people to be able to access an affordable home.
- **Strengths & Weaknesses:** There are plentiful ways that one can donate/volunteer to the ReStore - Habit for Humanity. They participate in corporate giving, stock donations, and even cryptocurrency donations. Another strength of Habitat for Humanity is that they serve people around the world. One weakness that ReStore has is the hours that the store is open for shopping. It is open Thursday-Saturday from 10am – 6pm, which is fewer hours than Mercy House provides.

Competitive Review

Goodwill

- Goodwill is a direct competitor of the Mercy House because it is a physical second hand goods store that sells donated goods at a cheap cost
- **Description:** Goodwill Industries of the Valleys was first created in 1931. Goodwill's goal is to eliminate poverty by encouraging their community to volunteer and donate. Their values are to serve, mentor, include, lead, and excel, which make up the acronym S.M.I.L.E.
- **Sales:** In 2020, sales equated to \$171.3 million.
- **Growth:** There was a 22% increase in sales from 2019 to 2020. This increase was due to the online extension of Goodwill (shopgoodwill.com).
- **Key Benefits:** Goodwill benefits the local community by making clothing and some furniture objects more affordable thanks to the donations that members of the community make. Goodwill also provides programs that help people find jobs.
- **Positioning:** Goodwill's low priced used items helps fund their programs that help people in the community find a job. 70% of the money used to create and run the programs comes from the sale of the donated items. The programs that Goodwill has created are very similar to the programs that Mercy House established to help locals find and be prepared for future jobs.
- **Promotion Program Mix:** Goodwill mainly uses public relations to spread awareness about their services.
- **Message and Media Strategies:** On their website, to stay informed about their news and latest events, there is a newsletter that people can sign up for, but other than that no other media strategies are specifically used.
- **Strengths & Weaknesses:** One strength of Goodwill is the multiple locations in each area, as opposed to Habitat for Humanity and Mercy House that only has one donation center per area. Also, Goodwill provides several successful programs that help people in the community prepare for and find jobs. A weakness Goodwill has is their media strategies, considering they do not take full advantage of all aspects of IMC to communicate their message.

Competitive Review

Plato's Closet

- Plato's Closet is another direct competitor of the Mercy House because it is a second-hand goods retailer who resell gently worn clothes.
- **Description:** Plato's Closet buys gently used clothes, meaning that there are no stains, discoloration, or harsh use from customers, and sells them in their stores. Customers who 'donate' get compensated for their items, but only the ones Plato's Closet deems as sufficient quality.
- **Sales:** In 2019 the average Plato's Closet location had sales of over \$1.09 million dollars. The top 25% of their locations had sales over \$1.62 million dollars.
- **Growth:** Over the past 20 years, they have had an increase in the number of locations. In 2020 they had over 500 stores and a growing with 25-40 new locations opening a year, on average.
- **Key Benefits:** The main benefit that Plato's Closet has is that it recycles your old clothing items instead of people filling landfills with them. It also benefits the customer because they pay you on the spot for donating your clothing, either with store credit or cash.
- **Positioning:** Plato's Closet differs from its competitors by paying their customers for their old clothing items, whereas other donation centers encourage donating because it is the right thing to do. Plato's also has a more up-to-date website that is more user friendly.
- **Advertising Budget:** Plato's has an average advertising budget of around \$394,600 a year. Their local advertising expenses for their locations: the minimum amount spent is 5% of their gross sales.
- **Promotion Program Mix:** Plato's Closet uses advertising, sales promotions and public relations to promote their business.
- **Message and Media Strategies:** Plato's has the option to sign up for newsletters to stay informed about events and special promotions. They also have several social media sites such as Facebook, YouTube, Instagram, and Style Blog.
- **Strengths & Weaknesses:** Some strengths of Plato's Closet are that it is beneficial for the customer to donate their clothing because they get money back in return, and the clothing that Plato's accepts is better quality than the items that people donate to Goodwill or Mercy House. A weakness of Plato's is that its items are priced on the higher side of thrift stores.

Competitive Review

Facebook Marketplace

- Facebook Marketplace is an indirect competitor of the Mercy House because it sells used goods at a low cost, yet it is an online platform and does not accept donations.
- **Description:** Starting in 2016, Facebook Marketplace is a service offered through the Facebook app and website that allows users 18 years and older to post photos of any sort of items up for sale. Prices are negotiable and Facebook pockets nothing from these transactions.
- **Sales:** Facebook does not generate revenue from sales, but by generating high levels of activity they are able to increase Facebook traffic, having over \$26 billion in revenue.
- **Growth:** Increase of 48% from 2020
- **Key Benefits:** Users can reach interested buyers, all information about the product and other information that a buyer needs are all conveniently within the Facebook app, there is no fee to list a product that you are selling, you get brand exposure as well as a one-to-one connection between buyers and sellers.
- **Positioning:** Facebook marketplace has positioned itself far beyond other online marketplaces in convenience and user friendliness. Compared to eBay and Craigslist, all your postings, transactions, and conversations with sellers are all done within the Facebook app, which is why there are more than 1 billion monthly users in the first quarter of 2021
- **Advertising Budget:** 5-12% of revenues for postings
- **Promotion Program Mix:** Their product is a service that is highly accessible and easy to navigate that is done online through their website and mobile app. The price is set by the sellers who are using this service, and their promoting is done through viral marketing, direct marketing, advertising, and through public relations.
- **Message and Media Strategies:** "For buyers, we use computer vision and similarity searches to recommend visually similar products (e.g., suggesting chairs that look similar to the one the buyer is viewing) and the option to have listings translated into their preferred language using machine translation. For sellers, we have tools that simplify the process of creating product listings by autosuggesting the relevant category or pricing, as well as a tool that automatically enhances the lighting in images as they're being uploaded."
- **Strengths & Weaknesses:** Facebook Marketplaces strengths include the high existing number of Facebook users, free listing, a user friendly buying/selling experience and an easy way to find desired items. Weaknesses for this company are that it is limited to only Facebook and requires an account, there is no anonymous postings, and reviews on this platform can be changed to private which makes decision making harder if you cannot get user information.

Competitive Review

eBay

- eBay is an indirect competitor of the Mercy House because it is an online platform that sells used goods for a low cost, but does not take donations.
- **Description:** eBay is an online marketplace that is known for its customer-to-customer sales as well as for their online auctions. This multinational online company was founded in 1995 and has generated billions of dollars allowing people to put products on their platform to be bought or sold.
- **Sales:** In 2020 eBay had revenues over \$10.27 billion dollars
- **Growth:** In the past 5 years, the average growth rate of revenue is up at 3.63%. As COVID may be a crucial factor, e-commerce websites have seen a growth in sales as well as users, as eBay has 182 million users all over the world and actively has over 1.5 billion active listings.
- **Key Benefits:** Having a protection and scam service offered by eBay has made customers trust eBay more than ever. A main benefit that eBay offers is their auctions, unlike negotiation there is a time and a minimum price set and allows shoppers to bid to have a chance to purchase a product.
- **Positioning:** eBay is positioned as having a high consumer awareness, but is lower for perception of the legality of business done. eBay is actively trying to get a better reputation from what it has been in the past and wants customers to perceive eBay in a lighter light.
- **Advertising Budget:** To keep business going and continue to have a large presence in the online shopping business, eBay spends around \$214 million dollars for their advertising budget.
- **Promotion Program Mix:** eBay's promotional mix includes sales promotion, advertising, and public relations to keep customers coming back and using this platform as well as promoting directly to their target markets.
- **Message and Media Strategies:** "Our growth strategy is focused on reinvesting in our customers by improving the buyer experience and seller economics by enhancing our products and services, improving trust and safety and customer support, extending our product offerings into new formats, categories and geographies, and implementing innovative pricing and buyer retention strategies."
- **Strengths & Weaknesses:** eBay's strengths include buyers being able to negotiate prices, and its millions of monthly visitors that they have accumulated over the years. Weaknesses for eBay is that the company is dependent on transaction fees as their way of revenue, and they do not have control over what gets listed on their website, making it difficult to forecast sales.

Competitive Review

Craigslist

- Craigslist is an indirect Mercy House competitor because it is an online second hand goods and service platform retailer. They do not resell donations, but prices are often at a lower cost.
- **Description:** Craigslist is a website of classified ads and community notices that serves an urban area. The website was started in 1995 and it is free to create listings about the products you are selling. This website can be accessed by users who are looking to buy/sell housing, cars, services, or general items like tires, wrenches, chairs, etc.
- **Sales:** In 2018, the company reached its high of \$1 Billion in revenue, but as of 2020, they have around \$566 Million in sales. Some of the decline may be attributed to COVID-19, but competitors' relevance may also play a key factor in their declining revenue numbers.
- **Growth:** For the fiscal year 2020, Craigslist's revenue has been on a steep decline of 26% from the current year and around 50% from the past two years. The amount of other online marketplaces may be a factor as to why Craigslist has constantly declined in the market and in sales.
- **Key Benefits:** Some of the key benefits of Craigslist are transaction speed, local reach, no longer chargebacks, national reach, and provides warnings on certain information. Craigslist is known for having a big target market because of all the items they promote to be sold on their website.
- **Positioning:** Craigslist is positioned to be somewhat complex to use and with high levels of product availability.
- **Promotion Program Mix:** Craigslist has a promotional mix that consists of Advertising, sales promotion, direct selling, and direct marketing. The price of the products on the website are listed/created by the people selling the products and Craigslist promotes them by putting them at the top of the search page for newly posted items.
- **Message and Media Strategies:** When you make a post on Craigslist, they make you insert key information into the heading of the item you are selling to see where to categorize it. They look at photos, multiple posts, timing, and becoming cautious of scams on their website.
- **Strengths & Weaknesses:** A strength for Craigslist is that it is a largely known company and has a wide variety of customers. Craigslist is free to sign up and has very low costs which they are able to attract high amounts of traffic with. Their weaknesses are that the company's brand is outdated and has not changed much with the constant change in technology. In the past there have been some problems with spam and having a bad reputation with some illegal activity that was going on through their website.

Buyer Analysis

Market Segments

Primary: Parents of families with one or more children

Secondary: College Students

User Profile

Primary

- Demographics: Located anywhere from Staunton to Harrisonburg and Rockingham County area. Families with one or more children
- Psychographics: Strong moral values with the desire to help the community. Often religious as well.
- Behavior: Fast paced lifestyle looking for efficiency. Desire to help others

Secondary

- Demographics: Ages 18-23 who attend JMU, EMU, or Bridgewater
- Psychographics: Stressed, involved
- Behavior: Focused on saving time and money

Brand Selection

- Low price
- Word of Mouth
- Involvement with community

Buyer Analysis

Buying Decision Roles

Buyer:

- Buyers consist of students who attend James Madison University, Eastern Mennonite University, and Bridgewater College between the ages of 18-23.
- Residents who live in Harrisonburg and Rockingham County.

Influencers:

- Friends or family are the main influencers when buying these products. Depending on the style and trends, friends and family can persuade or discourage one from buying.

Decision Maker:

- Customers purchasing or donating products

Buying Decision Factors

Demographic Factors:

- Income plays a factor since the low price of goods is a crucial attraction for those with low incomes

Geographic Factors:

- City of Harrisonburg and Rockingham County

Psychographic Factors:

- Seeks vintage or “worn” looking clothing/décor styles

Behavioristic Factors:

- Status of buyer seeking an issue to be resolved

Buyer Persona

Buyer Persona

Tom Johnson



Background / Demographics

- Financial Analyst
- Has worked in finance since 2004
- Has a wife and 2 kids
- Enjoys traveling and always on the go
- 43 years old
- Income: \$90,000/Year

Real Quotes

- "To be successful, you must surround yourself with success."
- "Those who are there for you are the ones you want to keep around."
- "Failure doesn't come from falling down, Failure comes from not getting back up."

Identifiers

- Best way to communicate with him is via text message
- Has social media platforms such as Facebook and Instagram
- Enjoys person to person communication

Marketing Message

- We are active on all social media platforms
- Talk to us in store for P2P communication
- Give the consumer a sense of happiness
- Provide exceptional customer service
- Tell the consumer our story
- Be open for feedback about how to better ourselves

Goals / Challenges


- Struggles with procrastination
- A roadblock for success is location
- Wants to become a CFO by 2025
- Wants to retire by 55.

What can we do?

- Provide them with reassurance about relocating
- Support them in all decisions to further their endeavors
- Possibly help with scheduling

Buyer Persona

Sarah Lee



Background / Demographics

- Waiter
- Plans to open her own restaurant.
- Has a fiancé and a dog
- Works late nights and enjoys spending time with family
- 28 years old
- Income: \$35,000

Real Quotes

- "I like to shop, especially getting clothes at a bargain."
- "I love cheap and stylish furniture for my living area."
- "Volunteering in the community is so my style."

Identifiers

- Uses Facebook, and Twitter to receive her information
- Enjoys texting for communication
- Extrovert and loves meeting new people
- Does not answer phone calls often

Marketing Message

- Provide exceptional customer service
- Communicate with customer about following all social media pages
- Post more specifically targeted advertisements
- Deliver information to help improve current desires
- Be open to feedback about how to better the store atmospherics

Goals / Challenges

- Goal is to own her own restaurant
- Learn how to deal with stressful situations
- Wants to expand the assortment of attire
- Struggles with finding free time


What can we do?

- Mercy House can provide her with the expansion of her clothing wardrobe
- Teach her how to become involved with Mercy House

Buyer Persona

Buyer Persona

Dave John



Background / Demographics

- Student
- Pursuing a degree from James Madison University and will soon enter the workforce
- Comes from a large family, youngest of 7 children with parents over the age of 55
- Easy going lifestyle
- 21 years old
- Low-income, part-time and seasonal worker

Real Quotes

- "I really want to get myself new, but stylish clothing at an affordable price because of my low income."
- "I have a lot of unused clothes and furniture that clutter my living areas."

Identifiers

- Uses online communication when receiving news
- Uses Instagram, Snapchat, LinkedIn, and Twitter
- Does not listen to voicemails and prefers texting/emailing

Marketing Message

- Have a larger online presence for the younger target audience
- Share newly donated items online that may intrigue buyers
- Show the benefits that donating has for the people that may need something more than you do
- Give them something more to consider in their life as they are entering the workforce

Goals / Challenges

- Struggles with time management and finding a healthy balance between school and social life
- Wants a high paying job doing something he loves

What can we do?

- Show what The Mercy House has to offer to the local community
- Explain how donating unused items can help the persona with his issue about clutter and present more opportunities

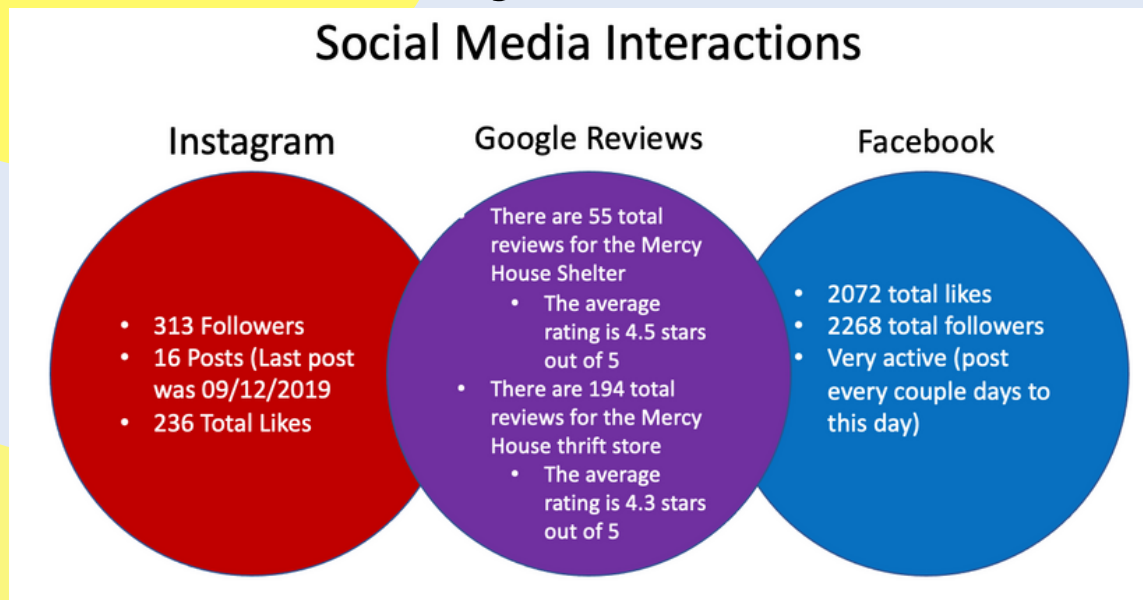
Primary Research

After doing some research and reading reviews, customers enjoy shopping at Mercy Houses thrift store. Browsing through multiple reviews, topics that are frequently brought up are how friendly and helpful the staff are, how much of a selection the store offers, and how the prices are consumer friendly. Some of the negative points that consumers have mentioned are that the store is not clean/organized and could become a safety issue because some narrow aisles contain breakable items. Some consumers are mentioning that some products in the clothing section are damaged beyond repair and should not be in the store. Consumers are frequently talking about how there is no A/C in the summer, causing the store to become uncomfortable and there is no bathroom as well. They have had articles written about them on WMRA, WHSV, and The Citizen talking about homelessness issues in the Harrisonburg area, expansion to the Timberville area, and the origin and background of how/why the Mercy House was started.

As for the Homeless shelter, there are a lot of positive comments about how consumers have been very appreciative of the help the employees offer and how friendly they are. The only negative was how messy the homeless shelter is. Some people must understand it is a homeless shelter so the employees who are there are more than likely volunteering, or they may not have enough employees. After reviewing their social media platforms, consumers seem to really enjoy the products/services that Mercy House offers as the community is very active on their social media platforms.

Primary Research

Social Media Interactions

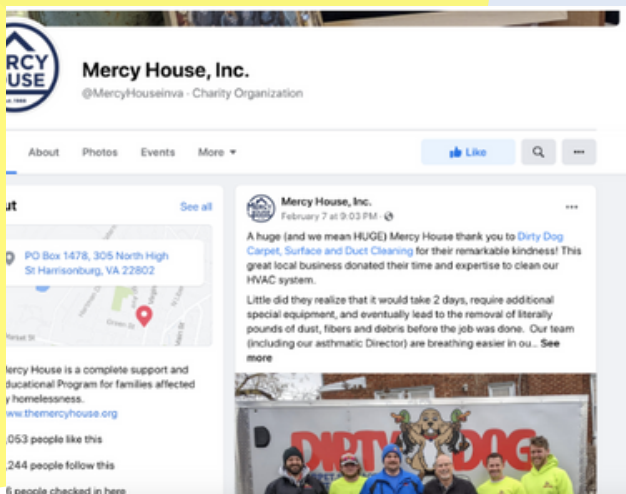


The information in the graph above shows the total number of social media interactions the Mercy House is receiving on their social media platforms. Their most popular form of social media is Facebook, where they have 2,053 total likes and 2,244 total follows. They seem to be very up to date on their profile and are active enough by posting content every other week. Because this is their biggest audience, they should advertise more of their products that is carried throughout stores, while also posting about what they are doing in the community. Through achieving this, they will establish a consistent development of content which keeps their followers interested. After looking over all media sites to retrieve reviews/feedback on the company, Google Reviews has the most reviews and has an average rating of 4.3 stars out of 5 stars discussing customer's feedback. Most of the reviews highlighted how great the thrift store and shelter are to their customers and how they have a big assortment of products in the store. Instagram is another social media site they have but have not been using it to their full potential. Their last post came back in September 2019, and they posted a good number of videos/pictures before that. They have 313 followers and are only following 31 people back. They could use this app better by posting more, following more people to show initiative, and actively promoting their business and community development.

Promotional Program

Situation Analysis

The main form of promotion for The Mercy House is direct marketing. The Mercy House is promoted through members of the community. A lot of their promotion comes from word-of-mouth through customers sharing about their business as well as promoting through their workers. The Mercy House also uses digital marketing and has appeared on the local news outlet WHSV to gain exposure to their values and what they do for the local community. They have a website that promotes their missions and how to get involved. They also have a Facebook page which is another form of Digital Marketing. Here are some examples of how they have promoted themselves in the past.



Segmentation, Targeting, Positioning

Primary Market

The primary target market will be parents of local families with one or more children. Families with growing kids often get rid of and buy new clothes and supplies as their children grow. These families will look for easy places to give donations quickly as they need more space to replace old items. A recent study has proven people are more likely to donate in the presence of children. Because families with children are more likely to donate, they will be the primary market in the Harrisonburg area.

Secondary Market

The secondary market for The Mercy House will be college students who attend JMU, EMU and Bridgewater College. As JMU students take up a substantial portion of the Harrisonburg community, it seems efficient to target students who are willing to donate. According to world population review, in 2022 the population of Harrisonburg, VA is 51,000. Of the 51,000 residents, about 20,000 of them are JMU students. Students are often moving in and out of housing which will lead to an increase in donations of unwanted supplies.

Positioning Strategy

The Mercy House differentiates itself from competitors because it focuses specifically on the Harrisonburg community. Those who are looking to help the community in which they live will choose to donate to the Mercy House. Although competitors such as Goodwill and Habitat for Humanity look to help the homeless, they focus more on a worldwide effort. When positioning versus competitors, the Mercy House will be positioned on a local community focus.

Marketing Goals

Increase donations to the thrift store or building supply store that will result in an increase of sales by 25% by December 31st, 2023.

Campaign Theme



There to care: The goal of this campaign is to increase the flow of donations coming into the store. By producing a integrated marketing plan thats focussed on how much the Mercy House cares about the community and impoverished families, donors will feel fulfilled when donating to the Mercy House stores, knowing that it will be helping those in need and being there to care.

Communication Goals & Strategies

Awareness:

To increase awareness of the Mercy House mission by 40%, which is to house homeless families with dependent children in Harrisonburg, Staunton, Augusta, and Rockingham County. This will be done by using traditional advertising, digital marketing, direct marketing, social media, personal selling, public relations and publicity,

Increase awareness by 60% of the types and quality of donations needed to support homeless families by using social media marketing and digital media. By doing so, they notify their target audience about what products are acceptable and can be used by the consumers.

Strategy:

To increase awareness by using radio, newspaper (Daily News Record), display ads, seminars, and partnering with colleges.

Interest:

To increase the interest in donations among students by 30% by providing incentives to do so. These incentives, such as "Donate 10 acceptable/excellent quality merchandise and receive store coupons or discounts such as 10% off your purchase at restaurants such as Jack Browns, Capital Ale House, and Jimmy Madison's." Increasing interest in donations through digital marketing, social media, sales promotion, and support media.

Strategy:

This strategy can be effective in increasing the interest in donating through partnering with restaurants and emails.

Communication Goals & Strategies

Desire

Increase the desire to donate by 20% by exposing the public to images and stories of people struggling with poverty and homelessness in their immediate community. This will be done by using traditional advertising, support media sales promotion, personal selling, and PR + publicity,

Strategy:

These images will be printed in magazines, newspapers, or even on TV ads to really capture the emotional tie to donating.

Action

Increase the quantity of high-quality donations by 20%. All the communication objectives must be achieved by December 31st, 2023. It will take a combination of social media advertising, direct marketing, word of mouth, strong sales promotions, and sponsorship programs to effectively increase the sales revenue.

Strategy:

Increase action through farmers market, contests, incentives

Creative Brief

Product Positioning:

The Mercy House chooses to position itself based upon service attributes and benefits. When donating, individuals mainly think about efficiency and ability to help the community. Because the Mercy House differentiates itself by helping the local community it is important to position based on that certain benefit. Another attribute Mercy House provides is efficiency.

Supporting Evidence

Families with one or more children and college students are more likely to get rid of unused or unwanted items whether they grow out of clothing or need to get new furniture. There is reason to believe that they will need a place to donate items if they are still usable, which is where The Mercy House comes to play. "A potential explanation for this is that kids often outgrow clothes before they wear them out, leaving merchandise to be frequently donated by married couples with children." (Montgomery, Mitchell)

Campaign Theme

There to Care: The goal of this campaign is to increase the flow of donations coming into the store and spread awareness throughout their operating areas. By producing advertisements that show how much the Mercy House cares about the community and impoverished families, donors will feel fulfilled when donating to Mercy House.

Creative Brief

Story Being Told

The story the advertisement will tell the audience is discussing how struggling families in the Harrisonburg area were given new lives with the help of Mercy House and their donators. The beginning of the ad will be emotional and focus on the local homeless and struggling families. The story then will become more lighthearted and switch its focus to the families that Mercy House helped get back up on their feet.

Advertising Appeal:

The advertising appeal will contain emotional appeal along with rationality. This appeal was chosen because of the emotional impact the ad will have on its viewers and the rationality provided that will allow the viewers to understand Mercy House's mission.

Message Strategy / Product Positioning:

The advertisement is trying to communicate to the audience that there is an abundance of low-income families who do not have money to purchase necessities such as clothing, food, and water.

Example: Donating to The Mercy House will help get rid of clutter as well as fulfill one's desire to help those in the community who may need those items.

Rationale: Mercy House offers a service that encourages people to give back to the community through donations. This service emphasizes the message that there is an abundance of low-income families seeking help through gathering donations to help increase their quality of life.

Creative Brief

Description of Creative Executional Framework:

The creative executional framework will be a combination of demonstration and dramatization. The demonstration component will be conveyed through the story of a family in poverty that was saved by the Mercy house, which could not have happened without the generous donations of the local community. The dramatization portion will be expressed through the emotional music and facial expressions within the story. This combination of frameworks is best suited for our story since the topic is very emotional and sensitive for many people. The story will be most effective if it is told through a dramatic scenario that may not be nonfictional yet represents the real hardships these impoverished families have gone through.

Creative Considerations:

When designing the advertisements, the creators would need to understand the emotional and logical response that is the goal of the advertisement. The tone of the advertisement would need to be serious, along with light heartedness to convey the compassion Mercy House embodies. The colors in the advertisement should be muted so that the focus is on the images of the local families that Mercy House has helped. Under the pictures of the smiling families, there will be information about how to donate and why donating is a rational option.

Creative Tactics:

Focusing on online promotions, social media can be used to promote Mercy House. These platforms include Facebook, Instagram, and their website. Considering the target markets use these platforms and are super active online, it is smartest to promote through this channel. Also, pairing up with local organizations will give a broader reach to those who live in the local community.

Media Plan

Traditional Advertising

Objective 1: To increase awareness of the Mercy House mission by 40% through the use of radio and newspaper advertisements

- **Strategy 1:** Shock Media will be running a radio ad on 104.3 KCY Country Tuesday, Thursday, and Friday from 8am – 11am and 4pm – 6pm only running it once in each time frame. The average rate for an ad is \$25, if the ad is run twice a day, three times a week, the weekly total will be around \$150. Shock Media plans on running the radio ad for 12 weeks and running it every week. This way, the entire ad campaign will be a total of 12 weeks long and will come to a total of around \$1,800.
 - **Tactic 1:** Reach out to 104.3 KCY Country 2 weeks in advance to reserve their spot with the radio company.
 - **Tactic 2:** Proceed to send the ad to the radio company via email one week in advance.
 - **Tactic 3:** Conclude this by letting the radio company know what days and times they would like the ad to be run on their radio station and for how many weeks.
- **Strategy 2:** Place advertisements in the Daily News Record twice a week for 4 months. The ad will be 1/8 of a page in the Daily News Record and will cost around \$62/week. Since the ad is running twice a week for 4 months, the total cost will be around \$992.
 - **Tactic 1:** Contact the Daily News Record 1 ½ week prior to secure their spot in the paper.
 - **Tactic 2:** Deliver the ad in person to the Daily News Record one week prior to the running of the ad.
 - **Tactic 3:** Notify the Daily News Record about the size of the ad, how many times it needs to be published, and for how long.

Media Plan

Traditional Advertising

Objective 2: Increase the desire to donate by 20% by exposing the public to images, infographics, and other forms of people struggling with poverty and homelessness in their immediate community.

- **Strategy 1:** Shock Media will place advertisements in JMU's own "The Breeze" once a month for 4 months. The ad will be Quarter of a page 4.87" x 6.17". The cost of an ad in Breeze Newspaper is \$375. Running the ad for 4 months will total around \$1,500.
 - **Tactic 1:** Approach The Breeze 2 weeks in advance with the advertisement to reserve the spot in the paper.
 - **Tactic 2:** Deliver the advertisement to The Breeze via email one week prior to the ad running.
 - **Tactic 3:** Communicate with The Breeze on the size of the ad, how frequently it must be run, and for how long.
- **Strategy 2:** Shock Media will be creating print ads such as flyers, brochures, and pamphlets. These ads will be used to promote the "There to Care" campaign. While implementing this, the ads will be strategically placed in popular areas around campus that produces high foot traffic such as: Carrier Library, Rose Library, D Hall, E Hall, Dukes Dining, Hartman Hall, and The Quad to spread the message of The Shock Media campaign to college students. The flyers will be ordered from printplace.com and they will be \$0.05/page and printing 14,000 copies will run a total of \$708.
 - **Tactic 1:** Create effective and visually appealing print ads that provide a strong message regarding the campaign.
 - **Tactic 2:** Have a table at the entrance of D and E Hall providing flyers to hand out near the end of the Spring Semester. By doing this, students that are getting ready to move out of their dorms, houses, and apartments will see a place where they can bring unused or old items for a great cause.
 - **Tactic 3:** Placing flyers and brochures in Carrier and Rose Library will be done during the end of the semester as well. Many students utilize those spaces because it is such a stressful time of the semester. Because of the high foot traffic, students may take advantage of The Mercy House on their time away from studying to help those who may need certain products.

Media Plan

Traditional Advertising

Theme, Story & Reach

Traditional advertisements will tell the story of struggling impoverished families and how they need help. This will be accomplished through exposing the public to images, infographics, and other forms of people struggling with poverty and homelessness in their immediate community. These images will be printed in magazines, newspapers, and radio ads to capture the emotional appeal towards donating.

Budget

Percentage of total budget:

- 100% (\$5,000) of the traditional advertising budget or 25% of the total budget will be allocated to radio and newspaper ads. By spending all of the allocated budget for traditional advertising, it allows Mercy House to maximize spending for this section.

Medium:

- Radio: This medium covers 36% of the \$5,000 Traditional Advertising budget, which is 9% of the total budget.
- Newspaper: This medium covers 49.8% of the \$5,000 Traditional Advertising budget, which is 12.46% of the total budget.
- Print Ads (flyers): This medium covers 14.1% of the \$5,000 traditional advertising budget, which is 3.5% of the total budget.

Media Vehicle:

- Radio - 104.3 KCY Country (\$1,800)
- Newspaper – Daily News Records (\$992), and The Breeze (\$1,500)
- Print – Printplace.com (\$708)

Media Plan

Traditional Advertising

Rationale

Radio: Using the Radio is another way to explain exactly what The Mercy House does. By using 104.3 KCY, it will reach the audience in the target market effectively and ads will be produced to trigger emotional and factual appeals. The advertisements will play in the early morning from 8am – 11am and later in the afternoon from 4pm – 6pm. This is to target individuals going to and from work and is the peak audience during the morning drive time while trickling into midday and once again targeting that same audience in the afternoon/evening drive time when they are on their way home from work or picking up their children. Also, parents drive kids to and from school. To support this, an article Radio Facts states “Most radio listening is done outside the home while consumers are driving to and from work or running errands.”

Daily News Record: By choosing the Daily News Record, it allows us to work with the best-known newspaper in the area ranging from Harrisonburg to Shenandoah Valley and even covering parts of West Virginia. Today the Daily News Record publishes over 18,000 copies a week.” If the ad is printed at least once a week, for a couple of weeks, Spark Group will hit a substantial portion of the older demographic in the target market.

Media Plan

Traditional Advertising

Rationale

The Breeze: This paper is specific for raising awareness in students. An article labeled JMU's Award Winning Newspaper states that "81 percent of JMU community gets its news from The Breeze." By using this paper, Spark Group will be able to inform over half the population of students in the JMU community about The Mercy House. By advertising on The Breeze, it not only allows us to have an advertisement in their paper, but also on their website as well for the online version. The Breeze has 1.95 million total page views and 49% is the age group of 18-34 and the site also produces 84,670 average monthly users. With this information, the site is a trusted and reliable source for the JMU community, and all advertisements published through The Breeze are getting their fair share of market visibility.

Media Plan

Traditional Advertising

Deliverables

Radio Script

- Jingle opens
- Speaker 1: "Do you have old clothes or furniture eating up your precious space?"
- Speaker 2: "Why yes, I do!"
- Speaker 1: "Does it clutter up your work and living areas?"
- Speaker 2: "It sure does!"
- Speaker 1: "Wouldn't it feel amazing to get rid of that junk while at the same time making a difference in your community?"
- Speaker 2: "That sounds great!"
- Speaker 1: "Then come over to the Mercy House Thrift Stores! Located on 1005 S High Street! Where your donation will aid real Harrisonburg families that struggle with homelessness."
- Speaker 2: "That's incredible! Did you say 1005 S High Street?"
- Speaker 1: "That's right! 1005 S High Street or call 540-433-3272! That's 540-433-3272!"
- Jingle plays to close commercial



Mercy House Clothing Drive

Location: JMU D Hall + Dukes Dining
When: May 6th from 11AM - 4PM



REACH OUT

(540)432-1812
1005 S. High Street,
Harrisonburg, VA 22801



Media Plan

Digital Marketing

Objective 1: To increase awareness by 60% of the types and quality of donations, Shock Media will utilize display ads, such as banners on Facebook or Quizlet, with the geographic scope being mainly Harrisonburg. The display ads will run on a pulsing pattern with spikes in the holiday seasons and early May when students of JMU, EMU, and Bridgewater move in and out of facilities. The minimum frequency of these display ads will be two per month.

- **Strategy 1:** The display ads on Facebook cost \$0.50 - \$2.00, with an average cost of \$1.72 across all industries. The goal is to receive 2,700 views, which would cost about \$4,625. The display ads will contain an emotional appeal that Facebook users will sympathize with and allow them to become more aware of the less fortunate in their community.
 - **Tactic 1:** Select our audience on the Facebook business page. We will select people aged from 35-70, people that reside in Harrisonburg, and people that show interest in charity.
 - **Tactic 2:** After we select our audience, we will select our budget to a maximum of \$4,625.
 - **Tactic 3:** Then the order will be placed, and the display ad will be sent off to an ad auction.
- **Strategy 2:** The display ads on Quizlet will be used to persuade college students to donate their lightly used or new items.
 - **Tactic 1:** Create multiple logical appeal display ads and see which one is the most effective in persuading future donations.
 - **Tactic 2:** Contact Quizlet about advertising on their platforms
 - **Tactic 3:** Manage and evaluate the effectiveness of our display ads by tracking trends in data.

Media Plan

Digital Marketing

Objective 2: To increase the interest in donations among students by 30%, the number of students being reached out to, Shock Media will partner JMU, Bridgewater, and EMU with Mercy House to send out weekly emails about donating used clothes or furniture when students move out.

- **Strategy 1:** Send students an email that is visually appealing and spreads the mission of Mercy House while encouraging an interest to donate.
 - **Tactic 1:** Send emails to students all throughout March and April to advertise Mercy House for those who will need to get rid of clutter in their houses or dorms. Doing this before the school year ends will make students think about Mercy House as a place to give.
 - **Tactic 2:** In early May, an email talking about the services that Mercy House provides regarding coming to pick up furniture free of charge will be sent out targeting students that are graduating from JMU, Bridgewater, and EMU.
 - **Tactic 3:** Send emails throughout the school year reminding students who they are and to look out for any of our flyers, radio commercials and other advertising efforts around campus.
- **Strategy 2:** Partner local schools with Mercy House to have the ability to reach students through their university email addresses
 - **Tactic 1:** Meet with JMU, Bridgewater, and EMU staff to plan and schedule with schools for when we will reach students.
 - **Tactic 2:** Create visually appealing infographics to be sent via email to educate students and their families on the benefits of donating.
 - **Tactic 3:** Have the schools reach out to the families of each student to reinforce the message.

Media Plan

Digital Marketing

Theme, Story and Reach

Digital marketing will be a tool to tell the story of impoverished families in Harrisonburg who need help. Along with this, digital marketing also calls people to action and can lead to an increase in actual donations. This is congruent with the goal of the campaign theme “There to Care” which is to increase donations by 20%. Digital marketing is a media channel with extremely broad reach, as many locals have access to the internet.

Budget

Percentage of total budget:

- 100% (\$5,000) of the digital marketing budget or 25% of the total budget will be allocated to display ads and email ads.

Medium:

- Display Advertisements: This medium covers 92.5% of the \$5,000 Digital Marketing budget, which is 22% of the total budget.
- Email and Newsletters: This medium covers 7.5% of the \$5,000 Digital Marketing budget, which covers 3% of the total budget.

Media Vehicle:

- Display Advertisements – Facebook (\$4,625)
- Email and Newsletters – Students Email (\$375)

Media Plan

Digital Marketing

Rationale

Facebook: Facebook will be used to reach our primary target audience, parents to one or more children. According to an article "Facebook is the most popular social media network for men and women ages 35-44" By using Facebook, Shock Media will post ads twice a month and post more often during holiday seasons. The holidays seem to increase donations so advertising will ramp up during this time.

Quizlet: Quizlet is a very popular platform for college student use when they have studying needs. By advertising on Quizlet using banner ads, Shock Media can target college students effectively and inspire them to donate.

Email: Emails will be sent to students once a month. By utilizing school emails, Shock Media can effectively reach college students. Through this exclusive target, tailored advertisements meant for college students can be produced to maximize value.

Media Plan

Digital Marketing Deliverables



Hello JMU Student,

As the school year is coming to an end, we would like to remind students about Mercy House. At Mercy House, we can provide a home for your unused clothing, furniture, beds, or any other household items that you want to part with, all for a great cause. Mercy House will also be available to come to your dorm, apartment, or house to pick up anything that you may consider throwing away, as long as it is in good condition. To learn more about Mercy House, come visit our thrift store located at 1005 S High St.

If you would like to contact Mercy House, call (540) 432-1812

Mercy House is a nonprofit organization with multiple programs combating poverty and homelessness in Harrisonburg, Virginia



Media Plan

Social Media Marketing

Objective 1: To increase the interest in donations by 30%, Shock Media will track user engagement through likes, comments, and clicks to see what is attracting more attention from the audience. Simple posts with intriguing content will be posted on social media to make the user interested in checking out what Mercy House has to offer. We will determine the cost for Instagram based on enough impressions which is currently \$6.70 per 1,000 impressions. Based off the averages on Instagram the cost would be around \$2,000.

- **Strategy 1:** Post infographics and photos on social media, primarily Instagram that explain the overall mission of Mercy House as well as how donors can help them achieve their goal for increasing donations.
 - **Tactic 1:** Use Canva or PowerPoint to create eye catching content using pictures, colors, and fonts that are known for being attractive to viewers.
 - **Tactic 2:** Post advertisements on Mercy Houses Facebook and Instagram accounts multiple times a week and post more information about ways for the audience to reach out in the comments and directing users to their websites through these platforms.
 - **Tactic 3:** Post an Instagram and Facebook story on the Mercy Houses account through Q and As and polls to track how many people participate in the effort to increase awareness.
- **Strategy 2:** Creating posts that have an emotional aspect, which can encourage users to see what people in the community are going through while dealing with homelessness and ways to help those people.
 - **Tactic 1:** Posting pictures on Facebook and Instagram of everyday customers shopping and finding the products they need. Highlighting customers who have had an outstanding experience.
 - **Tactic 2:** Posting pictures or videos of homeless people in the area with information about the Mercy House and that if they ever need food, water, or clothing to come to the store.
 - **Tactic 3:** Post pictures on their social media sites of people bringing in large boxes or bags of clothing to show how active the audience is in donating to the community.

Media Plan

Social Media Marketing

Objective 2: To increase awareness of Mercy Houses mission by 40%, the frequency of posting content on a regular and scheduled basis will increase. By doing so, it will allow the audience to know the information provided on the social media site is credible and accurate to current goals and their mission.

- **Strategy 1:** Create a plan with the marketing team to create certain advertisements to be posted on a variety of social media sites. By doing so, users who have multiple forms of social media will be exposed to different content consistently.
 - **Tactic 1:** Post on alternate days for the different social media sites, creating a diverse set of content being deployed for all kinds of users.
 - **Tactic 2:** When a special event or certain time of the year is coming up, content will be posted regularly on all platforms used.
 - **Tactic 3:** Be active on the social media sites by replying to comments, answering questions, and providing feedback.
- **Strategy 2:** Frequently share goals with users which can help them understand the company's motive and overall campaign theme. By doing so, the audience will become aware of how the Mercy House shows support for the community.
 - **Tactic 1:** Delivering content on social media sites via stories that will be accessible to the audience on those platforms.
 - **Tactic 2:** Providing an interactive method for users to possibly share their goals with the Mercy House on what they plan to do for the community.
 - **Tactic 3:** When posting pictures, provide goals in the description or facts about what the Mercy House does.

Media Plan

Social Media Marketing

Theme, Story & Reach

Social Media marketing will be a tool to tell the story of local impoverished families in need. Social media marketing also persuades those to donate actual items. This is consistent with the goal of the campaign theme “There to Care” which is to increase donations by 20%. Social media marketing is a media channel with extremely broad reach, as many locals are users of social media.

Budget

Percentage of total budget:

- 100% (\$2,000) of the Social Media budget or 9% of the total budget will be allocated to posting content and ads. Social Media will allow all markets to be reached efficiently.

Medium:

- Cost per click: This medium covers 100% of the \$2,000 Social Media budget, which is 9% of the total budget.

Media Vehicle:

- Posts/Stories/Polls - Instagram (\$2,000)

Media Plan

Social Media Marketing

Rationale

- **Instagram:** The Instagram account for The Mercy House that mainly previous donors and buyers will follow will be revived to give the Mercy House a new look. Instagram is sufficient in targeting college students since 73% of Instagram users are teens. Instagram is often used daily by college students and by posting once a week we can get students excited and interested. With students' short attention spans today, Instagram is the perfect way to get people interested through a short video or picture. We will post once or twice a week since the younger generation is on social media much more often.
- **Facebook:** Facebook will be utilized again for social media marketing in order to keep current donators and shoppers up to date with Mercy House. Posts on Mercy Houses Facebook page will occur at least once a month to not annoy customers but to keep them thinking about Mercy House. Since an older demographic is not as active on social media it is not effective to post more than once or twice a month.

Media Plan

Social Media Marketing Deliverables



Media Plan

Support Media

Objective 1: To Increase interest in donations among students and families by 30%, Shock Media will implement incentives to those who donate high quality goods. Individuals who donate 10 high quality products will receive a coupon for 10% off the selected partner. This deal will last for a month, and it will be offered three times a year. Once in September, once in December, and in May.

- **Strategy 1:** Partnerships with restaurants will be implemented to promote Mercy House's brand. By partnering up with local businesses, Mercy House taps into other markets it may not have reached before. To partner with a restaurant, it would cost around \$604.
 - **Tactic 1:** Contacting local businesses to discuss interest in sponsorships for Mercy House campaign and discuss overall goals of the mission. During the meeting, the rates and benefits will be discussed.
 - **Tactic 2:** Ask the businesses if they would be open to incorporating Mercy House logos on their teams' uniforms and to provide a quick slogan or goal about them as well.
 - **Tactic 3:** When partnering with these businesses, let the businesses know that Mercy House employees will also be wearing sponsored business' logo on the employee uniforms to promote their brand as well.
- **Strategy 2:** Create fliers that are custom made for the businesses that decide to partner with Mercy House. Flyers cost around \$0.05/page and printing 2,400 copies would cost \$120.
 - **Tactic 1:** Create attractive fliers that grab the eye.
 - **Tactic 2:** Have employees hand out flyers to customers who enter and who walk by the business and post the fliers around the area.
 - **Tactic 3:** Mercy House can also incorporate flyers and posters around their store and other locations that can be seen by the target audience.

Media Plan

Support Media

Objective 2: To increase the desire to donate by 20%, Shock Media will contact Harrisonburg Parks and Recreation and request to partner with the recreational basketball league.

- **Strategy 1:** Create banner ads to be hung at the activity centers. The banner would cost around \$150 to produce and will be a short message about donating to the Mercy House thrift store.
 - **Tactic 1:** Contact the Athletics office (540-433-9168) to discuss interest in a sponsorship agreement. During the call, rates and benefits will be discussed.
 - **Tactic 2:** Ask the athletics office if they would be open to displaying a mercy house advertisement above the scoreboard during these games.
 - **Tactic 3:** Communicate that the Mercy House and all its satellite stores will promote the programs that the athletics office has to offer during the partnership. Include that there will be information about the athletics office on each receipt at the Mercy House's stores as well.
- **Strategy 2:** Include the Mercy House and our campaign theme on the backs of every complementary shirt that the recreational basketball league provides to each participant.
 - **Tactic 1:** Contact the Athletics office (540-433-9168) to discuss interest in a sponsorship agreement. During the call, rates and benefits will be discussed.
 - **Tactic 2:** Ask the athletics office if they would be open to brand sponsorship on the backs of each complementary shirt/jersey.
 - **Tactic 3:** Communicate that as part of the arrangement, the Mercy House will cover a quarter of the cost of printing these shirts, which would amount to around \$125

Media Plan

Support Media

Theme, Story & Reach

Support media will utilize partnerships and incentives to help communicate the story of helping local families struggling with poverty. This aligns with the campaign theme of 'there to care' since the focus of these programs will be helping those in need. The reach of support media is limited, but effective for the targets it does reach

Budget

Percentage of total budget:

- 100% (\$1,000) of the support media budget or 5% of the total budget will be allocated to sponsorships and flyers & banners.

Medium:

- Sponsorships: This medium covers 75.4% of the \$1,000 Support Media budget., which is 3.7% of the total budget.
- Flyers & Banners: This medium covers 12% of the \$1,000 Support Media budget, which is 0.6% of the total budget.
- T-Shirts: This medium covers 12.5% of the \$1,000 Support Media budget, which is 0.625% of the total budget.

Media Vehicle:

- Sponsorships: Billy Jack's & Capital Ale House (\$604) and Harrisonburg Parks and Recreation (\$150)
- Flyers & Banners: Printplace.com (\$120)
- T-Shirts: Customink.com (\$125)

Media Plan

Support Media

Rationale

Restaurants: Billy Jacks and Capital Ale House are well-known restaurants in the Harrisonburg area, and it would be very beneficial to partner with a business like them. Families, students, and people in the surrounding community are well aware of Billy Jacks and Capital Ale House and how successful the businesses have become. These popular spots will give incentive to increase donating and may even give the Mercy House access to markets they have not previously reached.

Harrisonburg Parks and Rec: By partnering with the local basketball league for children, Mercy House can spread its mission and goals to the families of these participants. By seeing Mercy House advertisements every time their children play basketball, the message Shock Media is attempting to communicate will have high frequency leading to better retention.

Media Plan

Support Media

Deliverables



Media Plan

Direct Marketing

Objective 1: To increase awareness of the Mercy Houses mission by 40% , Shock Media will host seminars at the local colleges. The college seminars will take place a maximum of three times a semester, with a pulsing pattern due to the focus on certain holidays and college move-out dates. To measure the effectiveness of the seminars, a survey will be sent out to the college students that attended, to measure what they learned. The cost associated would be around \$150 for an hour, and an additional \$50 per 1-hour increase.

- **Strategy 1:** To help educate the community about non-profits by hosting brief college seminars at JMU, EMU, and Bridgewater College.
 - **Tactic 1:** Partner with the local colleges to host informational seminars that will allow students to connect with their community.
 - **Tactic 2:** The seminars could be presented as a Panhellenic point for sororities and fraternities to attend.
 - **Tactic 3:** Have the local colleges send out an email to all the students, informing them about the seminar.
- **Strategy 2:** To gain new customers and donors through the information presented in the seminar. The information will emotionally appeal to the college students.
 - **Tactic 1:** Create a presentation that will emotionally trigger the students and make them want to donate or volunteer.
 - **Tactic 2:** Email teachers about the seminar so that they can encourage their students to attend.
 - **Tactic 3:** Pass out promotional items, such as magnets or pens, so that students remember the seminar.

Media Plan

Direct Marketing

Objective 2: To increase awareness for types of quality donations by 60%, information stands will be strategically placed in downtown Harrisonburg. By placing information stands at various locations, they will reach a large audience because of the amount of daily foot traffic.

- **Strategy 1:** Information stands will be placed at the Harrisonburg Farmers Market. With the large amounts of people who attend weekly, the strategy is to spread awareness and have people think about ways they can contribute to Mercy House. Costs associated with this would be setting up a stand at the pavilion and having an employee spread information about the campaign which will total around \$450.
 - **Tactic 1:** Plan out a schedule for which days the stand will be set up at the Harrisonburg Farmers' Market.
 - **Tactic 2:** Have a worker available from 8AM- 1PM to spread awareness directly to the customers about donating and how they can help.
 - **Tactic 3:** Place donating bins by the stand for people to have access to donate once they hear that the Mercy House will have a stand available downtown.
- **Strategy 2:** Utilize downtown events to include direct marketing for Mercy House. Setting up pop-up booths at events like the Rocktown Beer & Music Festival or the Winter Wonderfest. Given the crowds these events bring in, the goal would again be to spread the name of Mercy House and promote their overall goals and mission. Costs associated with setting up a booth would be around \$250.
 - **Tactic 1:** Schedule dates and times where a Mercy House booth can be operated at any of these annual events.
 - **Tactic 2:** Hire someone to run the booths and task that person with spreading the Mercy House mission as well as communicate the ways anyone can contribute.
 - **Tactic 3:** Prepare said worker with deliverables for people to take with them for further information and to keep the Mercy House fresh in their minds post event. Along with that, provide worker with articles of clothing that would be considered right for donating and clothes that would not be considered an acceptable donation for people's reference.

Media Plan

Direct Marketing

Theme, Story & Reach

Direct Marketing has a moderate but focused reach making every interaction effective. The farmers' market as well as seminars are personal, allowing individuals to express the story of The Mercy House Helping the homeless. "This goes off the campaign There to Care." The goal of direct marketing is to express this theme to persuade individuals.

Budget

Percentage of total budget:

- 100% (\$1,000) of the direct marketing budget or 5% of the total budget will be allocated towards seminars and tents at events.

Medium:

- Seminars: This medium covers 30% (\$300) of the \$1,000 Direct Marketing budget, which is 1.5% of the total budget.
- Supplies: This medium covers 35% (\$450) of the \$1,000 Direct Marketing budget, which is 2.25% of the total budget.
- Spacing: This medium covers 25% (\$250) of the \$1,000 Direct Marketing budget, which is 1.25% of the total budget.

Media Vehicle:

- Seminars: JMU, EMU, Bridgewater College (\$300)
- Supplies: Flyers, banners, tents, posters, and employees (\$450)
- Spacing: Renting the spaces at colleges or downtown for events (\$250)

Media Plan

Direct Marketing

Rationale

Seminar: Having seminars at local colleges would be a great way to inform students on how they can help families living in their communities. The main benefit of having seminars on campus would be to build awareness and have the seminar close and easily accessible for the audience. Using real life experiences at these seminars would entice attendees to think about ways they can help. Oral communication and spreading Mercy Houses message while using an emotional appeal would motivate attendees to think about helping to the cause.

In person stands: The Harrisonburg Farmers Market and local events, like Rocktown Beer Music Festival and Winter Wonderfest, are very popular attractions for people in the area to buy local produce, prepare foods, check out local businesses, and create memories with those around them. With the large volume of customers, having in person stands for direct marketing for the Mercy House would be a great way to expose more people to how they help the community. By explaining to customers how they help families with affordable goods and provide jobs for the homeless, people may be interested in helping. Having a space that is local to the Mercy House as well as an attraction, these events would be an excellent way to share their mission while participating with the community.

Media Plan

Direct Marketing

Deliverables

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Mercy House
Seminar



For a panhel point attend
The Mercy House's
seminar and become
aware of how you can help
your community!

April 29, 7pm at Madison Union

Mercy House

Welcome to Winter Wonderfest!

Want to help out your local community
and make someones holiday season
better?

Mercy House is there to care and would
love to take in any donations

To learn more contact us at 540-433-3272
or come visit us at
<http://www.themercyhouse.org/>



Media Plan

Sales Promotion

Objective 1: Increase the number of sales promotions offered throughout the fiscal year by 20%. Shock Media can implement promotions by offering discounts to customers when they donate a certain number of products. This promotion will only be offered every other Monday for three months, which will also increase how many people come into the store. These promotions will be sent out to the primary audience in the Harrisonburg area one week in advance of the promotion and will follow up again days before.

- **Strategy 1:** Mercy House can send out emails to the students in the area that would be a part of the primary audience. To send a mass email would cost \$125 per month, thus if the promotion is running for three months it would total out to be \$375.
 - **Tactic 1:** Create an email list for who the email needs to be sent out to, offering the promotion with an image to catch their eyes. This email will have the baseline information about the promotion and will list further information that will be provided later.
 - **Tactic 2:** Follow up the first email to remind the audience of the upcoming promotion and inform the audience if they are interested in the promotion to reach out via email.
 - **Tactic 3:** Reach back to the audience who have contacted Mercy House about the sales promotion to provide them with more insight as to what products will be in the promotion.
- **Strategy 2:** Mercy house can post sales promotions through their social media pages to increase the foot traffic coming into their stores. This can be tracked using Instagram and Facebook to see how many people interact with the sales promotion post and can be measured by how many customers come in to use the promotion.
 - **Tactic 1:** Plan what promotions will be created and shared via social media that are appealing to the customer and are relevant with seasons (Spring, Summer, Fall, Winter)
 - **Tactic 2:** Post sales promotion on Mercy Houses main feed and on their stories
 - **Tactic 3:** Closely track engagement with the posts to see if the number of customers coming in to use the sales promotion is close to the number of interactions that the sales promotion receives.

Media Plan

Sales Promotion

Objective 2: To increase the desire to donate by 20%, Shock Media will set up a contest among local colleges in the Harrisonburg area. The contest will be on a flighting scheduling pattern because the contest will take place at the end of the school year in May, when students are moving out.

- **Strategy 1:** Mercy House will partner with the local colleges such as JMU, EMU, and Bridgewater to create the contest to win prizes. By creating the contest, it gives a reason for the students to become more active in donating to Mercy House.
 - **Tactic 1:** Send out an email or text message to all the students at JMU, EMU, and Bridgewater College to introduce the contest and the rules.
 - **Tactic 2:** Send follow up emails to remind and encourage the students to continue donating.
 - **Tactic 3:** The college that donated the most clothing/items will receive a \$100 gift card from the Mercy House to a place of their choosing. One student from the college that won will receive the gift card, and the student will be chosen through a raffle.
- **Strategy 2:** Mercy House will reach out to JMU, EMU, and Bridgewater College to create a contest to see which college can contribute the most volunteer hours to the Mercy House.
 - **Tactic 1:** The volunteer hours that the students complete could be extra credit for one of their classes.
 - **Tactic 2:** Reach out to sororities and fraternities at the colleges as they often have philanthropy requirements
 - **Tactic 3:** The college that achieves the most volunteer hours will be awarded a \$75 gift card that will be determined by a raffle to see which student will win.

Media Plan

Sales Promotion

Theme, Story & Reach

The sales promotion strategies will reach the students of JMU, EMU, and Bridgewater College through hosting a contest and partnering with the colleges to send students informational emails about the contest. The theme of the campaign is "There to care" and by creating the contest, students from the three colleges will donate their items and time to their community. The story the sales promotion will be telling is an informational about the poverty in the Harrisonburg community and how the students can help fix that problem.

Budget

Percentage of total budget:

- 100% (\$500) of the sales promotion budget or 2.5% of the total budget will be allocated to mass emailing the audience and creating raffles and providing rewards to the winners of those raffles.

Medium:

- Email: This medium covers 65% of the \$500 sales promotion budget, which is 1.6% of the total budget.
- Raffle: This medium covers 35% of the \$500 sales promotion budget, which is 0.8% of the total budget.

Media Vehicle:

- Emails - Student email accounts for 65% (\$325) of the total budget.
- Social Media Posts - Facebook and Instagram
- Contest – Raffle for gift cards accounts for 35% (\$175) of the total budget.

Media Plan

Sales Promotion

Rationale

Student Emails: Emailing the audience is beneficial for Mercy House because it is cheap to reach tens of thousands of people. Emails will be sent to the primary audience multiple times a month for three months. By choosing to email the audience multiple times a month before the sales promotions, implementing a DRIP campaign to constantly remind the audience about the promotions being run. Using a DRIP campaign will be beneficial because it not only allows Mercy House to stay in contact with their audience, but also produce different kinds of messages that can be seen by their entire audience. Emailing students may be difficult because some students tend to ignore their emails, but if the subject line was to contain something that was relatable and caught the eye of the main audience, it will be received well. Some emails tend to be marked as spam when they come into a mailbox, so the easy way to try to make that not happen would be to provide information that does not sound automatically formatted. By being personal and containing information that is beneficial, the audience become more aware of the email. The same information is taken from the direct marketing section to gather students' emails.

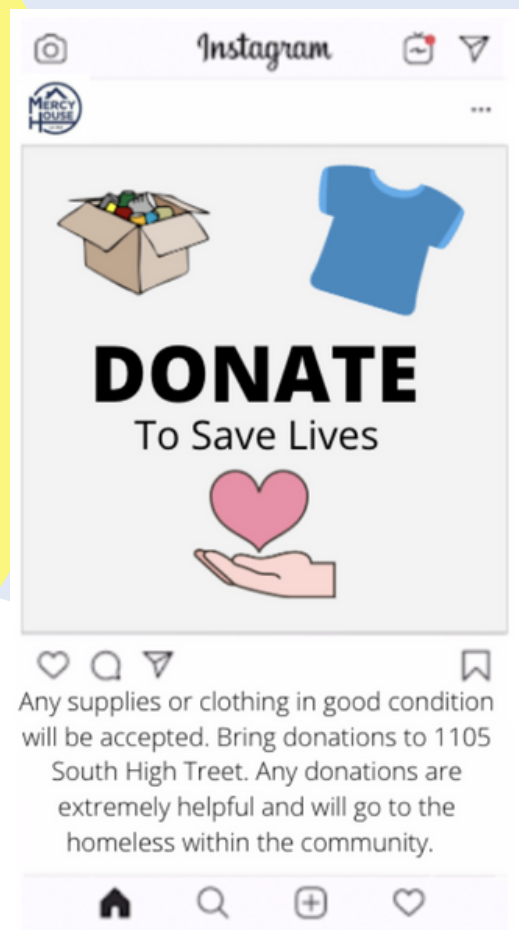
Contest: Creating contests between the local colleges will help make the college students more aware of the Mercy House and how they can help their community. The contests will not be expensive. The only expense will be the gift card expenses that one student will win from the college that donated the most clothing/items. By hosting this contest once a year, it gives the students something to look forward to throughout the school year. Contacting the students about the contest will not be complex since Mercy House will partner with the local colleges. It could be difficult to get students to actually participate in the contest and read their emails, but the prize a gift card should entice them to participate. If organizations, like fraternities and sororities, encourage their members to participate then that would also help increase the number of students that donate for the contest. This contest is also a fun way to get the local colleges to interact with each other.

Media Plan

Sales Promotion

Deliverables

MERCY HOUSE RAFFLE TICKET		NAME <input type="text"/>
JAMES MADISON UNIVERSITY D-HALL		ADDRESS <input type="text"/>
MAY 16th, 2022 1:00PM - 5:00PM		PHONE <input type="text"/>
		EMAIL <input type="text"/>
		TICKET # 481



Media Plan

Personal Selling

Objective 1: To increase the actual amount of donations by 20%, salespeople will call students from JMU, EMU, and Bridgewater to explain and promote Mercy House.

- **Strategy 1:** The salespeople will call once a quarter to persuade people to donate gently used goods to Mercy House. The reason behind this low frequency is because if calls become too frequent it is likely students will not answer. This will cost \$400.
 - **Tactic 1:** Sales Associates will acquire a list of phone numbers for students in the area and make 20 calls a day.
 - **Tactic 2:** For those who answer, an individual will inform the consumer what the Mercy House is and how to donate or get involved.
 - **Tactic 3:** The salespeople can also inform the consumer of any deals or events going on at the time. For example: seminars, restaurant deals, or even sales promotions actively being promoted throughout the store.
- **Strategy 2:** Sales Associates can call upon local businesses to persuade them to open company clothing drives.
 - **Tactic 1:** Associates call upon 5 businesses per quarter (20 per year).
 - **Tactic 2:** Salesperson explains the benefit of donating and the types of donations that are considered acceptable.
 - **Tactic 3:** Salesperson is responsible for collecting donations from each business every month.

Media Plan

Personal Selling

Objective 2: To increase awareness by 40%, salespeople reach out to other local businesses to sell Mercy Houses mission to bring more awareness in the local community. Doing this will encourage workers from these local businesses to think about donating to Mercy House.

- **Strategy 1:** Every week a Mercy House salesperson will call small businesses and local retailers in the Rockingham, Harrisonburg, and Staunton areas to make the company aware of Mercy Houses message and increase donations. Following up with the sales call, Mercy House will send the company some T-shirts that has Mercy Houses logo on it. This will cost \$100.
 - **Tactic 1:** Plan which businesses that the salesperson will be reaching out to on a weekly basis.
 - **Tactic 2:** Keep a thorough list of which businesses are answering the phone and which businesses give positive feedback.
 - **Tactic 3:** For those who decide to donate, send them a shirt, thanking them for their donation and to further promote the brand.
- **Strategy 2:** Have a salesperson call larger businesses in the Rockingham, Harrisonburg, and Staunton areas and set up a weeklong donation drive using the “There to Care” campaign. Doing this, employees can bring donations as well as customers that are going to those larger businesses to shop.
 - **Tactic 1:** Plan which larger businesses (ex. Businesses in Valley Mall) to target that would bring in the largest amount of foot traffic to set up a donation drive.
 - **Tactic 2:** Have the salesperson keep in touch with the businesses to see how many people interact with the drive and the number of donations received.
 - **Tactic 3:** Track the success rate of the donation drive to see what is needed to improve awareness and number of donations.

Media Plan

Personal Selling

Theme, Story & Reach

Personal selling will be used to tell the story of local impoverished families in need of clothing necessities. Personal selling also communicates to donors what needs to be donated. When tying in the campaign theme “There to Care” to the overall message, it displays what is trying to be achieved. Personal selling uses person-to-person channels which have a narrow reach, as these users are being communicated through phone calls.

Budget

Percentage of total budget:

- 100% (\$500) of the personal sales budget will be allocated to sales calls, contacting the clients and producing T-Shirts to send to customers who have recently donated.

Medium:

- Sales calls: This medium will cover 80% of the \$500 personal selling budget, which is 2% of the total budget.
- T-Shirts: This medium will cover 20% of the \$500 personal selling budget, which is 0.5% of the total budget.

Media Vehicle:

- Word of Mouth - Calling students, local businesses and larger companies (\$400)
- Gift - Sending T-shirts to clients who have recently donated (\$100)

Media Plan

Personal Selling Rationale

Sales Associate: The Mercy house will be using calls to increase awareness as well as lift students to action. Most students who do not donate to the Mercy House are unaware of what it is. Being able to call students individually will give us the chance to explain what the Mercy House does for the community and inspire those to donate. Utilizing former homeless people to be the sales associates will lower the cost. Individuals will go through intense training and be ready to call students. As stated in a study, "82% of buyers accept meetings when salespeople reach out to them." Although this is not a meeting, having salespeople reaching out directly will lead to a huge increase in donations. It is cost-efficient and worthwhile to train individuals to personally call local students. Along with the efforts of reaching out directly to students, reaching out to local businesses, big and small, will help increase donations and awareness. Larger businesses and nonprofits commonly collaborate to help bring awareness to the community. Having a donation drive at businesses and calling local businesses to increase awareness will generate an increase in donations.

T-Shirts: Mercy House will be sending T-Shirts to small businesses that have recently donated. By sending T-Shirts to these businesses, Mercy House is increasing their brand recognition while also increasing their visibility. Sending out small gifts to thank the customers for their donations will be important to the success of personal selling because it shows that Mercy House cares for their customers. Mercy House will follow up with a call after they send the shirts to the businesses to ask if they enjoyed their shirt and what else Mercy House can do for them that will allow the companies to continue to work together in the future. Mercy House will develop a cadence that will allow the client to respond in a reasonable time, if the client does not respond, they will switch up how they are being contacted and try another method to reach out to the client. By setting a good cadence, it will allow breathing room for the company and the clients as well to fully take in the material.

Media Plan

Personal Selling Deliverables

Personal Selling Script

Salesperson calling a local business

Mercy House Salesperson (MHS): Hello this is Michael from Mercy House, how are you doing today?

Local Client: Great! How can I help you today

MHS : Mercy House is a nonprofit organization that provides families and other customers affordable clothing and furniture. Our sales team would love to set up a local donation drive for customers and employees attending your store, as well as any supplies that are unused from you to increase donations to help out the local community. Would you be interested in letting us set that up?

Local Client: That sounds great, we would love to help out the community. Why don't you come to our location next Monday at 12:00 pm and we can discuss how to set that up.

MHS: We will be there! Thank you for talking, I'm looking forward to meeting you and showing you more about what Mercy House is all about!

Local Client: Of course! We will see you then, have a great rest of your day!

MHS: See you then! Goodbye.

Call ends



FRONT

BACK

Media Plan

Public Relations/Publicity

Objective 1: To increase awareness by 40% , Mercy House will be picking up trash and cleaning the community every first Wednesday of the month. When doing this, they can reach out to their audience via preferred contact source and notify them about the trash clean up and that anybody who wishes to volunteer is more than welcome. By participating in a trash clean up, the audience who cleans up the trash will realize what people in poverty must go through and how unclean the environment around us is. The cost of collecting all materials will be \$1,000.

- **Strategy 1:** Sending volunteers to pick up litter and trash in downtown Harrisonburg.
 - **Tactic 1:** Reach out to volunteers and employees about cleaning up the waterways and streets of downtown Harrisonburg one Wednesday.
 - **Tactic 2:** Pick up trash and litter from these streets and urban communities within the small city.
 - **Tactic 3:** Try to educate volunteers about how the trash they are picking up affects homeless families and stress the importance of serving this community.
- **Strategy 2:** Create a press release detailing the trash clean up that puts the Mercy House in a positive image.
 - **Tactic 1:** Create a presentable press release that includes contact information and testimonials.
 - **Tactic 2:** Reach out to local news outlets, such as Daily News-Record and WHSV 3, and organize a time and place a press release can be held.
 - **Tactic 3:** Have deliverables for reporters to take with them to recall information easier.

Media Plan

Public Relations/Publicity

Objective 2: To increase the desire to donate by 20%, Mercy House will partner with the local Harrisonburg jail. This will give the Mercy house positive exposure and encourage the community to get involved with the Mercy House.

- **Strategy 1:** Having employees of The Mercy House and students visit the local jails as company to the inmates.
 - **Tactic 1:** Reach out to students looking for community service and ask them to take part.
 - **Tactic 2:** Visit the jails, talk to inmates, bring small gifts.
 - **Tactic 3:** Set up future dates to meet, to give inmates something to look forward to. This will also help motivate inmates to get out as soon as possible.
- **Strategy 2:** When partnering up with jails, the focus is to give some inmates the opportunity to work for the Mercy House as well as find them a home to give them a fresh start.
 - **Tactic 1:** Going to the jails and figuring out who will be released soon.
 - **Tactic 2:** For those who do not have much longer in jail set up a plan for housing for once they get out.
 - **Tactic 3:** For those inmates getting out, set up work for them to do once they are out.

Media Plan

Public Relations/Publicity

Theme, Story & Reach

The Public Relations/Publicity section will reach the local members of the Harrisonburg community, including families and students. The theme of the public relations campaign is "There to care", and the community clean up will demonstrate to the Harrisonburg community how much the Mercy House does for its members. The story this community clean up will tell to the people watching is how it only takes a small group of people to make the lives of so many better.

Budget

Percentage of total budget:

- 92.25% (\$1,845) of the publicity/public relations budget will be allocated to press releases, and community clean up events.

Mediums:

- Press Release: This medium will cover 42.25% (\$845) of the allocated budget for publicity/public relations.
- Community Clean Up: This medium will cover 50% (\$1,000) of the allocated budget for publicity/public relations.

Media Vehicles:

- Media Company: This covers the press release fees which is 42.25% (\$845) of the budget for publicity/public relations.
- Word of Mouth: This covers setting up the events and purchasing the materials for said events which is 50% (\$1,000) of the budget for publicity/public relations.

Media Plan

Public Relations/Publicity

Rationale

Partnering with local jail: Working with the local Harrisonburg jail will help with the public view the Mercy House in a more positive light. By helping the community, it will persuade locals to want to get involved or help in any way they can. Knowing that your donations are going to make differences in one's life causes individuals to feel fulfilled. Also, by giving the recent inmates a chance to get back on their feet it will help make money by having individuals work in the house.

Trash Clean-ups: Bringing the community together with the common goal of cleaning up the local environment will help better the public perception of the Mercy House. By helping the community in this way, people will see that this nonprofit truly exists with the sole purpose of helping lift the community. It will entice people to get involved or donate because they will feel assured that their efforts and dollars will all be put towards a place that focuses on bettering the community and that alone. Not to mention all the good that come along with cleaner streets.

Press Release: By issuing a press release, it will allow Mercy House to properly spread the message of the cleanup events being held throughout the community. Giving information such as: the message, time of release, contact information, etc. To the media company, will allow them to post the press release to all their contacts that can become involved in the cleanup. The overall point of producing a press release is to have as many people become aware of the mission/event as possible and to also get people to interact with the event and participate as well. When issuing this press release, it allows Mercy House to establish relationships with the media, establish credibility, build SEO traffic, increase customer engagement, and this is the best way to put information in front of your audience because the audience wants this information.

Media Plan

Public Relations/Publicity

Deliverables



10am
5/3/23

Mercy House: How to get Involved with the Community

Help your local community by joining us in a trash clean up

Harrisonburg—5/3/23— Today the Mercy House Thrift Store announced that their employees and volunteers will be gathering in various locations in downtown Harrisonburg for an organized trash clean up. Anyone who is looking to get involved in the local community and learn more about Mercy House's mission to aid those in need is welcome to participate.

"It's really about pulling the community together for a great cause" said Retail Manager Michael DelBiondo

Positive Impact to the Local Community

Volunteers and community members benefit from the organized event by getting involved, cleaning up their community, and upholding Mercy House's mission.

John Doe has been involved with mercy house for 4 years working at the thrift store and is always wanting to bring people together.

"I have seen Mercy House help so many people since I have been here. Having this trash clean up is a perfect way to give back to the community that we live in and teach new volunteers what Mercy House is all about." said John Doe, Mercy House employee.

Press Contact

Name: Mary Jones

Mobile: (540) 342-8527

Email: maryjonespress@gmail.com

Media Plan

Sponsorships Recommendations

Objective 1: To increase donations by 20% from the local community, Mercy House will sponsor JMU athletics and clubs. A lot of the surrounding community pays attention to their hometown college athletics and sponsoring JMU sports will get their name out for fans to investigate themselves and later donating.

- **Strategy 1:** Mercy House will sponsor JMU's main sports (football, basketball, baseball, softball, soccer) at their games using traditional marketing techniques to advertise Mercy House and how to donate. Mercy House will have a uniform sponsor for JMU's teams that will display the Mercy House logo somewhere on the team's jersey. This sponsorship will cost \$1000 and will have a direct impact on the Harrisonburg area.
 - **Tactic 1:** Meet with JMU's director of athletics to discuss the best way to sponsor the games that have the highest attendance.
 - **Tactic 2:** Create advertisements that display the sponsorship between Mercy House and JMU athletics
 - **Tactic 3:** Encourage fans to check out Mercy House between breaks in the middle of games to broadcast their mission to help the local community.
- **Strategy 2:** Mercy House will sponsor various JMU clubs and help host activities thrown to help increase awareness and to increase donations by 30%. Mercy House will also sponsor JMU clubs which will call for a title sponsor for whenever those clubs are hosting tournaments. Mercy House's logo and slogan will be displayed where the tournament is hosted to advertise their brand to the attendees of the games. A title sponsor through JMU will cost \$750.
 - **Tactic 1:** Contact club leaders and presidents to see which clubs will be sponsored by Mercy House.
 - **Tactic 2:** Plan and coordinate with club leaders which events to set up that includes Mercy House as their sponsor. (Cook out, philanthropy, sporting event)
 - **Tactic 3:** Execute these plans to determine the number of students and event attendees that have donated to Mercy House by word of mouth when visiting the thrift store.

Media Plan

Sponsorships Recommendations

Objective 2: To increase donations by 20% in the local Harrisonburg area, The Mercy House will sponsor JMU housing by helping students move in and out of their dorms/apartments. This event will be in a flight pattern because it will only take place at the beginning of the school year in August and at the end of the school year, in May. The cost associated with this would be \$250 which will be used for scheduling volunteers to work at this event, and any supplies associated with going out to help.

- **Strategy 1:** Help JMU freshman students move into their dorms.
 - **Tactic 1:** All Mercy House employees/helpers will be wearing blue Mercy House t-shirts so that students will remember where to donate.
 - **Tactic 2:** The Mercy House will provide moving materials, such as dollies, trucks, and capable people.
 - **Tactic 3:** Get sororities and fraternities to help move people in while they wear blue Mercy House t-shirts.
- **Strategy 2:** Help JMU students move into and out of off campus housing such as apartments and townhouses.
 - **Tactic 1:** Mercy House will provide the trucks to load and unload the furniture.
 - **Tactic 2:** Whatever items the students do not want anymore, they can donate to the Mercy House.
 - **Tactic 3:** Partner with JMU to send out an email reminding students that Mercy House is the sponsor of move in day.

Media Plan

Sponsorships Recommendations

Theme, Story & Reach

Sponsorship Recommendations will be used to help spread the story of Mercy House and communicate to the viewers of the sponsorship advertisements on what they can do to donate. To tie in the campaign theme, "There to Care", the advertisements will showcase the theme logo as well as be a bridge between increasing an interest to donate to and helping out the local community.

Budget

Percentage of total budget:

- 100% (\$2,000) of the sponsorship budget or 10% of the total budget will be allocated to sponsorships with JMU. By using 100% of the budget, Mercy House is properly spending their allocated budget on their sponsorships to increase awareness.

Medium:

- Uniform Sponsor: This medium will cover 50% of the \$2,000 sponsorship budget, which is 5% of the total budget.
- Title Sponsor: This medium will cover 37.5% of the \$2,000 sponsorship budget, which is 3.75% of the total budget.
- Move in day: This medium will cover 12.5% of the \$2,000 sponsorship budget, which is 1.25% of the total budget.

Media Vehicle:

- JMU Sponsor: Uniform and Title sponsor (\$1,750)
- JMU: Move in day sponsor (\$250)

Media Plan

Sponsorships Recommendations

Rationale


Move in day sponsor: Sponsoring the move in and move out day for JMU students will increase the Mercy House's donations because students will be reminded of where they can donate their unwanted items. This will also help Mercy House's public image in the community when they are seen helping their local students. The only expense would be for gas and if any rental equipment was needed. However, the main expense for this sponsorship would be time. The employees and volunteers of the Mercy House would have to contribute at least three to four hours of their day to help. When Mercy House helps the students, the parents will also see how involved in the community Mercy House is and encourage their children to donate their furniture/clothes at the end of the school year.

JMU Sports Sponsor: Mercy House sponsoring JMU sports will increase brand awareness and donations because JMU sports produces a large audience which will increase visibility as well. By sponsoring JMU sports, it will help Mercy House's public image throughout the community because the company is seen for sponsoring JMU sports and local activities. Working with James Madison will allow Mercy House to work with the athletes as well to further produce sponsorships. JMU football and basketball games have attendees that consist of students, but mainly the local community and families of the students. When the local community comes out to the games and sees Mercy House all over the stadiums, they will begin to ask questions and try to learn more information about the company.

Media Plan


Sponsorships Recommendations

Deliverables

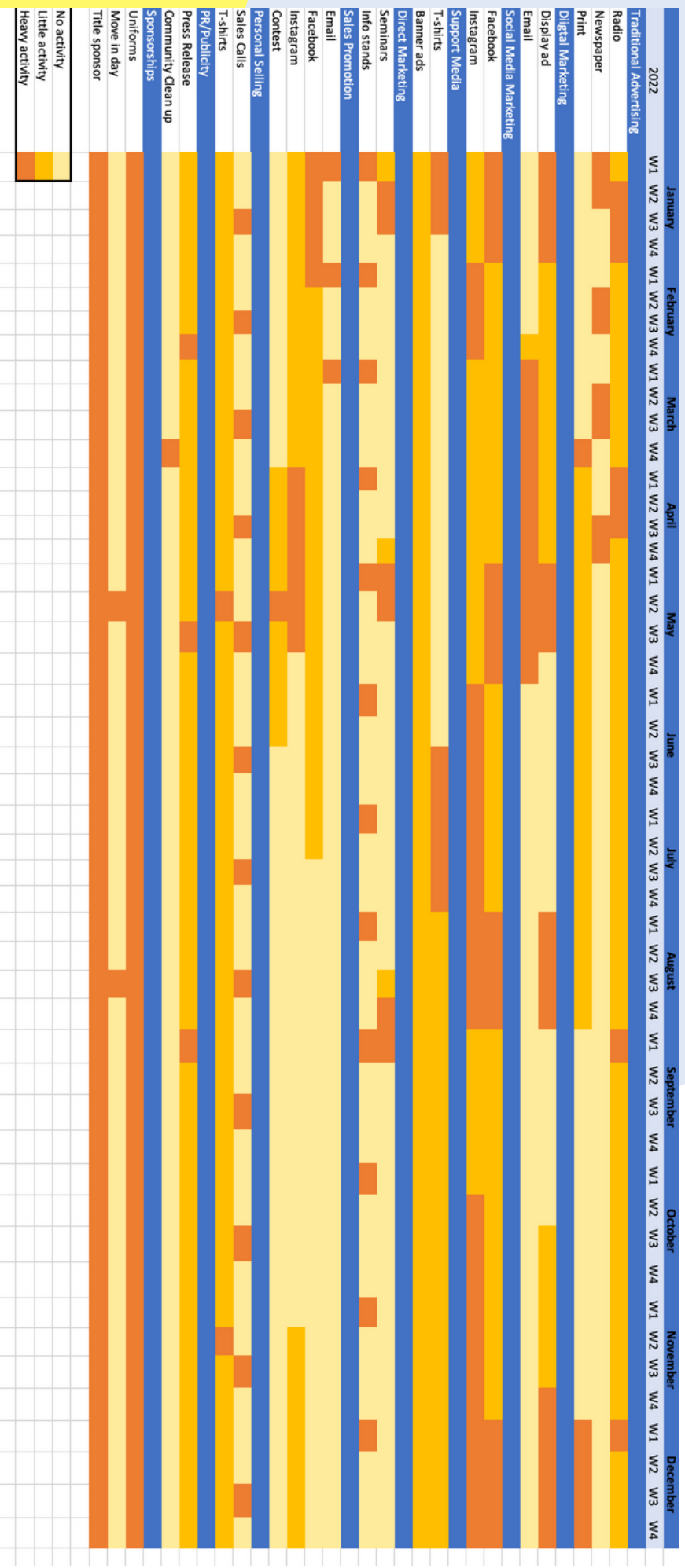


Need A Hand Moving In?

The Mercy House is offering our services to help set up your dorms and apartments! Call (540) 433-1400 or visit themercyhouse.org to find a mover today!



Media Flow Chart



Budget Breakdown

Total Budget:	\$20,000	
	Dollar Amount	Percent of Budget
Traditional Advertising	\$5,000	25%
Digital Marketing	\$5,000	25%
Social Media Marketing	\$2,000	10%
Support Media	\$1,000	5%
Direct Marketing	\$1,000	5%
Sales Promotion	\$500	3%
Personal Selling	\$500	3%
Public Relations and Publicity	\$1,000	5%
Sponsorship	\$2,000	10%
Measurement and Evaluation	\$2,000	10%
Total Budget:	\$20,000	100%

Budget Summary

Section	Medium	Vehicle	\$ Amount	\$ Allocation	% of Total
Traditional Advertising			\$5,000		25%
	Newspaper	"The Breeze"		\$1,500	8%
		The Daily News Record		\$992	5%
	Radio	104.3 KCY Country		\$1,800	9%
	Print	Printplace.com		\$708	3%
Digital Marketing			5,000		25%
	Display ads	Facebook		4,625	22%
	Email & Newsletters	Students Email		\$375	3%
Social Media Marketing			\$2,000		10%
	Cost per click	Instagram		\$2,000	9%
Support Media			\$1,000		5%
	Partnerships	Billy Jack's & Capital Ale House		\$603.89	3%
		Harrisonburg Parks & Rec		\$150	1%
	Flyers & Banners	Printplace.com		\$120	1%
	T-shirts	Customink.com		\$125	1%
Direct Marketing			\$1,000		5%
	Seminars	JMU, EMU, & Bridgewater		\$300	2%
	Supplies	Flyers, banners, tents, etc.		\$450	2%
	Spacing	Rental spaces downtown		\$250	1%
Sales Promotion			\$500		3%
	Email	Student email accounts		\$325	2%
	Raffle	Contest		\$175	1%
		Social Media Posts		\$0	0%
Personal Selling			\$500		3%
	Sales calls	Salesperson		\$400	2%
	T-shirt	Salesperson		\$100	1%
Public Relations/Publicity			\$1,000		5%
	Press Release	Media Company		\$0	0%
	Community Clean up	Materials		\$1,000	5%
Sponsorship			\$2,000		10%
	Uniform Sponsor	JMU sponsor		\$1,000	5%
	Title Sponsor	JMU sponsor		\$750	4%
	Move in day	JMU		\$250	1%
Measurement and Evaluation			\$2,000		10%
	Gift Cards	Feedback		\$2,000	10%
			\$20,000		100%

Budget Summary

The Mercy House allocated \$20,000 to Shock Media. The \$20,000 budget includes traditional advertising, digital marketing, social media marketing, support media, direct marketing, sales promotion, personal selling, public relations, sponsorship, and measurement/evaluation. The promotional goals Mercy House had for Spark Media was to increase awareness and the desire to donate within the Harrisonburg area.

The largest percent of the budget went towards traditional advertising, and digital marketing. Both of these promotional tactics used \$5,000 to promote the Mercy House. The traditional advertising segment included newspaper, such as The Breeze and the Daily News Record, radio, and print. The digital marketing section contained display ads on Facebook and emails to students. Social media marketing was used to promote Mercy House on Instagram and Facebook. The total cost was calculated by cost per click, which was a total of \$2,000. The support media had three main segments including, sponsorships, flyers & banners, and t-shirts. Billy Jack's and Capital Ale House will partner with Mercy House to promote their business by creating an incentive for their customers to donate 10 items and get 10% off of the menu. \$1,000 is allocated to the direct marketing section which includes seminars at local colleges, supplies, and rental spaces. The sales promotion segment involves the local students the most and will cost \$500. A contest will take place to see which college can donate the most items or donate the most time, between JMU, EMU, and Bridgewater College. \$500 will be spent on personal selling. The personal selling will take place at local businesses in the Harrisonburg area. The public relations section is budgeted at \$1,000 to purchase the materials for the community clean up. The press release costs \$0 because there is no guarantee that the media will post the story. 10% of the total budget is for sponsorships at JMU. The sponsorship will include JMU athletics with Mercy House logos on the uniform, and Mercy House banners on the field. The last part of the budget is to measure and evaluate the promotional tactics. The measurement and evaluation will cost \$2,000, which is 10% of the total budget.

The awareness and the desire to donate will increase for the Mercy House if the Integrated Marketing Communications campaign that Shock Media created is fully implemented.

Evaluation

Marketing Goals:

Throughout the year of 2023, creative concept research will be ran to asses the effectiveness of the marketing goals and objectives. Consumer juries will be utilized and surveyed for progress updates and to track the marketing goals. These Q&A sessions will be ran continuously throughout the year to provide sufficient data. Once a benchmark for each goal is established, Shock Media can effectively begin analyzing trends. Continuous testing also allows Shock Media to understand which marketing plans are working and which aren't. Finally, posttests will be done at the end of the year to determine if goals were met.

Communication Objectives:

The communication objectives consist of increasing awareness of both the Mercy House's mission and the types of donations needed, generating interest in donating, and to create the desire to donate. The first objective, striving to increase awareness of the mission by 40%, will be accomplished through several media channels, but most importantly through promotion on social media. Social media is perfect for targeting students and its fairly effective for targeting families as well. Using platforms such as Facebook, Instagram and TikTok will make it easy to measure success. These platforms allow users to see amounts of views and likes a post gets. This data can be used to analyze trends to see what is and is not effective. Surveys can also be implemented at the beginning and end of the campaign to see if consumers have a better understanding of the mission. The next objective, increasing interest in donating by 30%, involves a plethora of channels to accomplish, but the most effective will be utilizing incentive programs. Partnering with local businesses and offering a discount for a certain number of donations will spark interest in donating. Measuring the success of this program is as simple as comparing trends in donating to the trends in people using the discount. The next objective deals with increasing the desire to donate by 20%. Shock Media will create infographics and advertisements that show the struggle of local poverty. To measure the effectiveness of these ads, Shock Media can track how many clicks an ad receives and implement questionnaires that ask the viewer to respond to what they watched. The final objective is to increase the awareness of what quality donations are by 60% through a combination of social media advertising, direct marketing, word of mouth, strong sales promotions, and a few sponsorship programs. All the objectives will work towards bettering general understanding of what quality donations are. This goal will be measured by utilizing donation surveys, which will be implemented throughout the year.

Evaluation

Traditional advertising:

To reach the goal of increasing mission awareness by 40%, Shock Media will track the success rates of traditional advertising used, being print, radio, and newspaper ads. For radio ads, the central location projection test will be used as a pretest to establish a benchmark, followed by subsequent surveys addressing the mission of the Mercy House. Trends in mission retention will be analyzed to reveal if the radio ad program was successful. Since radio advertising has a naturally high reach, it should be easy to communicate the mission to a broad group of people. The second objective for traditional advertising is to increase the desire to donate by 20% using newspaper and print advertisements. To establish a benchmark, a focus group will be held to ask participants of their current desire to donate. To measure the success of the ads, the Mercy House can keep track of the increase in donations while Shock Media is running the print and radio advertisement.

Digital Advertising:

Shock Media will increase awareness by 40% with the help of display ads. To measure the effectiveness of this advertising a message, click through rate will be utilized throughout the campaign to derive data. The views will be measured by how many customers the display ads reach, and the click through rate will be determined by how many people click on the display ad or link. Pretesting will also be used to ensure no communication issues will occur before the campaign begins. The pretesting will be focus groups in Harrisonburg, VA that view the display ad. To increase awareness of the quality standard for donations by 60%, Shock Media will send weekly emails to the general public of the Harrisonburg/Rockingham/Staunton areas. Deliverability will be used to determine the percentage of the emails that were moved to the spam folder versus the emails that were read. At the end of the campaign, a short questionnaire will be sent out asking responders to identify the difference between a good and bad quality donation.

Evaluation

Social Media Marketing:

To contribute to the increase of mission awareness by 40%, Shock Media will be utilizing social media. Measurements of this goal will be through tracking the amount of customer engagement with the social media posts. Follow up recognition tests will also be utilized to see if participants remember noticing the ad, giving insight as to how successful the ad was. The second objective for social media marketing is to increase the quantity of sufficient quality donations by 20%. This can be achieved by showing the audience items that are of acceptable quality across various social media platforms. This goal can be reached in a similar way by following the trends in clicks the ad gets. Monitoring the activity on ads will be done continuously.

Support Media:

Support media contributes to the increase in donation interest by 30% by means of partnering with local restaurants. To measure this goal, Shock Media will find trends in the data from both donation activity and number of people using the partnered promotion. Since the partnership agreement entails providing a restaurant discount given a certain number of donations, Shock Media can compare the data of people earning and using these discounts to donation activity. The positive trend in both sets of data will indicate the success of the promotion. Support Media also plays a role in the increase in desire to donate by 20% through the partnership with the local recreational basketball league. To measure this goal, Shock Media will implement a brief survey upon registration for the recreational basketball league, as well as at the end of the season. Both short surveys will ask about the participant's donation desire and, if the program proves successful, there will be a positive trend when the two results are compared.

Evaluation

Direct Marketing:

Direct Marketing contributes to the increase of mission awareness by 40%. Since seminars make up the bulk of the direct marketing campaign, data will be recorded automatically, though it is important to express that this data is qualitative. This qualitative data can serve as milestones to reach the objective and can provide insight as to how to take awareness to the next level. To measure the increase in the quality of donations by 20% is as simple as establishing a donation benchmark and tracking growth. To accomplish this goal, pop up stands will be placed in local festivals and events. These events attract huge crowds and its a perfect opportunity to set up a donation drive to bring in high amounts of donations.

Sales Promotion:

Sales promotion plays a vital role in both increasing the desire to donate by 20% and increasing actual quality donations by 20%. Discounts and contests create senses of excitement and urgency in the community, and since rewards are based on number of quality donations, measuring effectiveness is simple. Once a benchmark for average weekly donations is identified, Shock Media can track donation growth throughout the campaign. An increase in donations along side an increase in users of the sales promo will indicate that the program was successful.

Evaluation

Personal Selling:

Personal selling plays a crucial role in increasing awareness of Mercy House's mission by 40% as well as the goal to increase amount of quality donations by 20%. A skilled associate leading a persuasive conversation can move many individuals and business leaders to actually donate or at the very least spread the mission of Mercy House. To measure the increase in donations, buyer surveys will be implemented asking customers to reveal if a salesman brought them into the store today. This direct feedback makes it easy to track success of the program. To measure awareness of the mission, focus groups will be held consisting of consumers that have been targeted by salesman. These groups will be asked if the salesman was effective in increasing awareness of Mercy House's mission or not.

Public Relations/ Publicity:

To measure the increase in awareness of the Mercy House's mission by 40% through the means of organizing trash pickups, response surveys will be taken via email. Every two weeks, the Mercy House will send out a brief survey asking people to identify the Mercy House's mission, if they are aware of it. The survey will be sent to recent customers and recent volunteers, but also general Harrisonburg/Rockingham/Staunton County residents. The percentage of people who answer correctly will be tracked and the increase in this percentage will be compared to the increase in sales and donations.

To measure the increase in desire to donate by 20% from the jailhouse volunteering program, donation surveys will be utilized. A simple questionnaire consisting of 2 questions will be asked after someone donates. These questions will be "How did you hear about the Mercy House?" and "Why are you donating these items today". The responses will give Mercy House a good idea of what is bringing people into stores as well as convincing them to donate.

Sponsorships:

Sponsorships play an essential role in both the goal to increase interest in donations by 30% and to increase donations by 20%. By sponsoring popular local programs, such as JMU sports, large crowds will be exposed to Mercy House's messages about the benefits of donating and how to do so. Effectiveness of sponsorship programs can be measured by asking donators to reveal if they felt the need to donate because of the sponsorship programs in place. Responses will be tallied to assess the overall success of the program.

Conclusion

Shock Media strives to plan and execute marketing strategies for its clients to achieve its organizational goals. Their newest client is Mercy House, located in Harrisonburg, VA. Mercy House is looking to gain awareness, interest, desire, and action to donate. Shock Media has noticed that in order to achieve this, they need a specific marketing plan with objectives, strategies, and tactics.

The plan consists of all different media plans from traditional advertising to sponsorships. Shock media has researched who to target in order to gain the most donations. Each objective is geared towards the specific market of families with young children and college students. A budget has been conducted to show how much each media will cost.

The marketing plan will last throughout the course of a year from January 2023 to December 2023. Shock Media will conduct pretests as well as posttests to see the effectiveness of the ideas. All results will be monitored and tracked throughout the duration of the plan.

Shock Media is looking forward to building a strong relationship with Mercy House.

Appendix

Buyer Analysis

Income, since the low price of goods is a crucial attraction for those with low incomes

Buyers consist of students who attend James Madison as well as Eastern Mennonite university between the ages of 18-23. As well as other local residents who live in Harrisonburg and Rockingham County.



Enjoyers of vintage or "worn" looking clothing/decor styles

Friends or family are the main influences when buying these products. Depending on the style and trends, friends and family can persuade or discourage one from buying.



Appendix

Traditional Advertising



Mercy House Clothing Drive

Location: JMU D Hall + Dukes Dining
When: May 6th from 11AM - 4PM



REACH OUT

(540)432-1812
1005 S. High Street,
Harrisonburg, VA 22801



THE MERCY HOUSE



There To Care!

Pictured in the middle is Sam Thompson. Sam had been homeless in Harrisonburg for over 5 years. With the help of The Mercy House, he was able to have a fresh start in his own home. Sam has never been so happy! He states "I am beyond grateful for the Mercy House and the community that donates." In order to keep helping people like Sam we need your donations!

www.TheMercyHouse.com

Call 540-433-3272 today!



WHAT DONATIONS ARE GOOD DONATIONS?

- Slightly damaged or better-quality clothing and furniture are perfect for donating!
- Anything too worn out or dirty is NOT!
- Remember, if its too old, its got holes or smells like mold, IT WILL NOT BE SOLD!!!

Appendix

Traditional Advertising



104.3 KCY Country Radio Script

Jingle plays

Shannon Porter: Here at The Mercy house, we are "There to Care!"

Sam Johnson: Shannon what exactly is The Mercy House?

Shannon: The Mercy House is a nonprofit organization that takes donations and sells them for money to house and help the homeless. We believe in helping out our local community from Harrisonburg all the way to Augusta.

Sam: How can I help?

Shannon: We are mainly looking for donations! We take donations such as clothing, appliances, toys, etc. The money made from the donations go towards providing homes. Visit our Instagram, Facebook, or local store to find out more about us!

Sam: I am so happy I got to learn more about The Mercy House and can't wait to help!!

Jingle plays again



WE ARE MERCY HOUSE.

We are local.
We are grassroots.
We are efficient.
We are there when you need us.

Have any unused items cluttering your house?
Check out Mercy House, a local nonprofit thrift store that makes donating easy!

THE MISSION OF MERCY HOUSE IS TO PROVIDE FOOD, CLOTHES, AND SHELTER TO HOMELESS FAMILIES WITH DEPENDENT CHILDREN IN THE HARRISONBURG, VIRGINIA AREA IN A SAFE COMMUNITY WHILE PROVIDING SERVICES TO HELP OVERCOME THE BARRIERS LEADING TO HOMELESSNESS.

Need Any more Information?
Call Mercy House at (540)432-1812

Want to check out our store?
Come by to 305 N High St, Harrisonburg VA

Appendix

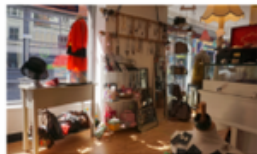
Digital Marketing



ABOUT US

The Mercy House has three locations in Western VA. The locations consist of thrift store in Harrisonburg along with the building supplies store and Timberville which houses a general store as well. We opened our first store to house homeless families in the area. In 2013, we opened our homeless shelter located at 305 N. High Street which is utilized by hundreds of people a day. In 2017 we renovated 247 North High Street and was named Mercy House Residential Resource Center. In 2020, we opened our first store in Timberville which consists of 6 apartments and a thrift store as well.

As of right now, we plan on expanding even more in the future. We wish to broaden our horizons on how we reach our future audiences to attract more foot traffic to our stores, this way, we can provide for more people in the surrounding areas.



WHAT YOU'LL FIND INSIDE THIS ISSUE:

WHAT WE DO - 2



CALLING ALL STUDENTS!!!



GIVE 10 FOR 10!

DONATE 10 ITEMS FOR
COUPONS TO YOUR FAVORITE
LOCAL RESTAURANTS!

305 N High St, Harrisonburg, VA 22801

Deal ends May 30th



Restaurants include: Jimmy Madison, Billy Jacks, Capital Ale House