

Objectives and strategies assignment for a communication campaign class at the University of Denver. The goals are organizational goals and the objectives are communication objectives that seek to accomplish the organization goals.

Objectives & Strategies: Bridges to Prosperity

The Issue: The outsized global need for more bridges and the necessity to scale operations accordingly

The following goals, objectives, and strategies seek to address this issue of needing to grow organizational operations in order to meet the global need for footbridges.

Goal A: Develop partnerships that allow for greater efficiency and impact

- Objective #1: Persuade 10 current industry partners to increase their contributions to B2P by 20% over the next year (motivation outcome)
 - Strategy #1: Hold an event for industry partners to learn more about ways to get involved
 - Strategy #2: Distribute information to industry partners about how they can be more involved with what B2P is doing and to keep partners up to date
 - Strategy #3: Show the current impact and potential impact of industry partners
- Objective #2: Increase awareness of B2P among identified potential industry partners by 25% over the next year (information outcome)
 - Strategy #1: Send out informational materials to potential partners in the engineering and construction industries
 - Strategy #2: Meet face to face with leaders in the engineering industry to share about what B2P is doing
 - Strategy #3: Host a social event for potential industry partners
- Objective #3: Increase dialogue among half of B2P's education partners by 15% in the next 18 months (relationship outcome)
 - Strategy #1: Hold events with university chapters/partners to update them on what B2P is doing, opportunities to get involved, and upcoming events
 - Strategy #2: Place stories about B2P in school newspapers
 - Strategy #3: Invite current and past student participants to brainstorm with B2P staff on ways to get other students involved

Goal B: Increase funding to help meet global need

- Objective #1: Increase awareness of B2P in the local Denver community by 30% in the next 18 months (information outcome)

- Strategy #1: Make connections with local news outlets in order to obtain more earned media
- Strategy #2: Do more community outreach in order to be more visible in Denver
- Strategy #3: Encourage partners to increase communication materials focusing on B2P
- Objective #2: Persuade 10% of current donors to become members of the Bridge Builder Circle within 18 months (motivation outcome)
 - Strategy #1: Increase awareness of the perks of the program
 - Strategy #2: Hold a special event for current donors highlighting the advantages to being a member
 - Strategy #3: Develop additional perks to being a member to make the program more enticing
- Objective #3: Motivate potential donors to become actual donors in order to grow B2P's donor base by 15% in the next two years (motivation outcome)
 - Strategy #1: Use current donors' influence through interpersonal connections
 - Strategy #2: Obtain more media attention through storytelling
 - Strategy #3: Host local events in Denver to encourage being a part of what B2P is doing

Goal C: Maintain B2P's positive image as a leader in combating poverty

- Objective #1: Increase communication with local Denver media community by 35% in the next 12 months (relationship outcome)
 - Strategy #1: Increase contacts within different news media
 - Strategy #2: Develop strategy for writing press releases and story ideas
 - Strategy #3: Position B2P as a local organization that is combating poverty in new and creative ways
- Objective #2: Increase knowledge of B2P's global impact among 25% of B2P's key external publics in the next 18 months (knowledge outcome)
 - Strategy #1: Highlight human interest stories in communication materials that show B2P's impact
 - Strategy #2: Develop a more strategic social media plan
 - Strategy #3: Partner with other leaders in the development industry to gain more publicity in the field
- Objective #3: Increase 10% of B2P's key external publics' positive attitudes and perceptions of trust by 25% in the next two years (affective outcome)
 - Strategy #1: Make public B2P's processes of measurement and sustainability
 - Strategy #2: Increase visibility and include evidence of financial responsibility in communication materials
 - Strategy #3: Highlight the hard data to back up claims of B2P's impact

Goal D: Position B2P as a high performing global team while being an employer of choice

- Objective #1: Convince 15 professionals to become employees of B2P within the next year (motivation outcome)
 - Strategy #1: Develop a recruitment program
 - Strategy #2: Meet with current employees to identify areas of potential growth when it comes to meeting the needs of employees
 - Strategy #3: Create communication materials that highlight the work environment and benefits of working at B2P
- Objective #2: Educate 50% of industry stakeholders on B2P's sustainable and numbers-driven strategies within 18 months (reputation outcome)
 - Strategy #1: Meet face to face with company leaders to share about B2P's work
 - Strategy #2: Share numbers and statistics based on evaluations done in communities where B2P has worked
 - Strategy #3: Create information that demonstrates the project monitoring and evaluation process
- Objective #3: Educate all employees of B2P on how to communicate about the organization professionally within 6 months (knowledge outcome)
 - Strategy #1: Conduct training for employees on how to understand and talk about engineering and construction projects
 - Strategy #2: Coach employees on media relations
 - Strategy #3: Create helpful guides that outline important points to communicate

Goal E: Work with communities in creating sustainable projects that meet their needs

- Objective #1: Increases awareness about B2P by 20% in 10 new communities within the next year (information outcome)
 - Strategy #1: Identify communities that can benefit from a bridge
 - Strategy #2: Conduct face to face meetings with community leaders (to make introductions)
 - Strategy #3: Distribute communication materials to the community
- Objective #2: Within 2 years, convince 5 new communities to commit to building a bridge with B2P (motivation outcome)
 - Strategy #1: Provide cultural training for employees
 - Strategy #2: Conduct face to face meetings with community leaders (to explain how a bridge could impact the community)
 - Strategy #3: Develop community-specific benefits that would come from a B2P project
- Objective #3: Initiate positive dialogue with contacts in 5 different foreign governments in the next year (relationship outcome)
 - Strategy #1: Identify key figures in the government that will help B2P's cause
 - Strategy #2: Use influential connections (board members, industry partners, etc.) to make connections
 - Strategy #3: Conduct face to face meetings with government representatives