

March 30, 2020

Kindness Inc. presents

THE
Kindness
PROJECT

Report by Ginaya Jesmer



Executive Summary

The Kindness Project is a campaign by *Kindness Inc.* which aims to encourage staff and students at Red River College to act kindly. An event will be held in the first month of the back-to-school season when students are active and excited for the new school year.

The Kindness Project and its event revolves around *Kindness Rocks*: small rocks with positive messages painted on them by staff and students. Some of the rocks will have phrases/questions (called *Kindness Challenges*) painted on the rocks which encourage students to, for example, “smile at a stranger” or “write a thank you letter.” *Kindness Inc. Communications* and volunteers will tell participants to either keep the *Kindness Rocks* they paint or hide the *Kindness Rocks around* Red River College for other staff and students to find.

Kindness Inc. Communications and volunteers will paint *The Kindness Project’s* Instagram handle on the rocks (@TheKindnessProject) in a meeting before the event in order to encourage staff and students to follow *The Kindness Project* on social media. Facebook and Twitter accounts will also be set up, but these accounts will only be used to engage with staff and students to funnel them to *The Kindness Project’s* Instagram — where *Kindness Inc. Communications* will be tracking analytics to measure *The Kindness Project’s* success.

After the event, *The Kindness Project* will share photos of the event, photos of the rocks, and photos of the staff and students with their *Kindness Rocks* on *The Kindness Project’s* social media (focusing primarily on *The Kindness Project’s* Instagram). *Kindness Inc.* will look for students’ social media posts by using a hashtag created in advance: #TheKindnessProject.

These posts will then be reposted (with consent, of course!) on *The Kindness Project's* Instagram.

The Kindness Project will run for one month, ending on September 30, 2020. During this time *Kindness Inc.* will pitch stories (ex: bullying, the positive effects of kindness, etc.) to Red River College's blog and to various news outlets, including Red River College's very own student-run newspaper: The Projector (and other news outlets such as CBC, CTV, Winnipeg Free Press, and Global News) to show them *Kindness Rocks*.

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Purpose statement

Through effective communications this campaign aims **to encourage students and staff at Red River College campuses to be kind.**

Situational analysis

The situational analysis aims to break down *The Kindness Project's* fundamental **strengths** and **weaknesses**, as well as any **opportunities** and **threats** presented to *The Kindness Project's* publicity plans.

Strengths

- *The Kindness Project* has a strong, relatable, bonding brand value: kindness. It's a universal language, a positive personality trait, and something everyone has experienced at least once in their lives. Kind acts feel good — being a part of or witnessing kind acts releases oxytocin.
- Red River College has an entire web page dedicated to mental health (<https://www.rrc.ca/wellness/category/mental-health/>); therefore, *Kindness Inc.* can leverage this blog for promotional opportunities.

Weaknesses

- *Kindness Inc.* has limited resources, and, as a newer brand it may not have the recognition of already-established brands. As well, *Kindness Inc. Communications* has no previous experience. This is why *The Kindness Project* is only being hosted at one college campus at first — to test the event's popularity before spending a larger budget. As well, *Kindness Inc.* will focus its efforts on establishing its brand through social media.

Opportunities

- *The Kindness Project's* target publics are already encouraged to be team players; therefore, *Kindness Inc.* can take advantage of the “kindness ripple effect” — those who engage with *The Kindness Project* may feel positive; therefore, *Kindness Inc.* can leverage this by hosting the event in a public area (the Roblin Centre’s atrium).
- Approval from younger demographic publics has the potential for shared and earned media; therefore, *Kindness Inc.* will encourage its publics to engage with *The Kindness Project* on social media by telling students at the event about *The Kindness Project's* new Instagram.
- News outlets will already be talking about the back-to-school season, so *Kindness Inc.* can create stories based around news value elements like timeliness and human interest. *Kindness Inc.* can also leverage the name of the *Kindness Rocks* for novelty in news releases.
- Kindness can be positioned as a way to “fight bullying” in order to increase the news value (conflict); therefore, *Kindness Inc. Communications* will pitch this theme idea to various news outlets: "Sticks and stones," anyone?
- Red River College has its own newspaper, *The Projector*, at the Roblin Centre; therefore, *The Kindness Project's* event will be hosted at The Roblin Centre to make it easier for *The Projector* to feature *The Kindness Project*.

Threats

- Staff and students live busy lifestyles — time is a commodity, and students may have lower incomes which may decrease their ability to participate in timely or costly events; therefore, *Kindness Inc.* can mitigate potential issues by making the event optional and free to attend, and can leverage this to attract volunteers with the incentive of free pizza (or food from a local, small business).
- Due to the public's diverse backgrounds, one kind of messaging may not work for everyone; however, we can leverage this by encouraging our public to share their own kind messages on social media in order to gain a variety of voices.
- The weather may be unreliable during this time of the year for outdoor activities; therefore, we will hold the event indoors.
- Publics may assume *The Kindness Project* is implying they are not already kind and take offense; therefore, we will stress that we want them to share the kindness they already have.
- There will be a lot of competition for back-to-school stories (and events hosted by other schools); therefore, we will send multiple press releases to a variety of news outlets such as The Projector, CBC, CTV, Winnipeg Free Press, and Global News. *Kindness Inc.* will also pitch multiple blog posts about *The Kindness Project* for Red River College's mental health web page (<https://www.rrc.ca/wellness/category/mental-health/>).

Target publics and desired outcomes

Primary publics

Kindness Inc.'s target publics are a combination of latent and active busy students who are focused on their studies (not necessarily performing kind acts), so *Kindness Inc.* will first need to create awareness about *The Kindness Project*; therefore, *Kindness Inc.* will focus its efforts on creating a social media following made up of its primary publics for *The Kindness Project*.

Staff and students also consume information via school emails; therefore, *Kindness Inc.* can provide more information about *The Kindness Project* through Red River College's emailing system. First, *Kindness Inc.* will target the Roblin Centre (160 Princess Street) where The Projector is located in order to indirectly reach other Red River College campuses; then, if proven successful, *The Kindness Project* will take place in additional Red River College campuses.

The students in *Kindness Inc.*'s secondary publics (including students who run The Projector) have the same demographic, geographic, and psychographic, and behavioural tendencies as the students in *Kindness Inc.*'s primary publics, but these staff and students are considered to be more active.

Demographic

Kindness Inc.'s primary publics are both men and women, between the ages of 18-30, and may have a part-time minimum-wage job in retail or food service industries. Low income may be a demographic concern, as many students have student loans; therefore, *The Kindness Project* should not include any promotional activities which require students to spend money and will leverage this by offering free food at volunteer meetings as an incentive for staff and students to volunteer.

Geographic

Based on the small amount of primary research *Kindness Inc. Communications* could conduct, many of *Kindness Inc.*'s primary publics still live at home with their parents in order to save money while in school. Others reside in the Exchange District, Osborne Village, and surrounding downtown areas — meaning staff and students may be more inclined to support smaller, local businesses in the area and may rely on public transit and walking as a means of transportation. *Kindness Inc.* could leverage this by ordering food from smaller businesses in those areas (Exchange District, Osborne Village, and surrounding downtown areas) as incentive for participating in *The Kindness Project's* promotional activities.

Psychographic

Kindness Inc.'s primary publics may value their education, growth, and opportunities; however, staff and students may miss out on opportunities due to latency. Above all, staff and students value their time. Students are more likely to get involved in promotional activities if they hear about *The Kindness Project* from their peers and instructors (due to the familiarity and trust principle) and if *Kindness Inc.* makes it easy for them to engage with *The Kindness Project* (action principle). This is also why *The Projector* makes a strong secondary source: they're a Red River College student-run newspaper giving staff and students the information they need to become more active and take advantage of the opportunities *The Kindness Project* has to offer.

Behavioural

Our primary public are busy students who spend the majority of their time studying at Red River College and nearby coffee shops; therefore, students are more likely to engage with promotional activities if *The Kindness Project* is on-campus or located nearby. *Kindness Inc.* could leverage this by partnering with nearby coffee shops on Instagram to further engage

with students when they are off-campus. Many of *Kindness Inc.*'s primary publics may be technology-driven, so *Kindness Inc.* can encourage shared media by using a relevant hashtags (#KindActs and #TheKindnessProject) and getting students and staff to tag *The Kindness Project's* Instagram (@TheKindnessProject).

Secondary publics

Kindness Inc.'s secondary publics include instructors and classmates who are intervening, including Red River College's student-run newspaper: The Projector (<https://theprojector.ca>) which moderates all eight Red River College campuses.

The instructors in *Kindness Inc.*'s secondary publics are salaried and in an older demographic (between the ages of 30-60). While both primary and secondary publics value education and respect, the instructors in *Kindness Inc.*'s secondary publics may value this to a higher degree (as well as professionalism). While some instructors may live in the suburbs, others choose to stay central and close to the school. Instructors may spend a lot of their time preparing and marking school activities (assignments, presentations, etc.). Instructors are more likely attend meetings about Red River College and might have an internal newsletter system to keep up to date about current Red River College events.

Tone

The Kindness Project's tone should be friendly, but to the point. *Kindness Inc.*'s primary publics may be apprehensive to add to their busy schedules — so *Kindness Inc.* should keep the action principle of persuasion in mind; therefore, *Kindness Inc.* needs to make it easy for staff and students by setting up a booth in Red River College's atrium (which is easily accessible) and providing *Kindness Challenges*.

Desired outcomes

Kindness Inc. Communications will set up social media accounts (like Facebook, Twitter, and Instagram) and track *The Kindness Project's* followers. *Kindness Inc.* would like to reach 300 Instagram followers, on *The Kindness Project's* Instagram account — comprised of both staff and students, by the end of September and have at least one feature in *The Projector*.

The Kindness Project would also like to have staff and students engage with its new social media accounts by liking, commenting, and sharing posts related to *The Kindness Project* throughout the month of September.

PR Strategy/promotions

Keeping *The Kindness Project's* purpose statement in mind, "through effective communications this campaign aims **to encourage students and staff at Red River College campuses to be kind,**" *Kindness Inc.'s* approach will be to set up painting stations in the Roblin Centre's atrium on a weekday afternoon. The atrium and time were chosen for their high visibility amongst for staff and students (and *The Projector*) in-between their classes and studying. At each painting station, staff and students can paint small motivational quotes (example: "you've got this!") or simple *Kindness Challenges* (example: "smile at a stranger") on the *Kindness Rocks*.

Before setting up the painting stations, *Kindness Inc.* will need to prepare a few things. Red River College should already have tables and chairs available, but *Kindness Inc.*

Communications may want to buy a tablecloth or tarp in case things get messy and also buy rocks (purchased at The Home Depot or a craft store), paint, and paintbrushes. *Kindness Inc.* may be able to get some painting supplies donated by organizations like Art City if *Kindness Inc.* partners with them.

Kindness Inc. may want to set up a short meeting before the event in order to brief its volunteer team and instructors (intervening secondary publics) about the event and let them understand their role within The Kindness Project: helping with the event and informing other students about *The Kindness Project*. The event's date and time will be confirmed at this meeting.

In order to increase public awareness about *The Kindness Project*, *Kindness Inc. Communications* and volunteers will paint *The Kindness Project's* social media handles (which will be the same across all platforms: @TheKindnessProject) on the *Kindness Rocks* before the event.

Kindness Inc. Communications will pitch the event to Red River College's blog and news outlets such as The Projector (and CTV, CBC, etc.) and talk about the harmful effects of stress and bullying (conflict); the students going back-to-school (proximity, impact, and timeliness), and the event name: "Kindness Rocks" (novelty/human interest) before the event takes place.

The week of the event *Kindness Inc. Communications* will email *Kindness Inc.'s* publics (using Red River College's emailing system) event details and persuade staff and students to join in (by speaking about the negative effects of bullying and the positive effects of kindness). This will be done for a full week leading up to the event.

Kindness Inc. Communications and its volunteers will set up booths early in the morning (the event will last the entire school day in order to leverage student word-of-mouth). Staff and students are encouraged to hide the stones around the campus where others can find them.

The next day *Kindness Inc. Communications* will send an email to staff and students (using the Red River College's emailing system) to inform our publics about the stones hidden around Red River College. *Kindness Inc.* will challenge its publics to re-hide any stones they find (after tagging *The Kindness Project's* Instagram account: increasing shared and earned media). Staff and students are welcome to keep any *Kindness Rocks* they want, because *Kindness Inc.* understands people may need to keep a little kindness for themselves.

Rationale

Why *Kindness Rocks*

Rocks are low-budget and kindness is a free, high-quality concept — people love being shown a little kindness and it's time to take that literally. *Kindness Rocks* can help students visualize kindness, and the act of sharing *Kindness Rocks* means students can begin to think about sharing more kindness overall.

By creating *Kindness Rocks*, *Kindness Inc.* is engaging its target publics in both direct and indirect ways — directly through the staff and students actively participating in the event and indirectly through students who find the rocks in-person or see the rocks on social media at a later date.

Paid and earned media

Staff and students are typically excited and eager to socialize in the beginning of the school year because they have a smaller workload than later in the year (when there are exams and mid-terms) — which is why *The Kindness Project* has such a great opportunity to leverage for earned and shared media. We have the advantage of the buzz of back-to-school, which brings the excited energy of new and returning students who are open to sharing our good, hearty goal of kindness.

By painting the hashtag #TheKindnessProjectRocks and our social media handle @TheKindnessProject on one side of the *Kindness Rocks* before students paint them: staff and students who see the rocks or create them may be more inclined to visit *The Kindness Project's* social media pages (thus, helping us track *Kindness Inc.'s* desired outcomes in *The Kindness Project's* analytics later on) because *Kindness Inc.* is making it easier for staff and students to engage with *The Kindness Project*.

Through email and in-person, we will ask students to share any *Kindness Rocks* they find or create to their social media. This provides an opportunity for earned and shared media by word-of-mouth and user-generated content.

Budget		
Element	Time	Cost
Volunteers		
Ask Healthy Minds Healthy College Initiative for help from their volunteers	1 hour	
Emailing students for volunteers	2 hours	
Signing students up (with clipboard in the college's atrium)	2 hours	
Volunteer meeting (instructors/volunteers) to inform and also paint stones for event	3 hours	
Food		\$250.00
Evaluation Subtotal:	7 hours	\$250.00
Preparation		
Shopping (buying rocks, tablecloth/tarp, and painting supplies for event)	4 hours	\$125.00
Email Art City (and similar companies/non-profits) if they would be willing to donate supplies	2 hours	
Emailing school to book time/table/chairs	1 hour	
News release	5 hours	
Social Media	4 hours	
Evaluation Subtotal:	16 hours	\$125.00
Promotions		
Email promotions	2 hours	
Social media upkeep	60 hours (2h/day x 1 month)	
Evaluation Subtotal:	62 hours	

Event		
Set-up/tear down	2 hours	
Supervising event	3 hours	
Evaluation Subtotal:	5 hours	
Evaluation		
Social media analytics	3 hours	
Media coverage data collection	3 hours	
Evaluation Subtotal:	6 hours	
Evaluation Total	67 hours	\$375.00

Deliverables

The budget outlined in this proposal are based on the following assumptions.

Kindness Inc. Communications will provide:

1. All writing, photography, design, and project management outlined in this proposal
2. Competitive quotes from three sources for food and supplies from which the client can choose
3. Two rounds of client changes on layout for social media posts
4. One final proof for client signoff

Please note: any additional client changes beyond the drafts and proof identified above will be subject to an additional quote. Where necessary, rush rates will apply.

Kindness Inc. will provide:

1. A statement of client's desired outcomes for this event, and how the client plans to use it
2. A one-hour meeting between communications rep and client principal, for research/message development

3. Client feedback and approval on each draft/proof within the same day (to ensure timely delivery)

Evaluation

Kindness Inc. Communications will determine the impact our strategy by measuring our digital analytics and tracking the number of followers we gain throughout our campaign in order to measure the ROI and ROR of the *Kindness Rocks* event.

“We can set up social media accounts (like Facebook, Twitter, and Instagram) and track our followers. We would like to reach 300 Instagram followers comprised of both staff and students by the end of September and have at least one feature in *The Projector*.”

As previously mentioned, *Kindness Inc. Communications* will **set up social media accounts such as Facebook, Twitter, and Instagram prior to hosting the event.** *Kindness Inc.*

Communications will use Facebook and Twitter to funnel its target audience to Instagram where *Kindness Inc. Communications* will be measuring engagement. *Kindness Inc.*

Communications desires 300 Instagram followers comprised of both staff and students by the end of September. *Kindness Inc. Communications* will compare its goal with the final outcome to measure its effectiveness.

As well, *The Kindness Project* aims to have **at least one feature in *The Projector***. We will also track additional news outlets such as CBC, Winnipeg Free Press, Global News, and CTV.

Kindness Inc. Communications will keep any dates news articles were released on in mind when tracking the number of people who followed *The Kindness Project's* Instagram handle each day; therefore, evaluating the effectiveness of our news release.

Desired outcome:

Awareness: Gain 300+ Instagram followers primarily (comprised of Red River College staff and students) on *The Kindness Project*'s Instagram account by the end of September 30, 2020.

Measurement: *Kindness Inc. Communications* will record the number of followers at the end of the campaign (in September) and compare the number with our goal.

Desired outcome:

Action: Achieve a 15 per cent participation — meaning 15 per cent of *The Kindness Project*'s Instagram followers are engaging with *The Kindness Project* whether it be through likes, comments, or posting about the *Kindness Rocks* they find or create — by September 30, 2020.

Measurement: *The Kindness Project* will follow its Instagram followers back in order to look for posts related to *The Kindness Project*, record the comments and number of likes on *The Kindness Project*'s posts in order to measure how our publics are participating, and monitor the Instagram hashtag: #TheKindnessProject in order to see the number of people using it (and engage with them if they are not already following us).