



INTEGRATED MARKETING COMMUNICATIONS CAMPAIGN PLAN

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QUINLAN
SCHOOL of BUSINESS



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EXECUTIVE SUMMARY

As government funding become less dependable, A Safe Haven must actively consider how it can use marketing to attract more corporate donations. Since corporate donors look for non-profit partners that have strong, well-known brands, this campaign will focus on raising awareness of A Safe Haven among Chicagoans who are the customers of our potential donors. With a 22-year history of success, A Safe Haven is a strong brand but it largely unknown outside of certain charitable and media circles. Since A Safe Haven does not currently have a marketing budget, this campaign will concentrate on using the organization's current resources and media relationships to leverage owned, earned, and social media. Accordingly, key performance indicators will primarily measure the success of the campaign through an increase in followers and engagement on Facebook and Twitter.

Our target market consists of Chicago residents with a demonstrated propensity to donate to charity and are, therefore, more likely to favor corporate donors that support causes such as A Safe Haven. This group resides primarily on the North Side of Chicago and tends to be white, well-educated, have white collar jobs, and earn above-average incomes. In contrast, poverty and homelessness are major problems on the south and west sides of Chicago and disproportionately impact the African-American and Hispanic communities. In addition, homelessness carries a stigma that is difficult to overcome. As a consequence, a vast divide of location, income, education, and ethnicity divides our target market from the people who benefit directly from A Safe Haven. Research shows that people are more sympathetic to the issue of family homelessness so we will bridge the divide by focusing our campaign on children.

The central communications theme for the campaign is, *Children are the voiceless victims of homelessness*. Our strategy is to build an emotional connection with our audience through the words and images of homeless children and present a positive, solution-based message about A Safe Haven's work. The campaign will begin in November of 2016 with a media event at the Thompson Center. Children from A Safe Haven will launch helium balloons carrying written messages with their hopes and dreams for a better life into the autumn sky. Starting in the the spring of 2017, A Safe Haven will have the opportunity to partner with Pictures of Hope, an innovative, media-friendly program that teaches homeless children to use photography to envision their hopes and dreams for a better future. Facebook and Twitter will be used to circulate content created from both of these events and engage our audience in an ongoing conversation about homeless children. The campaign will be reinforced by a sustained public relations effort to generate news stories about homeless children using current events like the start of the school year and the upcoming Illinois legislative session. Finally, a Google AdWords grant can give A Safe Haven cost-free access to online advertising that connects the organization to its target market using Google search results.



MARKET RESEARCH & CONSUMER INSIGHTS

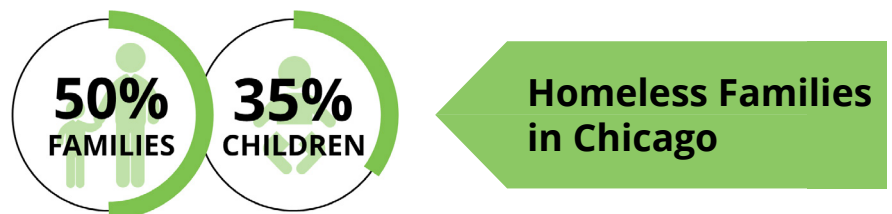
ENVIRONMENT

A Safe Haven

A Safe Haven is a not-for-profit social enterprise that addresses the root causes of poverty and homelessness. It empowers homeless families and individuals to achieve sustainable self sufficiency by providing an evidence-based program of supportive housing, addiction treatment, training, and employment. According to data provided by A Safe Haven, 41% percent of its funding comes from government grants and contracts, 36% comes from private, corporate, and foundation donations, while the remaining 23% is generated by the social business enterprises that provide employment opportunities to its residents.

Homelessness in Chicago

The extent of homelessness in Chicago is difficult to measure. According to the federal Department of Housing and Urban Development, Illinois ranks 10th in the nation for homelessness with a total homeless population of 13,177. However, that number is arrived at by counting people sleeping on the streets on a single night during the year. As a result, it grossly undercounts the true homeless population. The Chicago Coalition on Homelessness (CCH) and the University of Illinois use a different methodology that includes counting people who are able to find temporary shelter but are still effectively homeless. By this count, an estimated 138,574 Chicagoans were homeless over the course of the 2013-14 school year. Families made up 50% of Chicago's homeless population, and children made up 35%. Homelessness disproportionately affects ethnic minorities in the city. According to the CCH, the racial demographic of people living in Chicago's homeless shelters in 2015 was 76% African American, 11% white, 10% Latino, and 3% other ethnicities.



Funding for Homeless Assistance

Most federal funding for homelessness assistance comes through the Department of Housing and Urban Development (HUD). Federal funding to combat homelessness has increased during the Obama Administration but HUD is changing its criteria for grant applications in favor of programs that focus on permanent housing solutions. Organizations which offer temporary and transitional services for the homeless could lose millions of dollars in federal aid in the process. Financial assistance from the State of Illinois has been at a virtual halt. While the state government was recently able to pass a stop-gap budget, it still owes more than \$350 million to various social service providers with which it has contracts. A study conducted by CCH in 2015 revealed that 90% of homeless service providers in Illinois have been forced to deny assistance to at-risk people due to lack of state funding. According to the report, Illinois homeless prevention program funding fell from \$11 million in 2008 to \$4 million in 2015.

TARGET MARKET & MARKETING VEHICLES

The target market for this campaign is Chicago households with a demonstrated willingness to donate to charities. This is a large and easily identifiable group in Chicago. This target market is more likely to favor corporate donors that support charitable causes such as A Safe Haven and can also be a source of private donations. Demographically, this target market resides on the North Side of Chicago stretching from the Loop along the Kennedy Expressway toward O'Hare. Individuals in our target market tend to be white, have white collar jobs, be highly educated, earn above-average incomes, and be heavy consumers of news and entertainment.

Due to budgetary constraints, we will primarily consider owned, earned, and social media. If a marketing budget could be secured, digital, radio, print, and out-of-home advertising would all be viable options since our research revealed that our target market tends to consume a variety of media including television, print, radio, and online/mobile.

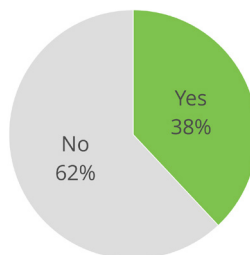
PRIMARY RESEARCH

The starting point for our primary research was the challenge issued by Neli Vazquez Rowland - *How can we use marketing to attract more corporate donations for A Safe Haven?* Concentrating on the keywords "corporate donations" we conducted an in-depth interview with Jason Held, Director of National Corporate Partnerships for Playworks. Playworks is a national non-profit organization that seeks to change school culture by leveraging the power of safe, fun, and healthy play which allows children to build valuable social and emotional skills. **The interview with Mr. Held led to our first critical insight: Corporate donors look for non-profit partners that have clear, strong, well-known brands.**

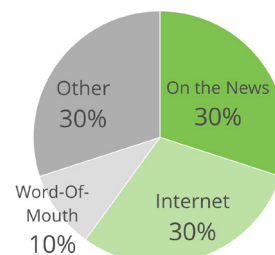
With a 22-year history of success, A Safe Haven is, without doubt, a strong and well-established brand. To gauge brand awareness, however, we conducted an online survey. The results confirmed that A Safe Haven suffers from low brand awareness. (Complete survey results are located in the appendix.)

Survey Monkey Questionnaire
Conducted from June 21-29, 2016
Sent to 48 people, 26 respondents

Have you ever heard of A Safe Haven?



If so, how did you hear about it?



First critical insight: Corporate donors look for non-profit partners that have clear, strong, well-known brands.

SITUATION ANALYSIS

STRENGTHS

Personalized programs addressing roots causes of homelessness:

Most shelters do not offer treatment for addiction or other issues that can contribute to chronic homelessness. A Safe Haven offers an holistic program of treatment, supportive housing, job training, life skills education, and job placement.

Record of success:

A Safe Haven has a 22-year history of success. It has more than 180 employees and three businesses that have major contracts with the City of Chicago.

Evidence-based methods:

A Safe Haven uses tested methods to treat its clients. These methods allow it to accurately measure success and return on investment. 70% of their clients remained sober for three years – more than five times the national average.

A safe environment for clients:

Most homeless shelters cannot guarantee the safety of their clients and offer poor quality food. A Safe Haven conducts background checks to ensure safety in their facility, provides three meals a day, and maintains rigorous standards among its clients.

Murky brand image and positioning:

Despite having a strong record of success and a great brand story, A Safe Haven does not clearly communicate an easily understood brand image or position. In part, this is caused by the multifaceted nature of A Safe Haven services and social enterprise model.

Lack of brand awareness:

Despite a 22-year history of success and strong relationships with important media outlets in Chicago, A Safe Haven is unknown to many people in Chicago.

WEAKNESSES

OPPORTUNITIES

Expand social enterprise businesses:

A Safe Haven could expand the marketing and advertising of its landscaping, catering, pest control, and talent resource services and, therefore, expand its customer base. To start, they could build separate websites for each business where potential customers could contact them, view examples of work, and read reviews.

Using existing relations to promote the brand:

Influential figures such as Steve Harvey are a resource that can be used to create more awareness for A Safe Haven and its events.

Cultivate individual donors:

Nearly 80% of charitable donations in the United States come from individuals, indicating that targeting private citizens for donations can be a valuable source of additional income.

The trend of moral brands:

Consumers increasingly demand that brands contribute to the community and engage in socially responsible business practices. 70% of consumers agree that the ethics of a company will affect their purchase decisions. This trend means brands must pay attention to their image.

Government funding cuts:

The \$3.3 million cut in 2014 affected the funding A Safe Haven gets from the state government. The poor financial condition of the State of Illinois means additional cuts might occur in the future. Previously proposed cuts by the governor focused mainly on human services, including support for homelessness prevention programs.

Economic downturns:

Corporate funding for A Safe Haven might be subject to a change in economic conditions. The recession that hit the United States in 2008 resulted a drop in corporate donations.

Highly competitive market:

A Safe Haven operates in a competitive market. There are many programs and services for the homeless in Chicago that all seek government and private funding. Apart from direct competitors, numerous charities in Chicago target a finite number of business and individuals for donations. In 2015, the majority of charitable donations went to religious institutions followed by educational and human services organizations.

Stigma of homelessness:

Prejudices surrounding the issue of homelessness mean that A Safe Haven is less easy to market than something like a children's hospital.

THREATS

RESOURCES & DEPENDENCIES

Based on information provided by the client, A Safe Haven does not currently have a marketing budget. As a result, this campaign will primarily use owned, earned, and social media to reduce costs.

Social Media

A Safe Haven has its largest audience on Facebook. 4926 fans like the page, while its Twitter page has 683 followers. While A Safe Haven frequently posts new content, two to three new posts on average per day, actual engagement is negligible. Engagement matters more than frequency of new posts. Facebook posts that gain likes, comments, and shares are more likely to show up in news feeds. Also, interaction on social media can build a relationship between A Safe Haven and the public and good relationships drive donations.

Website

A Safe Haven has a comprehensive but complex website that provides information about the organization. Without access to web analytics data it's impossible to determine how users interact with the website. However, from our perspective as web users, the website needs to be improved in many aspects. It doesn't give the general idea of the organization's work at first glance. The website structure is overly complicated, and the colors are inconsistent with the brand identity. User experience should be seriously considered while organizing and designing the website.

Earned Media

Neli Vazquez Rowland, the co-founder of A Safe Haven, has strong relationships with ABC7Chicago and 107.9 FM The Mix, which were the media sponsors for the Annual 5K Run. She has also appeared on national and local programming such as Steve Harvey and *In the Loop* on WYCC PBS. This indicates that A Safe Hav-

en has built good relationships with several influential media channels in the region. Although people now consume more digital media than traditional media, TV is still a main source for news and entertainment. As a result, maintaining and growing media relationships is critical for the success of this campaign.

Other Resources

In addition to these current resources, Google Ad Grants offers a free service that can benefit the organization. Google offers \$10,000 for AdWords online advertising every month for eligible non-profit organizations. With AdWords, A Safe Haven is more likely to show up on the first page of Google search results for people who are interested in the issues of homelessness in Chicago.



CAMPAIGN STRATEGY



KEY OBJECTIVE

Increase brand awareness among people in Chicago who are the customers of our corporate donors and have the decision power to make donations.



METRICS

Website:

- 10% increase in unique visitors

Facebook:

- Double our likes
- 10% increase in engagement

Twitter:

- Double our followers
- 10% increase in engagement

Public Relations:

- Significant increase in web visitors and social media followers following press coverage
- 50%+ of press stories should include key message playback



STRATEGIES

- Build an emotional connection between the target market and the issue of homelessness
- Present a positive, solution-based message about ending homelessness
- Leverage the current online and offline media assets that A Safe Haven owns to spread awareness
- Optimize A Safe Haven's website and social media pages

TARGET AUDIENCE

The critical insight that corporate donors look for non-profit partners that have clear, strong, and well-known brands helped us to locate our target market. Rather than look at business executives, we decided to look for the customers of our potential donors. We needed to find people who are concerned about Chicago's well being and likely to favor corporate donors that support charitable causes such as A Safe Haven.

Chicago residents with a demonstrated propensity to donate to charity fit this profile. Using the SimplyMap database, we searched for households with the highest percentage of charitable giving in 2015. With the single exception of Mount Greenwood on Chicago's southwest side, our target market lives in a clearly delineated contiguous zone that stretches from the Loop up to Norwood Park on the northwest side (Figure 1).

This target market offers us three advantages. As mentioned earlier, they are likely to favor corporate donors that support charitable causes. This target market can also become a source of private donations. Additionally, many of the business leaders who decide on corporate giving are part of this target market meaning that they will be exposed to our messaging long before they are approached for donations.

To create a demographic profile from our target market, we selected the the top ten zip codes for charitable giving and looked at the overall characteristics of those populations (Table 1).

The following characterizations can be made about the population in these areas:

Demographics

- Over 62% white
- Have above average education – bachelor's degree or higher
- Work in white collar jobs
- Household income in excess of \$75,000 a year
- Own at least one car

Age and Family Size

Northwest and southwest zip codes:

- Larger families
- Median age over 40 (men and women)

Central zip codes:

- Smaller families
- Median age in 20s and 30s range (men and women)

Media Consumption Behavior

- Spend in excess of \$3000 on entertainment each year
- Spend more than \$127 on reading materials each year
- Tend to own expensive television sets
- Moderate to heavy newspaper and magazine subscribers relative to the rest of Chicago.

Figure 1: Cash contributions to charities and other organizations (Household Average), 2015 by Zip Codes

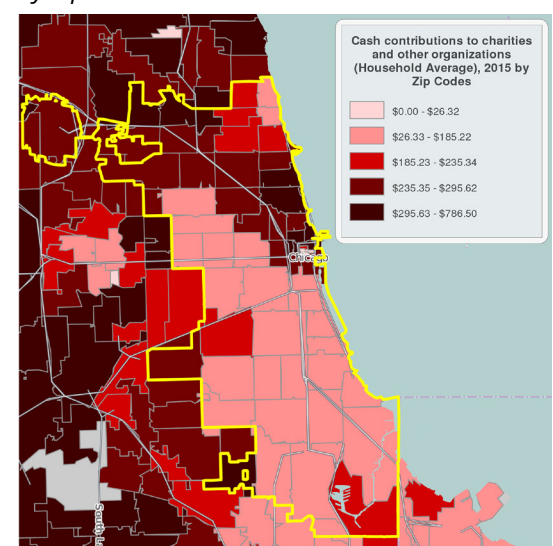


Table 1: Top ten zip codes for cash contributions to charities and other organizations (Household Average), 2015

Rank	Zip Code and Neighborhood	Average household donation
1	60606 - Loop (west)	\$409.70
2	60646 - Sauganash	\$403.72
3	60614 - Lincoln Park	\$362.12
4	60611 - Near North	\$356.65
5	60654 - Near North	\$332.02
6	60655 - Mount Greenwood	\$328.46
7	60631 - Norwood Park	\$325.78
8	60661 - West Loop	\$315.80
9	60657 - Lakeview	\$308.14
10	60601 - Loop (north)	\$296.77



Persona

- Name: Josh
- Demographics: 35 year-old, married, has one child, completed his MBA, \$80K combined household income, lives in Lincoln Park.
- Job: Senior Financial Analyst working in one of the big four accounting firms.
- Goals: Financial stability, career growth.
- Values: Family, giving back to the community.
- Fears: Job security, safety in the city, economic downturns.

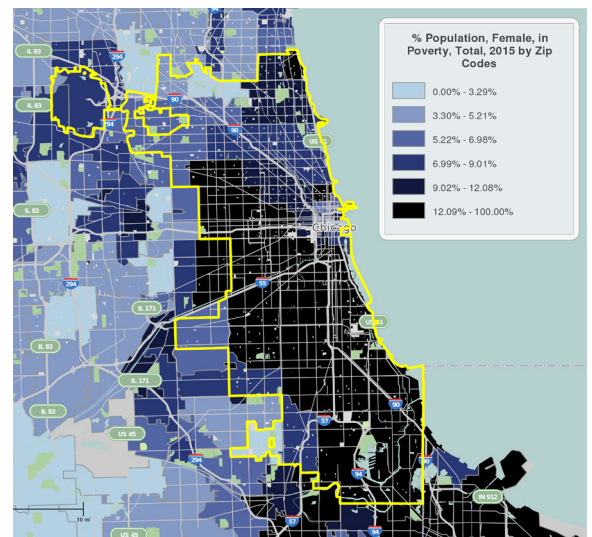
Contrasting Customers and Consumers

The target market, or customer, for this campaign is not A Safe Haven's current consumers. The consumers are the homeless and at-risk people enrolled in A Safe Haven's programs. Instead, our target market consists of people who indirectly benefit from A Safe Haven's work. By addressing the root causes of homelessness and poverty, A Safe Haven is helping to reduce the significant societal costs of homelessness. These costs include the use of publicly funded services such as police, hospitals, emergency and inpatient services, homeless shelters, and correctional facilities. In this way, A Safe Haven is creating a public good akin to clean air or street lights.

A map of poverty in Chicago illustrates the contrast between customer and consumer (Figure 2). Poverty, and therefore homelessness, is a major problem on the south and west sides of the city. African-American and Hispanics are the most adversely affected populations. In contrast, those areas of Chicago where our target market lives experience some of the lowest levels of poverty in the city.

This observation leads to our **second critical insight: A vast divide of location, income, lifestyle, education, and ethnicity separates our target market from people who directly benefit from A Safe Haven.** That gulf presents a barrier to motivating our target market to listen to our message and inspiring actionable sympathy.

Figure 2: % Populations, Female, in Poverty, Total, 2015 by Zip Codes



Second critical insight: A vast divide of location, income, lifestyle, education, and ethnicity separates our target market from people who directly benefit from A Safe Haven.

CREATIVE BRIEF



At a Glance

A Safe Haven is the proven, comprehensive solution for ending homelessness in Chicago by giving families and individuals access to treatment, housing, and jobs.



Tension

Homelessness carries a stigma that is difficult to overcome. As Chicagoans, we are confronted by street homelessness on a daily basis. However, proximity doesn't necessarily translate into an understanding of the problem or viable solutions. Daily encounters with the homeless are often stressful and involve emotions of sadness, confusion, guilt, helplessness, and even disgust. As a result, frequent interactions with homeless people can actually reinforce misconceptions and stereotypes about the issue.



Question

How do we get our target market to care about homelessness in Chicago and ultimately consider donating to A Safe Haven? To answer this, we must determine how to overcome the stigma of homelessness and the vast divide of location, income, lifestyle, education, and ethnicity that separates our target market from people who directly benefit from A Safe Haven.



Talk Value

A Safe Haven provides holistic assistance that helps to unite families, stabilizes neighborhoods, and creates vibrant, viable communities. An emphasis on families and healthy communities has the potential to bridge the divide between our target market and the people who use the services provided by A Safe Haven.

TACTICS & DELIVERABLES

TACTICS

To develop our campaign tactics we must first determine how to bridge the divide of location, income, lifestyle, education, and ethnicity that separates our target market from people who directly benefit from A Safe Haven. To do this, we researched attitudes about homelessness.

The most recent comprehensive national poll on public beliefs about homelessness is “Homelessness in America: Americans’ Perceptions, Attitudes and Knowledge.” The study was conducted by Gallup for Fannie Mae in 2007. The poll revealed two critical pieces of information. The majority of Americans (77%) perceive homeless people as being adult individuals. Second, individual behaviors, like substance abuse, are most frequently mentioned as the perceived causes of homelessness, meaning Americans tend to believe that homeless people are often to blame for their own problems (Chart 1).

Contrary to public opinion, families make up at least 50% of Chicago’s homeless population. Children account for more than a third. Accordingly, we next examined attitudes about family homeless in Chicago and found a drastic shift in public perceptions. A 2011 study, “Tracking Public Opinion on Family Homelessness: Chicagoans Support City Action to Combat Family Homelessness” by The Institute for Children, Poverty, and Homelessness provided the information we needed. The study found that most residents believe structural causes, not individual behaviors, are the root cause of the problem (Chart 2).

Chart 1: Perceived Primary Cause of Homelessness in America

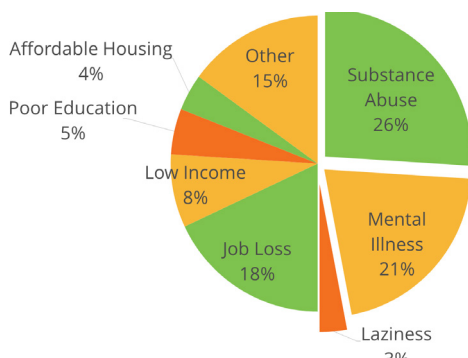
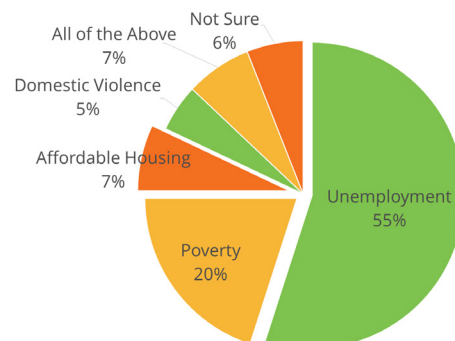


Chart 2: Perceived Causes of Family Homelessness in Chicago



This striking difference in public perception about individual and family homeless provided us with our **third critical insight: People are less supportive of homeless assistance programs when they believe that personal causes such as substance abuse and mental illness are the source of the problem. However, people are more supportive of assistance when they believe that structural causes, such as lack of affordable housing and unemployment, are to blame. Chicagoans, in particular, associate family homelessness with structural causes meaning a focus on families is more likely to elicit sympathy from our target market.**



Third critical insight: People are more supportive of homeless assistance when they believe that structural causes, such as lack of affordable housing and unemployment, are to blame.



Central Communications Platform

To focus our campaign as precisely as possible, we took our insight on families to its logical conclusion and concentrated exclusively on homeless children. This led to our central communications platform:

Children are the voiceless victims of homelessness.

A focus on homeless children allows us to bridge the divide that separates A Safe Haven from its target market. Whether someone believes that individual or structural causes are to blame for homelessness, no one can blame homeless children for their problems. By using the voices, faces, and aspirations of homeless children, we can overcome the stigma of homelessness, bridge the divide, and successfully raise awareness of A Safe Haven.

IMC Campaign Overview

All aspects of the campaign to raise awareness of A Safe Haven are built on the communication platform that children are the voiceless victims of homeless. By using word, image, and sound, the campaign will allow homeless children to be heard speaking about their hopes and dreams for a better future. Each element of the campaign will be accompanied by the message that A Safe Haven is the proven solution for ending homelessness in Chicago through treatment, housing, and jobs. Due to budget constraints, the campaign will utilize owned, earned, and social media although we also recommend applying for a Google Adwords grant to gain no-cost access to online advertising.

DELIVERABLES

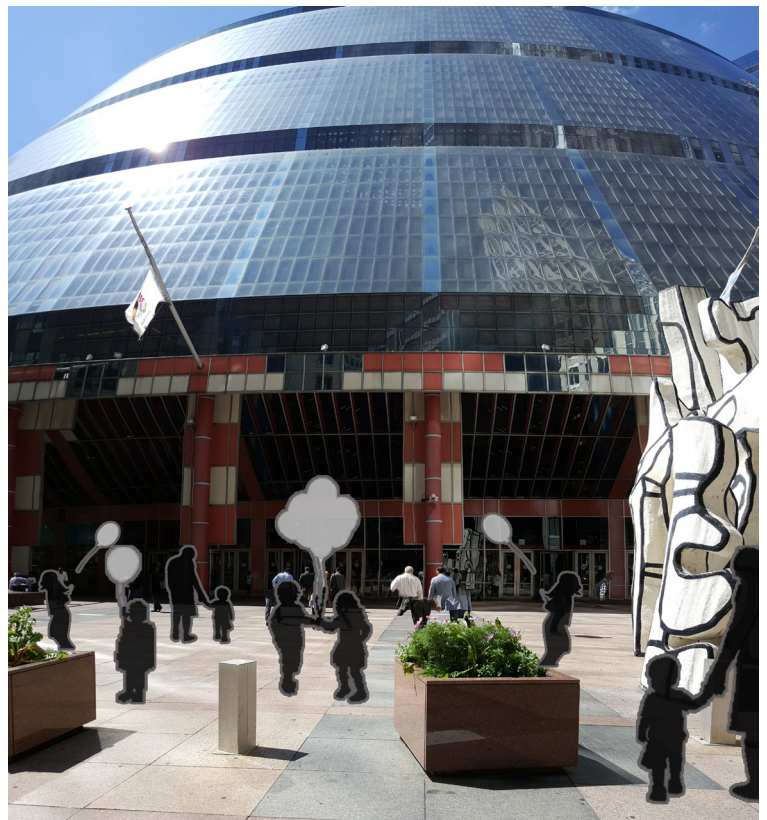
Thompson Center Balloon Launch

The campaign will be launched in literal sense with a helium balloon launch in front of the Thompson Center in downtown Chicago. This media event will be timed to mark the start of National Hunger & Homelessness Awareness Week which is held each year during the week before Thanksgiving. During the event, the children will write their hopes and dreams for a better life on small pieces of paper which will then be tied to helium balloons and released into the sky. Anyone finding one of the balloons is invited to post a photo on social media with the hashtag #ASafeHaven and share their own ideas for ending homelessness in Chicago.

The balloon release will be preceded by a press conference featuring community and elected leaders. The speakers will highlight the need for more resources, including restored state funding, to prevent more families from falling into homelessness. Families who have been helped out of homelessness by A Safe Haven will also be available for interviews.

The event is designed to attract media attention by providing a news peg to Illinois state budget cutbacks, beautiful visuals of children and balloons, and great interview opportunities. The balloon launch will also generate social media content and engagement before and after the event.

Mockup 1: Children and their families gather in front of the Thompson Center with balloons



Pictures of Hope

Pictures of Hope is an innovative photography program that allows homeless children to capture images of their hopes and dreams for a better future. It was started by the award-winning photojournalist Linda Solomon. The purpose is to teach homeless children that there is hope and give them the opportunity to explore their hopes through words and images.

During the first part of the program, A Safe Haven would select 15 children and youth to participate. Ms. Solomon gives each child a piece of paper and asks them to complete these sentences: I hope to, I dream to, and I dream for. Following a short photography tutorial, each child receives his or her own digital camera courtesy of Walgreens. The children are paired with mentors from the community and given the assignment of photographing the hopes and dreams they wrote down.

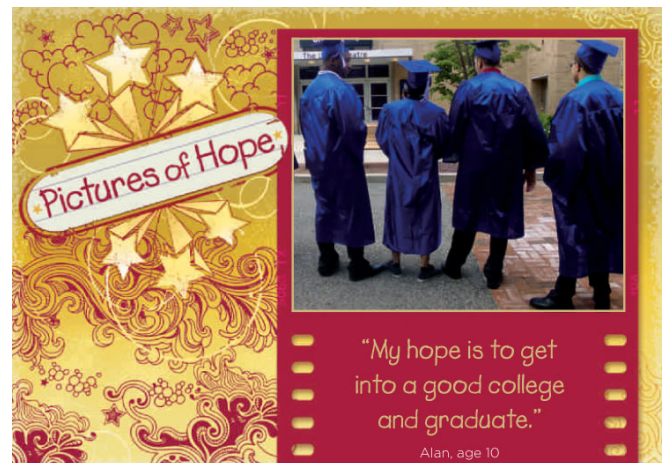
The second part of the program consists of an art exhibition featuring the children's photographs. The exhibition premieres with a party celebrating the children and families, the mentors, and the work done by A Safe Haven. The children's photographs are also used to create packaged holiday cards which are sold to benefit A Safe Haven.

Pictures of Hope also has an arrangement with Blackburn College, a four-year private liberal arts college in Carlinville, Illinois, to award two full-ride scholarships to participating youth each year. The scholarship is worth \$100,000 and youth from A Safe Haven would be eligible.

Pictures of Hope has visited 49 cities in the United States but has never been mounted in Chicago. It generates an enormous amount of positive press coverage and provides a rich source of material for use on social media.



Photojournalist Linda Solomon and a participant in Pictures of Hope trying out her camera



Pictures of Hope holiday card created from child's photograph

Earned Media

Both the balloon launch and Pictures of Hope are specifically designed to generate press coverage. Both events provide excellent visual elements, engaging story elements, and rich interview opportunities.

Another important element of this campaign consists of using current events to generate news stories about homeless children in Chicago. A Safe Haven should issue press releases at the start of the school year, during the holiday season, and at the start of the spring legislative session to highlight how those events affect the lives of homeless children throughout the city. Press releases, media statements, and op-eds (Mockup 2) should also be issued whenever events provide a target of opportunity to discuss the plight of homeless children. These can include political events, cultural events such as movies or TV shows that include homeless children, or severe weather that endangers children who live on the street.

Mockup 2



Online Marketing

Due to A Safe Haven's budgetary limitations and the increased time that consumers spend on the Internet, we will be using free, online resources to promote this campaign. We will use social media to engage people in the conversation about homeless children in Chicago. A Safe Haven's website will provide clear, concise information about how it helps homeless children, families, and individuals. Additionally, Google AdWords will be used to reach customers while they are actively searching for information.

Social media

Facebook and Twitter are the social media platforms that we will be using to promote this campaign. We will use visual elements such as infographics since they are more likely to be read and shared. Mockup 3 and 4 represents the main visual communications of this campaign. For the first part of the campaign, we will create content that have photos of homeless children and their dreams (Mockup 3). For the second part, in conjunction with Pictures of Hope, we will utilize the photos taken by homeless children (Mockup 4). The cover images on Facebook and Twitter will be updated accordingly (Mockup 5). These images are designed be simple and carry a clear message. Using an emotional approach, these images are designed to resonate with our target market. To avoid overwhelming our audience, we will alternate infographics (Mockup 6), online articles about homelessness, and news items about A Safe Haven (Mockup 5). Each post will include A Safe Haven's logo and a short description about the organization to ensure that the benefits of A Safe Haven are associated with the campaign elements.

Website

A Safe Haven's website should provide the key messages of the campaign on its homepage and present a user-friendly experience. Mockup 7 and 8 show the redesigned website that clearly communicates how A Safe Haven helps homeless children, families, and individuals through it proven, comprehensive methods.

Google Ad Grants

Google Ad Grants is a program that provides free Google Ad Word services to eligible nonprofits. Using Google AdWords will allow A Safe Haven to appear on the first page of search results when audiences are receptive to our message and looking for information related to homeless children in Chicago or homelessness in general. With the \$10,000 budget provided by Google each month, we can specifically advertise events dates as they approach (Mockup 9) and advertise the brand at other times (Mockup 10).


Mockup 3




Mockup 4

I HOPE FOR A FRIEND.

CHAUNCEY





The proven comprehensive solution for ending homelessness in Chicago by giving families and individuals access to treatment, housing, and jobs.

www.asafehaven.org

Mockup 5

Home Notifications Messages
Twitter

Search Twitter

7 Tweet

"My Dream is to See My Mother Smile Again."

- Darius



ASAFEHAVEN®
Aspire. Transform. Sustain.

A Safe Haven ✓
@A_Safe_Haven

The proven comprehensive solution for ending homelessness in Chicago by giving families and individuals access to treatment, housing, and jobs.

Chicago, IL

ASafeHaven.org

Joined March 2011

TWEETS
FOLLOWING
FOLLOWERS
LIKES

2,223
571
685
615

Tweets Tweets & replies Media

Pinned Tweet

A Safe Haven @A_Safe_Haven 2h

 **@neli_rowland** speaks about the increasing number of #homeless children at public school on @CBS: bit.ly/34ur7PT

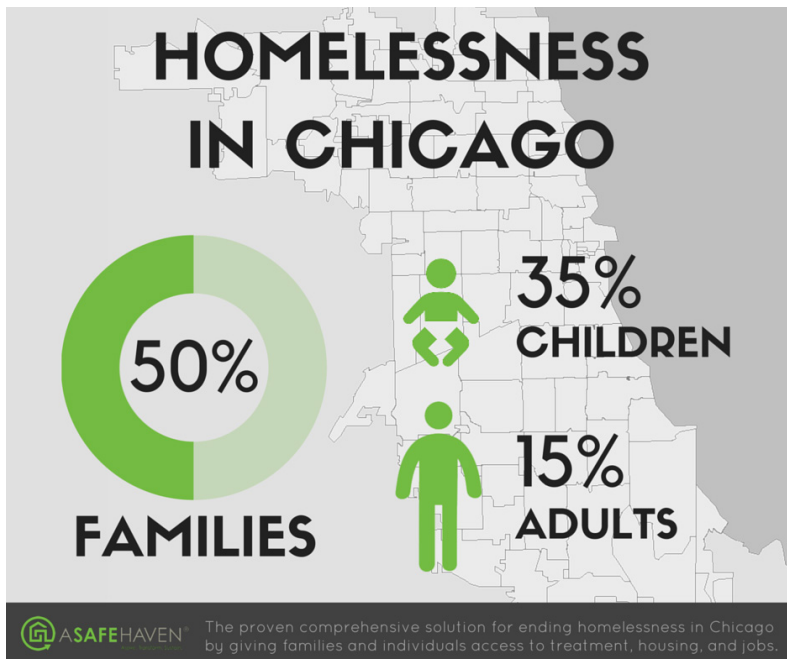
Who to follow · Refresh · View all

 **AppleInsider** @appleinsider
Follow

 **Creode** @Creode
Follow

 **Epiphany Search** @Epiph...
Follow

Mockup 6



Mockup 8

Ending Homelessness
The proven comprehensive solution for ending homelessness in Chicago by giving families and individuals access to treatment, housing, and jobs.

The Proven Solution For Ending Homelessness
A Safe Haven integrates supportive housing, addiction treatment, and education, with a network of affordable housing, industry training, and job placement to achieve sustainable self-sufficiency.

Housing
A Safe Haven offers a continuum of phased housing ranging from transitional, supportive, affordable and senior housing.

Job Placement
Our workforce development programs provide life skills, soft skills, job readiness training, on-the-job training, internships and job placement services.

Social Enterprises
A Safe Haven's social enterprises hire individuals with significant employment barriers, such as re-entry or poor credit history.

OUR IMPACT
From July 1, 2014 to June 30, 2015

- 4,447** Unduplicated Participants
- 1,251** Households Secured Permanent Housing
- 983** Children Served
- 1,062** Job Placements

LATEST NEWS

- Chicago Connection 5K Run Interview**
A Safe Haven president Neil Valenzuela Rouland was interviewed by Chicago Connection about the upcoming Chicago 5K run to help the homeless.
- Honorary Host Committee for 2016 5K Run Announced**
A Safe Haven Foundation is excited to announce the growing list of Honorary Host Committee Member for the 8th Annual 5K Run to End Homelessness. The event is set to take place on Sunday, July 10th and will once again be held in historic Douglas Park.
- Tribute to Recovery and the Opioid Crisis**
A Safe Haven is dedicating their annual 5K RUN/5K Walk to End Homelessness to raise awareness around opioid dependency. By bringing awareness to the rapidly growing epidemic of drug and other behavioral health care issues.

UPCOMING EVENTS

- June 29, 2016 08:30 AM**
Food Pantry
A Safe Haven HQ
- July 06, 2016 08:30 AM**
Food Pantry
A Safe Haven HQ
- July 10, 2016 08:30 AM**
8th Annual 5K RUN!
Douglas Park

About A Safe Haven
A Safe Haven Foundation is a 501(c)(3) not for profit, social enterprise that helps people aspire, transform and sustain their lives as they transition from homelessness to self-sufficiency with pride and purpose. A Safe Haven provides the tools for each individual to overcome the most causes of homelessness through a holistic and scalable model.

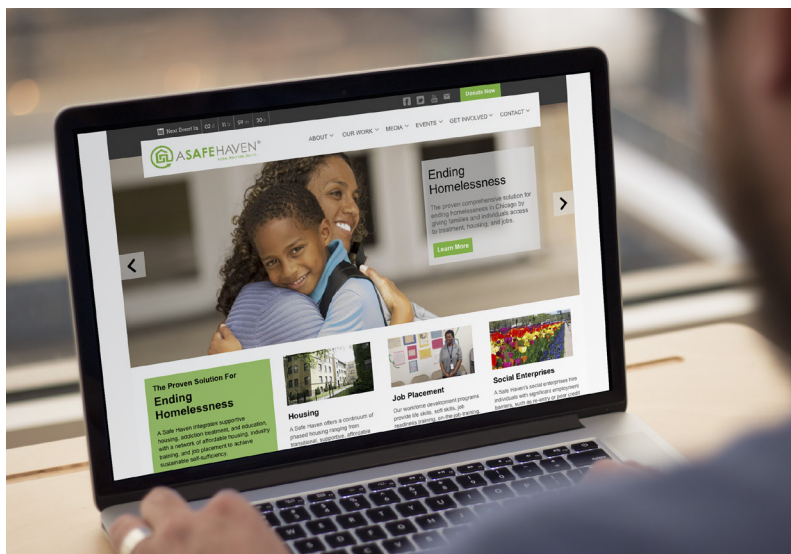
Contact Us
2750 West Roosevelt Road
Chicago, IL 60608
773.435.8000
info@asafehaven.org

Sign Up For Newsletter
Your Email Address

ASAFEHAVEN®

A Safe Haven ID Home Contact Careers Privacy Policy

Mockup 7



Mockup 9

[Homeless Children - ASafeHaven.org](http://HomelessChildren-ASafeHaven.org)

[Ad www.ASafeHaven.org/homeless-children](http://www.ASafeHaven.org/homeless-children)

Support homeless children & families. Join us in Chicago on Nov. 19.

Mockup 10

[Homelessness in Chicago - ASafeHaven.org](http://HomelessnessinChicago-ASafeHaven.org)

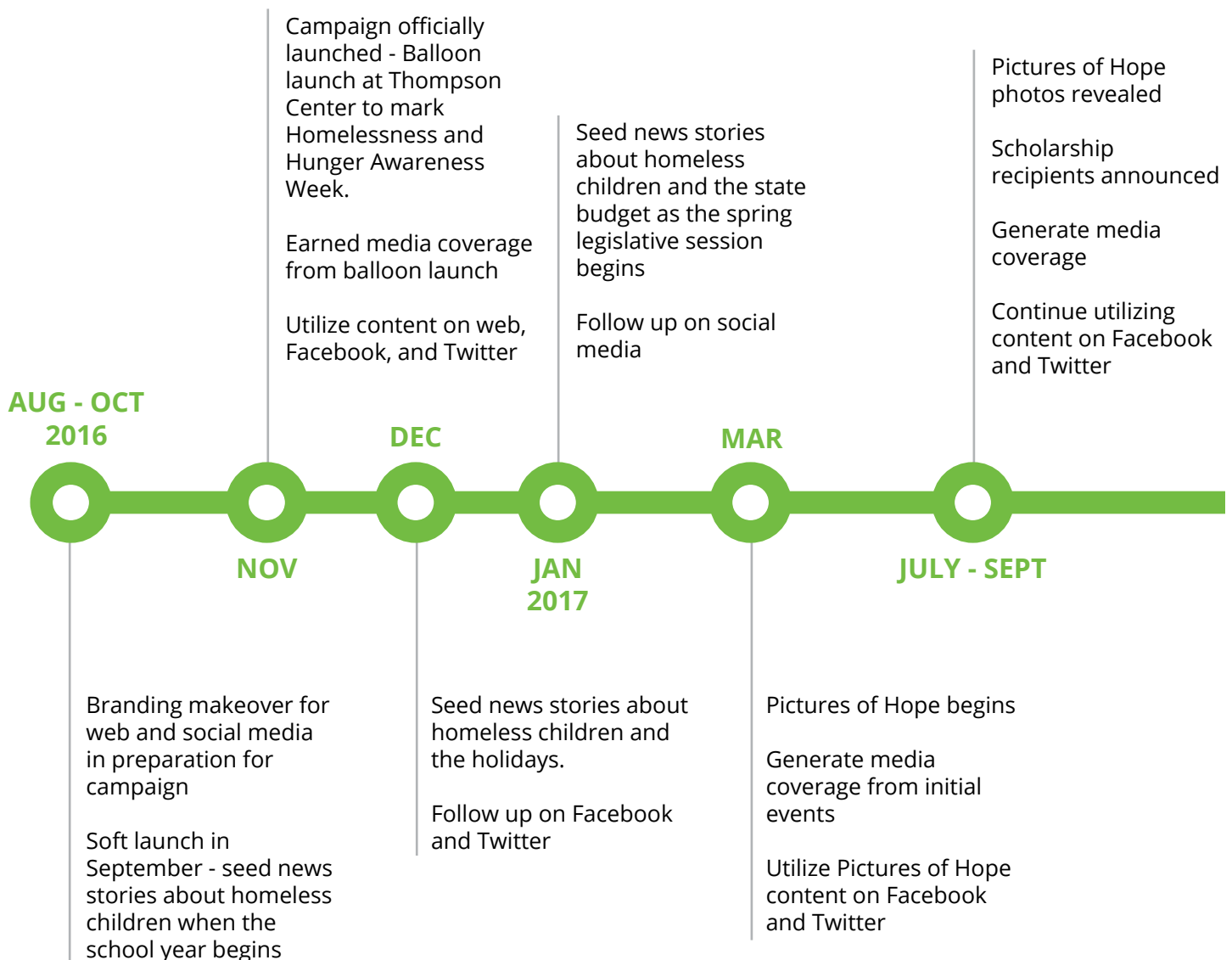
[Ad www.ASafeHaven.org](http://www.ASafeHaven.org)

A Safe Haven is a proven solution to homelessness. See how we do it.

Service catalog: Treatment, Housing, Job Placement

[About Us](#) - [Our Work](#) - [Upcoming Events](#)

MEDIA PLAN



FURTHER RECOMMENDATIONS

Create a marketing department & budget

Marketing is crucial for both for-profit and non-profits organizations alike. Spending on marketing is an investment that will help A Safe Haven promote its brand to businesses and individual donors and can complement the work done by your development department. In addition, with a clearly defined marketing budget, you will be able to measure the return on investment and make adjustments accordingly.

There is not a standard level of how much a non-profit organization should spend on marketing. Typically, organizations allocate 2% to 3% of their operating budget for marketing but there is great variation. Some nonprofits spend less than 1 % while some spend more than 5%. We recommend A Safe Haven start with 2% to 3% of your operating budget and allocate it based on your goals. It's not wrong to spend more than 3%, as long as the return on investment justifies the expenditure.

Utilize programmatic advertising

Programmatic advertising allows advertisers to show their online display ads to their target markets in a cost-effective manner. You can target your audience based on location, demographics, online activities. For example, A Safe Haven can show their ad to people who had visited their website or social media page, or people who had searched online for "homeless" within the past two weeks. Programmatic advertising is effective and efficient since your ad will only be seen by people who are likely to be interested in your organization.

Use out-of-home advertising

The context in which an advertisement is experienced greatly influences its effectiveness. In the case of homelessness, street advertising can be the most relevant place to deliver your message. We recommend purchasing out-of-home advertisements, such as bus stop ads, trash can ads, and taxi top ads, to reach your target market where they encounter homeless people most often.

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Appendix

Survey Monkey Questionnaire
Conducted from June 21-29, 2016
Sent to 48 people, 26 respondents

1. Have you ever heard of A Safe Haven?

Yes 38% (10 responses)
No 62 % (16 responses)

2. If so, how did you heard about it?

On the news (TV, radio, or print) 30% (30% of people who already were familiar with ASH) (3 responses)
Through the internet or social media 30% (3 responses)
Word-of-mouth 10 % (1 response)
Other 30% (3 responses)
Skipped 16

3. If you are familiar with A Safe Haven, what is your impression of the organization?

Generally positive (10 responses)
100% of people who have heard of it have a positive impression
Generally negative (0 responses)
Skipped 16

4. If you are not familiar with A Safe Haven, what do you think the organization does based on its name?

Food bank 4% (1 response)
Homeless service provider 27% (7 responses)
Suicide prevention service 0% (0 responses)
Domestic violence shelter 54% (14 responses)
Skipped 15% (4 responses)

5. Please take a brief look at A Safe Haven's website at www.asafehaven.org. Do you think this site does a good job of explaining what the organization does?

Yes 35% (9 responses)
No 65% (17 responses – said "no" or had primarily negative comments about the website)

