

---

## Barefoot Republic Case Study

---

Prepared for: Tommy Rhodes

Prepared by: Suzanne Carver

Date: September 12, 2011

---



## **Case Question #1**

### Newsletter

## **Why I support Barefoot Republic by Rachel Carver.**

On October 27<sup>th</sup>, I will be attending Barefoot Republic's Fall Fundraising Banquet in support of scholarships provided to children who, for one reason or another, are unable to take part in a program that promotes a relationship with God. Supporting this event is important to me because I understand the need for faith in our community and our young people. During my freshman year at college my family and I discovered that my younger sister was diagnosed with Hepatitis C. At the age of eleven she entered chemotherapy and our family felt the extreme financial crunch that comes with chemotherapy. During her treatment, she asked if she could attend a summer camp. It was financially impossible for us. I will never forget the sinking feeling of disappointment I had when I had to break it to her that it was simply impossible for us at that time. I promised I would try my best to find her a camp that we could afford or one that provided her with a scholarship. I was unable to fulfill that promise.

Some time passed and my sister got involved with a youth group at our church and since then her outlook has soared and her positive nature and endless well of compassion have become something to be admired. My family and I feel incredibly grateful for all of our lessons along the way and want to help make these experiences easier for families feeling their own financial crunch. We do this by offering our endless support to Barefoot Republic and it's sincere efforts to provide our young people with an environment to grow spiritually, athletically, and artistically. This is an opportunity to give a gift that will benefit a child for the rest of their life. Help support Barefoot Republic as it continues to serve our community by providing our youth with a place to awaken and enrich faith.

### **Upcoming Events**

This year's Barefoot Fall Fundraising Banquet will be held at the Embassy Suites in Cool Springs on Thursday, October 27<sup>th</sup>. This is our biggest event of the year and helps support our operational expenses, our "Counting the Kids" scholarship fund, and any improvements to our camp to ensure our youth have a safe and memorable experience. This year's event will be packed with some of the Nashville's best singer-songwriters. Help support Barefoot Republic and our youth by purchasing your tickets today!

For more on this event visit our website:

<https://www.barefootrepublic.org/events/fall-banquet/>

### **Current Needs**

Barefoot Republic is currently in need of: 150 stackable chairs; a projector; a washer/dryer; digital cameras; and golf cart/ all-terrain vehicles. If you or someone

you know would like to donate these items to help make our 2012 Camp even better please contact us at: [info@barefootrepublic.com](mailto:info@barefootrepublic.com).

Gratefully,  
Team Barefoot Republic

## **Case Question #2**

**Creating a virtual camp for Barefoot Republic.**

### **Barefoot Abroad**

*The user-friendly and all ages guide to living the good life.*

I propose an active newsletter. Lets take all components of a great camp and put it together as a deliverable newsletter. If we do facebook we will have difficulty with capacity. We can promote and mention the impact, content and facilitate marketing on facebook, however offering it there would propose problems with validating payment. I think there is other potential for fundraising with facebook that we can discuss later.

There is a discussion about delivery and timing. I suggest keeping it active in the summer. When I say active I feel weekly would be appropriate. We can do additional camper updates, not the full detail, on facebook. After the summer, I suggest monthly. Monthly keeps us engaged without becoming intrusive. The key is to keep all interaction very valuable, emotionally motivating and in an anticipatory state for the next one.

I did toss around the idea of locked down websites and hosted activities. There is a substantial amount of cost and additional staffing needed to enable this. We have to be reasonable, however no one said boring! I feel any additional cost should be reserved for ways to express gratitude to our donors! Money saved could be done on a physical marketing piece that can generate attention. For example, a camp T-shirt. I have gathered some additional thoughts here to be shared later. Make this a surprise. I love the idea and am very responsive to an undersell/over deliver method.

To market the newsletter virtual camp we would need to generate a little buzz. I would suggest slowly leaking more and more information on contents of what the virtual camp will be. When users sign up for the virtual camp, an automated message goes out to their friends via facebook and twitter, "Just reserved my spot at *Barefoot Abroad*, Go sign up!" Creating hype can work in our favor. The key here is to show value and to be the experience we create.

## Components:

Camps usually have a theme or lesson. In creating a virtual camp I suggest taking all the daily and weekly components and transferring them in a way that adults can relate and feel the material speaks to an experience generated from a well-rounded camp.

### Meditation or daily/weekly/monthly lesson.

- I would propose that we try to provide guest contributors for this because it will increase our reach. Lets try to focus on guest speakers who are social media friendly and publicly visible.
- Depending on the frequency, I would suggest a theme every month. This will help the messages penetrate our audience. When it shows up in daily life they will think of the source as being us and this will provoke better participation and sharing amongst peers.

### Craft

- Highlight an activity/craft a family can do together and an inside one as well for rainy days.
- Note local activities that are related to the arts. Perhaps we can work out a free admission or a discount to an art museum, studio, or event as a perk for those involved. **Try** to do this monthly. Lets not rule out themed art studios as well, such as pottery studios and painting workshops.

### Outdoor fun around town and in the backyard.

- Highlight an activity/craft a family can do together and be sure to include an indoor option as well for rainy days.
- We would be able to showcase not only great summer activities such as baseball and fireworks, but tap into the summer fair and festivals for families. There are a large number of festivals and fairs that go unnoticed in Tennessee and Kentucky. Include an update of these events.
- Call this section 'Funnel Cakes and Fireworks.'

### Testimony

- A monthly testimony on topics related to the theme. Winner receives a prize or a simple shout out. Highlighting an individual is a great way to say thank you. A physical or virtual camper can contribute the testimonials on the newsletter.

### Snack Time (personal favorite)

- Include a summer recipe with a nostalgic feel to it.
- Again, perhaps include a discount for a restaurant or food related item or publication.

### Validate the impact the subscribers are having on the community and our campers.

- Video of thanks from campers.
- A note from our youth.
- Perhaps have a camper, at some point, be the guest speaker for the day. Everyone has a story, we never know what our neighbor has been through and how they overcame obstacles. Those can be very tender and motivating stories to be captured and shared.

### How do you engage members through the website?

I would suggest having one of the boxes on the camp website preview content from the virtual newsletter camp. The revolving content could showcase how many individuals are actively taking part in the virtual camp and how they are benefitting from it. Content of this area should also highlight the activities and promotional coupons that are in the newsletters as well. In addition, testimonies of sponsored campers and after camp involvement. Simply show the value of being a subscriber and the extreme impact of the \$10 donation. I see facebook playing a large role here as well.

### Do you see the camp interfacing with the actual camp?

Yes, I do. At this time I do not know how your day at camp is setup so I am going on previous experience as a camper! I could see live video of lessons. This could be especially valuable if you ever have a guest speaker. I could see a team of campers put together to answer questions on socially prevalent topics live and for an online audience or news show.

### **Case Question #3**

**How would I research the initiation of a new event? What ideas do you have for planning, organizing and/or marketing this new event to the community?**

First, fundraising is a team effort and in order to bring additional advocates to the team and create movement it takes collaboration. Consider everyone a vehicle to additional financial and human resources.

Any and all information on previous events would be of great assistance. It would be beneficial to know who attended and to what they were the most responsive. This will help us get a feel for what types of events have been the most beneficial in the past. Who are your biggest contributors and who are the largest contributors at other similar facilities?

Fundraising is a people business. People do not give to organizations. They do not give to abstract concepts. They give to help other people or to do something positive to create a better world for individuals. Are there any particular geographic or socio-economic **factors** which **make** an event more visible? Can we piggyback themes and mission? Yes.

A rough outline of tasks:

- Planning and evaluating alternatives
- Decision making
- Organizing
- Establish location
- Staffing & volunteer coordination
- Directing
- Training
- Coordinating
- Resourcing
- Budgeting
- Marketing & advertising
- PR
- Execution
- Expressing gratitude

**Important: Know who your competitors are and what types of fundraising they do as well so that you can create a unique event!**

When marketing an event you have to generate excitement while sharing information about the project. I would consider getting the Barefoot Club involved in the event. Showing impassioned young people is priceless. Capturing that is a must. It will generate press and will create community awareness. Any and all media press will be greatly needed as well as creating facebook marketing.

#### **Case Question #4**

How would you propose to build new relationships with individual donors, churches, para-church organizations, foundations, etc. in the greater Southern Kentucky area?

One answer is to increase visibility, credibility, and PR. This helps validate our program. Show the media what we are doing and how it is impacting our young people. I feel it would be very beneficial to try and generate PR with some of the local papers and news shows in that area. Once you establish this I would reach out to members of the chamber of commerce and other larger organizations in that area. Find out what events in the area we can participate in as well. From there we should be able to generate more of a feel of whom we should be reaching out to.