The Effects of Organizational Philanthropic Movements

and Related Public Relations Strategies

A Senior Project

Presented to

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Bachelor of Science in Journalism

By

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Abstract

The following is a comprehensive public relations campaign created after extensive research on public relations efforts and corporate social responsibility. The study is mainly focused on establishing the relationship, if any, between a company’s philanthropic efforts and their profits. The study seeks to answer questions such as “Is the return on investment for philanthropic giving worth it?” and “How might this impact company morale?” With a focus on measuring the success of a philanthropic campaign created for Sereno Group Real Estate company, a small to midsize residential real estate company in the Silicon Valley, this study serves as a basis for understanding philanthropic efforts, where they stemmed from, and the type of impact they might have at the company level as well as even the global level. This text dives into the fundamentals of corporate social responsibility and terms that have evolved due to company’s lack of authenticity when creating these types of movements. Texts such as Yvon Chouinard’s *Let My People Go Surfing* and Guy Kawasaki’s *Art of the Start* in addition to personal interviews with industry level top executives are highly integrated into the study’s research, analysis, and conclusions. This study helps define the relationship, if any, between philanthropic public relations strategies and company success defined by public’s perception, company moral and culture, as well as company revenue and profits.
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Chapter 1

Introduction

Statement of the Problem

This study focuses on various aspects of philanthropic public relations strategies and capital campaigns, what defines a successful campaign and how these campaigns relate to consumer behavior as well as company culture and morale. In recent years, a capital campaign has been defined as, “an intense effort on the part of a nonprofit organization to raise significant dollars in a specified period of time”; however, many for-profit businesses and corporations have jumped on board to take part in their own philanthropic campaigns benefiting needy charities and nonprofit organizations as well (Bloomberg). This study will unveil the evolvement of philanthropic campaigns and corporate social responsibility shedding light on the impacts they can have on the company’s internal and external success in addition to the beneficiary as well as the positive influence such movements can have on other businesses who may be seeking a way to find a deeper purpose.

Background of the Problem

While existing studies focused on this topic are rather limited, conclusions can be formed through evaluating the success of an implemented and executed campaign for Sereno Group Real estate in addition to other past philanthropic efforts from other companies. Some of the problems that surround this topic are the measurements of a successful philanthropic strategy which the study will try to help define. Additionally, large scale philanthropic campaigns by
corporations are a somewhat new approach to corporate social responsibility and the impacts this has on both the public’s perception of a company and also the company’s own culture have yet to become fully addressed or known. For example, companies such as Patagonia have proven to be ahead of their time in using and leveraging their for-profit business to “do good” and specifically in ways to protect the planet. Guy Kawasaki (former Chief Evangelist/Marketing) for Apple computer, also suggests (in his book Art of the Start) that if you want to create a meaningful business, set out to “make meaning, not money” (Kawasaki).

**Purpose of the Study**

The purpose of the study is to help define the relationship, if any, between philanthropic public relations strategies and company success defined by public’s perception, company moral and culture, as well as company revenue and profits. Additionally this study will help to address the measurements of a successful philanthropic campaign and what constitutes the “best, most authentic/congruent with the company’s soul philanthropic efforts”(Iwanaga). The study has an objective to determine if philanthropic campaigns and corporate social responsibility are truly worth the investment, and if so, this study can be further used and evaluated by public relations analysts and top executives when making decisions related to public relations efforts and corporate social responsibility. It will also identify how variations in such public relations campaigns are perceived as self-serving, contrived or if they resonate authentically with the company, it’s employees and the public. Finally, all findings will be weaved into a philanthropic public relations movement created by this study.
Setting of the Study

This study will be performed as part of data collection for a California Polytechnic State University senior project. The university is located in San Luis Obispo, CA; however, the study will use companies all over the US and even globally for research and data purposes. Interviews will be conducted with experts in the field including a CEO of a for-profit company and a philanthropic specialist with the title of Director of Social Impact. Each expert will be asked the same set of questions and probing questions using a well thought out interview guide in an attempt to bridge all gaps between existing literature and data and developed research questions. Additionally, the public relations campaign piece will be focused on a real estate company in the Silicon Valley titled Sereno Group Real Estate. This company has an ongoing 1% For Good charitable movement; however, this particular campaign will be short-term and take direction from the findings in this study and later be analyzed and evaluated for future improvements.

Research Questions

The study’s efforts were guided by the following research questions, designed after researching and investigating current information on the topic and discovering key gaps in the existing information.

1. Is there a relationship between philanthropic PR efforts and company profits?
2. Does the style, nature and approach of said PR efforts influence how impactful they are both internally and externally?
2. What is the relationship, if any, between consumer behaviors and philanthropic business practices?
3. What is the main company motive behind these types of philanthropic efforts?
   a. Does the motive have influence on it’s impact internally and externally?

4. What defines a best philanthropic campaign? And how is this measured?

5. What companies best (using a defined and specified bar mentioned above to measure “best”) implement philanthropic/sustainable PR efforts and CSR practices?

6. What is the relationship, if any, between company morale and CSR practices?

**Definition of Terms**

**Campaign**: a connected series of operations designed to bring about a particular result (Merriam-Webster 2018).

**Cause Marketing**: A business strategy that integrates a social issue or cause into brand equity and organizational identity to gain significant bottom-line impacts (Cone/Roper, 1999, p. 18)

**Corporate Social Responsibility**: Movement aimed at encouraging companies to be more aware of the impact of their business on the rest of society, including their own stakeholders and the environment (Financial Times 2018).

**Key Performance (Performance Result)**: The desired end effect or impact of a program of campaign performance (Bowen and Stacks p. 16).

**Key Performance Indicator (KPI)**: Data that provide evidence of campaign performance against key pre-agreed criteria, such as sales, number of inquiries, click throughs, comments, visitors, etcetera (Bowen and Stacks p. 16)

**Measure of Success for Philanthropic Campaigns**: For the purpose of this study, we will use the Dictionary of Public Relations Measurement and Research Third Edition definition of Public
Relations Effectiveness using measures such as obtaining campaign objectives, reach and spread of campaign, dollars raised, and public’s opinion before and after campaign. Additional we will evaluate philanthropic campaigns using key performance indicators. See Key Performance Indicators and Public Relations Effectiveness (Bowen and Stacks).

**Philanthropy:** an act or gift done or made for humanitarian purposes (Merriam-Webster 2018).

**Public:** A group of people who have consequences on an organization or affected by the consequences of organizational decisions; a group of people from which the public relations campaign or program selects in an attempt to influence it regarding a company, product, issue, or individual; see also: Public Opinion Poll (Bowen and Stacks p. 24).

**Public Opinion Poll:** A type of survey that collects basic opinions held by or facts about a specified population or sample; also known as a descriptive survey; see also: poll, survey methodology (Bowen and Stacks p. 24).

**Public Relations:** At its core, public relations is about influencing, engaging and building a relationship with key stakeholders across a myriad of platforms in order to shape and frame the public perception of an organization (PRSSA).

**Public Relations Effectiveness:** The degree to which the outcome of a public relations program is consonant with the overall objectives of the program as judged by some measure of causation (Bowen and Stacks p. 24).

**Public Responsibility:** A duty to communicate and act in the public interest (Bowen and Stacks p. 24).
Purists: The purists say, we are not going to promote the fact that we are giving because that’s not why we do it. The people that are on the other end say do we get something from the giving—does the giving get us something (Trapani).

Social Entrepreneur: An individual that drives social innovation and transformation in various fields including education, health, environment and enterprise development. They pursue poverty alleviation goals with entrepreneurial zeal, business methods and the courage to innovate and overcome traditional practices (Schwab Foundation for Social Entrepreneurship).

Organization of Study

Chapter 1 consisted of the problem background, purpose, setting, and term definitions for the use of the study. Chapter 2 will evaluate the history, progression and current trends of philanthropic efforts by analyzing a variety of case study corporate examples paired with works of literature. Chapter 3 will delve into the methodology of the study which, in this case, was research supported by a well-planned, executed, and evaluated PR campaign. This chapter will showcase findings thus far into the study in the form of a philanthropic public relations strategy designed for a mid to large size company in Silicon Valley. Chapter 4 will present the study’s findings in terms of reach, engagement, and other data, and Chapter 5 will highlight final discussions and conclusions based on all findings.
Chapter 2

Literature Review

This review of literature focuses on the evolvement of philanthropic efforts as well as the new trend of cause marketing in addition to what constitutes a successful philanthropic effort and how to best plan and execute for this type of effort. Additionally, this literature review highlights the discussion of return on investment for these type of philanthropic efforts and the potential gain for profits if these efforts are implemented.

Evolution of Philanthropic Efforts

While philanthropic public relations campaigns and the way these messages are formulated and transmitted are relatively new and consistently evolving, philanthropy itself and philanthropic campaign efforts date back to the nation’s beginnings. In the late 19th century and turn of the 20th century, as cities grew and more people moved to urban areas for factory jobs and immigration the character of American philanthropy evolved too (Time 2017). One of the first ever nationwide attempts at a philanthropy centered campaign was in 1908 when the Red Cross sold “Christmas seals” for mailing envelopes to raise money for victims of Tuberculosis. The effort ultimately raised, “$1 million… nearly $24 million in today’s dollars” and 1932 saw the lowest TB death rate then on record in 59 American cities (Time 2017). Philanthropic campaigns, or cause marketing, have since evolved but the core fundamentals have remained since this first mark in philanthropic campaign history. Patagonia, an outdoor clothing and gear for-profit company, was founded in 1973 and paved the way for modern day for-profit benefit companies and corporations. The founder of Patagonia, Yvon Chouinard, was a reluctant
businessman who created a company by accident while inventing his own gear for climbing that others wanted to buy. Chouinard decided to create a “business with a soul;” one with a philanthropic based center that set out to give back and make a difference in the world. He established 1% For the Planet, an effort where 1% of all total profits are reinvested into saving land all over the world. Patagonia has been consistently recognized as a trendsetting company, paving the way for modern day corporate social responsibility and philanthropic efforts.

**Effective Planning**

Another common theme in the study’s research is the importance of effective planning prior to implementing a public relations campaign. “The best public relations strategies take a long-term approach and work hard to establish any client as a contributing and trusted pillar of its community” (Stole 2007 pg. 2). A recent study showed that leaders in corporate social responsibility take a similar approach to planning and implementing their philanthropic campaigns. The five aspects that all these leading companies had in common were, “business-based social purpose, clear theory of change, quality and depth of information, concentrated effort, and partnering with experts” (Forbes). These companies take the time to properly research, utilize experts, and effectively plan and implement their philanthropic campaigns. Having a clear message is another key part of a successful campaign. The majority of companies who fail when it comes to philanthropic strategies are those with, “too complex of a message” (Forbes). Spitfire Strategies’ original Just Enough Planning Guide additionally outlines the key components when it comes to effectively planning and executing a capital campaign. One of the most pivotal steps in the guide is titled “Message for Impact” which
states, “All campaigns benefit from a message platform that provides everyone in your organization with a consistent positioning statement” (Spitfire Strategies). Across the board, it appears that creating a message that aligns with the company’s values and that is clear, well-positioned and not too complex are major keys to effective planning and execution of a philanthropic movement.

**Cause Marketing and Branding**

“Cause marketing aims at linking corporate identities with nonprofits, good causes, and significant social issues through cooperative marketing and fundraising programs” (Stole 2008 p. 26). Patagonia, exemplifies this in its efforts to market themselves as a socially responsible company. Although, doing so was done in what is commonly referred to as a “purist” form, the company has successfully branded themselves as a philanthropic organization through its 1% For the Planet efforts. While not a nonprofit organization, Patagonia has, “proven that if you prioritize people and the planet, you can still make a profit” (Case Western Reserve University). The company’s efforts and philanthropic contribution and branding success are often credited to founder of Patagonia and social entrepreneur Yvon Chouinard. In Chouinard’s book, *Let My People Go Surfing*, Chouinard discusses his efforts along with creating a company culture where these philanthropic efforts, if executed properly, become effortless and a part of the company’s DNA. Sereno Group Real Estate mirrors the philosophy discussed in *Let My People Go Surfing* and actually requires all hires to read the book as part of their onboarding. “Cause marketing, a rapidly growing form of corporate philanthropy, has emerged as a public relations tool-of-choice in many business circles” since then (Stole 2017 p. 21). A recent article published by Forbes
discussed cause marketing trends and the best way to position your company as a value-based brand. Two of the main points of the article highlight the importance of creating a message that is clear and shows “tangible proof” of the company’s commitment to that message. “Market research has consistently pointed out that millennials are shrewd when it comes to evaluating the authenticity of a cause-related campaign. While some companies might fail by selecting a message in order to be philanthropic rather than building a company around the heart of those philanthropic efforts, the successful cause marketing companies, “Commit to a cause that reflects the values of their (your) brand... and show(s) (them) tangible proof of your commitment” (Segal).

**Profits**

“According to a report by Nielsen Global, as many as 55% of consumers are willing to pay more for products from brands that demonstrate a commitment to social value” (Forbes). This exemplifies the monetary value customers place on the intangibles of a product. Additionally, this suggests that company’s might experience an increase in profits by giving to charitable organizations and exemplifying a commitment to social responsibility. In other words, the opportunity for return on investment in dollar value is prevalent. Other studies have proven that there is a direct correlation between employee happiness and productivity. If company’s institute social messages and embed this into company culture some say this enhances employees sense of belonging and; therefor, happiness (Duncan). A 700-person experiment conducted in Britain by the Social Market Foundation and the University of Warwick’s Centre for Competitive Advantage in the Global Economy, found that after experiencing a series of
scientifically proven “happiness shocks”, the group's “productivity increased by an average of 12%, and reached as high as 20% above the control group”(Fortune). Dr. Daniel Sgroi, the author of the reported, later stated, “Having scientific support for generating happiness-productivity cycles within the workforce should … help managers to justify work-practices aimed at boosting happiness on productivity grounds”(Fortune). Founder and CEO of Sereno Group Real Estate Chris Trapani believes that, while it may be a bit of a stretch, this study and incorporating social messages into the DNA of a company have to be related to improving profits (Trapani). If productivity correlates to increased profits than this is a valid point.

## Company Culture

Looking at company culture in most general terms, it tends to be defined as “a company’s personality”(Doyle). “It defines the environment in which employees work...including work environment, company mission, value, ethics, expectations, and goals”(Doyle). Company culture is believed to be something embedded into the company’s DNA from the start and is difficult to change and even maintain if not consistently worked on and well implemented as a company continues to age and grow (Trapani). Studies have shown that people enjoy working for companies whose values align with their own and millennials, care more about this than any other generation. In fact, “On average, millennials would be willing to give up $7,600 in salary every year to work at a job that provided a better environment for them” (Forbes). With that being said, company’s who do not reflect the innate human desire to give back into their company’s culture are likely to no longer exist in 15-20 years (Yvon Chouniard).
In Yvon’s Chouinard's book, “Let my People go Surfing”, Chouinard states, “If you want to understand the entrepreneur, study the juvenile delinquent. The delinquent is saying with his actions, ‘This sucks. I'm going to do my own thing’” (Chouinard). This brings up another major common theme regarding the collective group of activists who strive for change and working for companies that help advocate for this change. These individuals are commonly referred to as social entrepreneurs and, as Chouinard mentions, in order to understand these individuals one must study juvenile delinquents for only they possess the out-of-box thinking that sets them apart from modern American consumerism. Similar to Chouinard's point, Sereno Group Real Estate was founded by two individuals that could have been described as delinquents at one point in their life. Both Trapani and Iwanaga attended Cuesta college out of high school after being turned down initially from Cal Poly. The two were often seen skipping classes in middle school and high school to build and skate on the half-pipe the two built in Iwanaga’s backyard. Trapani credits a lot of their company’s success to their juvenile delinquency which allowed them to reach success off the clearly paved path and, instead, live a life on the edge and learn how to think as a true entrepreneur and activist (Trapani). Millennials today think more like these juvenile delinquents than generations before and, because of this, many believe that in order to be a successful highly sought after industry in years to come a “soul” in a company and philanthropic culture is a must.

Sereno Group’s Director of Social Impact, Kirsty Duncan, has a theory she is currently collecting data on in regards to the company’s culture. Duncan believes there is a direct correlation between the company’s culture which she defines using a few metrics but mainly stability in the form of management, sales, and agents. In her eyes, offices that are perceived to
have a “better culture” directly correlate with that office’s charitable giving, measured by the percentage of agents who opt in to the 1% For Good Program divided by the total number of agents for that office. “I can see offices where we have management and morale issues, they tend to have lower participation. The offices that tend to be smooth sailing and are in the zone, have the highest participation,” says Duncan. There is too much linkage between philanthropic efforts and company culture to be ignored and companies that want to be relevant in years to come should consider creating such strategies.

Chapter 3

Methodology

The methods used in this study take the shape of an extensive public relations campaign planned out below. All research up until this point of the study was evaluated and applied to benefit the success of the “Like us for the Month of March” campaign for Sereno Group Real Estate. Additionally, an interview guide was used to compile expert source information regarding the effects of organizational philanthropic movements and related public relations strategies. All interviews followed the core of this interview guide, plus or minus some questions, in order to ensure the most thorough, accurate and engaging conversations. (See Appendix for transcribed interviews). Participants of this study include Sereno Group employees, agents, and owners in addition to surrounding communities and all those who engage in campaign content.
Interview Experts

Kirsty Duncan serves as the Director of Social Impact for Sereno Group Real Estate. She has been an agent for 12+ years and specializes in philanthropic strategy and efforts. Her heart is less in sales and more in making a difference for the community which is why she excels in this role. Aside from the Real Estate world, Duncan has worked closely with the nonprofit Habitat for Humanity where at one point she had packed up her office to leave real estate and volunteer full time until realizing she could make more of an impact helping a 1% For Good effort such as Sereno Group’s prosper. Duncan is in charge of all PR and coordination of check presentations for the company’s 1% For Good efforts as well as communitywide philanthropic events.

Chris Trapani is the Founder and CEO of Sereno Group Real Estate. Trapani founded the company in 2006 with a small group of dedicated, experienced top-producers in the local real estate market. Trapani and Co Founder, Ryan Iwanaga, had a mission to break away from traditional real estate and create a company that Trapani says, “has a soul” and ultimately redefines real estate, which is incorporated into Sereno Group’s tagline “Real Estate Redefined”. Aside from creating the foundation on which the company lies, Trapani spends most of his time recruiting and ensuring that the company’s culture is consistent regardless of company growth. Trapani gives credit to Founder of Patagonia, Yvon Chunaird, for creating a culture that Trapani and Iwanaga deemed necessary for their business and, ultimately, replicated theirs off of. Trapani has been featured in Silicon Valley’s Business Journal, Inman News, and other major news outlets on multiple occasions and Sereno Group has been named as one of the best places to work in the greater Bay Area by the Bay Area News Group in its prestigious Top Workplaces.
2016 list for seven consecutive years. In addition, Sereno Group was recently ranked #32 by the Silicon Valley Business Journal for corporate philanthropy alongside corporations such as Google, IBM, Wells Fargo, and Adobe. For a small to midsize company this is their proudest achievement, Trapani noted. Trapani was recently honored as Cal Poly’s Alumni of the Year for the College of Liberal Arts.

Ryan Iwanaga, Co Founder and Vice President of Sereno Group Real Estate and Cal Poly alumni, first met Trapani in the 6th grade where the two were neighbors. Iwanaga has been a real estate veteran for 20 years, beginning his career at Century 21-Seville Contempo Los Gatos in 1997. Iwanaga later worked at a variety of top real estate companies in the Silicon Valley, one of which he served as assistant manager alongside Trapani who was regional manager at the time. The two eventually broke off from their then company, Coldwell Banker, to form a company whose values aligned with their own. Iwanage currently specializes in management of all departments: human resources, sales, marketing, finance, IT, and more.

**Interview Guide**

1. What is your title at the company?

2. What do you think sets Sereno Group apart from other residential real estate companies in the area?

3. Do you think there is a relationship between philanthropic PR efforts and company profits?
4. Have you experienced clients wanting to list with Sereno Group because of its philanthropic efforts? (What is the relationship, if any, between consumer behaviors and philanthropic business practices?)

5. What is the main company motive behind these types of philanthropic efforts at Sereno Group?
   
   b. What is the main company motive behind these types of philanthropic efforts at other companies?

6. What would you say defines a best philanthropic campaign? And how do you measure this?

7. What companies, aside from your own, best implement philanthropic/sustainable PR efforts and CSR practices?

7. What is the relationship, if any, between company morale and CSR practices?
Public Relations Campaign

Sereno Group Real Estate
Silicon Valley, CA

Public Relations Campaign
March 1-31, 2018
IDENTIFY CLIENT

1. Introduction

Sereno Group is a residential real estate brokerage with 10 offices located in the heart of Silicon Valley and along the Santa Cruz Coast. The company was first founded in 2006 in Los Gatos, CA by a small group of dedicated, experienced top-producers in the local real estate market with a mission to branch off and away from the tradition of large scale, corporate and interpersonal Real Estate mega companies. Sereno Group has since strategically carved its position as one of the top four most productive (in terms of overall annual sales volume) residential real estate sales firms in San Mateo, Santa Clara and Santa Cruz counties- top 50 in the United States.

The company prides itself in its emphasis on sustainable green practices as well as corporate social responsibility. Additionally, Sereno group pledges to give 1% of gross commissions to a charitable or community-minded group committed to making a positive difference in the communities Sereno Group serves.

Sereno Group hopes to expand its follower base on social media platforms, beginning with Facebook, in a charitable and meaningful way. Sereno Group is dedicating a $2,000 budget to the objectives of this campaign.

2. Foreseeable Complications

Some foreseeable complications with the client’s objectives are legal guidelines and compliance regulations of Facebook, etc. Additionally, certain lotteries are illegal so the language used for marketing and advertising purposes must be carefully selected and researched.

Also, since there are many ways this objective may be tackled, I foresee it being hard to make all interested parties and their opinions satisfied when selecting our approach.

3. Discussion

Requirements:

For the purpose of this campaign we will need to tackle three main areas. First, to be successful, Sereno Group must agree on the best possible approach for this campaign. Then, Sereno Group must create language and graphics that showcase Sereno Group’s company branding in addition
to the branding and purpose of the campaign. Sereno Group owners also wish to be sure that any campaigns promoting 1% for Good are authentic and not perceived as self-aggrandizing in any way. Finally, the campaign must be well marketed in digital and deliverable forms and the proper target audience for Facebook’s promoted campaign engagement option must be properly identified and selected.

**Detailed Analysis:**

Sereno Group has done an effective job in properly marketing and branding themselves as a socially responsible company. Their ongoing 1% For Good campaign has specific branding and so we will want to create new branding for the purpose of this campaign while ensuring the two have some recognizable overlap. Sereno Group has never before implemented this type of a campaign so no numbers or past data in this area are available for use. The company is ready and willing to invest money and take the necessary steps to help this campaign succeed. With the main objective of this campaign being to increase the company’s Facebook page following while also promoting good in the community and Sereno Group’s service-oriented side, the main tactic towards success will be selecting the appropriate approach and then marketing this campaign in the most effective way to ensure the objective is properly conveyed and reached. As much as Sereno Group wants to expand their likes and following on Facebook, their hope is to market this in the most philanthropic-focused way possible.

**Approach:**

In order to make this happen, Sereno Group needs to launch a “Like our page for the month of March and you might win $1,000 towards your charity of choice” campaign. The company should create two ad sets for the campaign on the Business Manager software of Facebook and target some of the $1,000 left for the campaign towards individuals in the Sereno Group office area interested in nonprofits as well as a second ad set targeting reach of MLS listing realtors (this is an already created ad set used by Sereno Group’s Business Manager which reaches all realtors in area for recruiting and PR purposes).

**4. Project Outline**

**January 29**
Phone call with VP Strategy and Philanthropy Specialist regarding campaign

**January 30**
Phone call meeting with marketing team
February 1
Decide on campaign approach: All brainstorming ends. Decision made on final approach.

February 15
Send logistics of drawing and fairness to leadership team for compliance purposes

February 20
Complete all graphics and text for marketing purposes: Send to company attorney for legal compliance purposes

February 23
Finalize all marketing materials and logistics: Send proofs to leadership team

February 25
Send marketing graphics to print

March 1
Launch Campaign: Post on all social media platforms; share marketing flyers, mailchimp's and other materials with company agents

March 1- end of quarter
Campaign takes place

By end of quarter
Recognize winner, present check to nonprofit and evaluate campaign results

5. Qualifications

Gabriella C. Trapani
(408)-761-2298
gabitrapani@yahoo.com

Public Relations Experience

Dec 2017 – present PR and Social Media Specialist
· Collaborate with top executives at Sereno Group Real Estate to enhance company’s social media platforms and grow the company’s overall media presence
· Serve as sole content contributor to company’s Facebook, LinkedIn, Twitter, and Instagram
· Serve as main content contributor to company blog, writing spot stories on real estate market as well as company and community events

Sept. – Dec 2017 PR Campaign Specialist

· Assisted in the planning and execution of a complete PR Campaign for the Cal Poly Men’s Basketball annual food drive in partner with SLO Food Coalition

June – Aug. 2016 PR/Social Media Chair for Cal Poly Study Abroad

· Documented and submitted weekly photos and photo captions while studying abroad in Chiang Mai, Thailand to the Cal Poly Study Abroad department for PR and Marketing purposes

Writing Experience


· Provided weekly content to Mustang News, Cal Poly’s student-run newspaper
· Original content published multiple times

Jan. – Dec. 2016 VP of Alumnae Relations for Sigma Kappa Sorority

· Created all content for monthly alumni newsletters using Adobe Creative Cloud software

Marketing and Communications Experience

June - Sept. 2015 Event Specialist for George P Johnson Marketing

· Collaborated with a diverse multi-leveled team to assist in the planning, implementation, and execution of Cisco’s Global Sales Conference (GSXFY16)
· Developed a comprehensive ABC Guide of all aspects of the conference for the distribution to all event staff
· Created a mobile app of the guide for easy access to staff onsite
· Took on onsite roles in Las Vegas as lead coordinator and executor of all room drops (hotel deliveries) to Cisco employees as well as VIP and event staff support
**June 2014- 2016** Sales Associate in Women’s Retail

- Greeted and interacted with customers at Coverings in downtown San Luis Obispo
- Organized and managed store inventory and window displays

**Education**

California Polytechnic State University, San Luis Obispo | 2014- Present

Major: Double major in Business Administration and Journalism PR
Minor: Integrated Marketing Communications
Board Member: Cal Poly ASI Student Government
Honors: Student Success Fee Committee, Dean’s List

**6. Evaluation**

At this point in time, the best approach seems to make our campaign geared towards the month of March. The strategic planning team had originally discussed the 1,000\(^{th}\) person to like the Facebook page be the winner but in order to encourage more than 1,000 likes we decided to take an alternative approach. We will launch the campaign March 1\(^{st}\) on all social media platforms and will have marketing deliverables available for agents and employees to use before that date.

We decided the best target audience for this campaign is individuals in Sereno Group office areas with an interest in nonprofit or charitable organizations, which is something we can implement using Facebook’s business manager software for campaigns. Additionally we will allocate a smaller dollar amount to targeting all real estate agents in the area for reach and recruitment purposes.

We hope that by encouraging as many people to share the post as possible, we will create a spiral effect. We are also hopeful that, by targeting individuals with nonprofit interests, this post will be shared with key players in nonprofits that will, in turn, encourage their entire organization to like and share the page.

Ultimately we have three goals at this time: 1 To increase our likes on the company Facebook page. 2 To do good by donating $1,000 to a charitable organization. 3 To continue spreading brand awareness of Sereno Group’s redefined model of real estate with a community-focused and compassionate soul. Additionally, the client hopes that this campaign will have a “burst effect” and increase giving percentages of each office.
Sereno Group measures giving percentages by the percentage of agents that opt in to their 1% For Good program where they voluntarily give 1% of their gross profits to a charitable organization voted on by the entire office.

After the campaign, success will be evaluated in a few ways. First, we will look at the reach and engagement of our post on Facebook and Instagram, we will also look at the increase in likes from the beginning to the end of the campaign, additionally we will measure the “burst effect” and improvement of company moral using the % change of company giving based on office. A survey will be sent out to the company’s leadership team post check presentation to the charity recipient to try to better gauge the impact of this campaign.

7. Budget

The company is allocating a $2,000 budget towards the implementation of this campaign. The money will be allocated as such:

$1,000 towards the randomly selected individual’s charity of choice
$1,000 towards marketing purposes ($500 allocated towards promoting posts marketing the campaign on Facebook and $500 allocated towards the design and printing of campaign graphics, mailchimp logos and flyers for agents to hand out at open houses, etc.

NEEDS ASSESSMENT

1. Client Interview

In my client interview with Tim Proschold, VP of Strategy we discussed main goals and objectives of the PR campaign. He put me into contact with Kirsty Duncan, the Director of Social Impact, who will be my main point of contact throughout the process of this campaign. Proschold made a point to note that he is extremely busy and wants someone to take initiative in executing this campaign and making things happen. Additionally, a major concern of Tim’s is to make sure we run final products by the company’s attorney in order to ensure we are being compliant with Facebook’s rules and regulations and also are using the appropriate legal language. Tim discussed the main objective of the campaign being to increase likes on the company’s Facebook page and then, after my interview with Kirsty Duncan, I was able to establish more company objectives from this campaign that stem from the baseline “increased likes.” For example, the company is hopeful this campaign will create a spirit of giving company-wide and also that this will continue to raise brand awareness and recruit top agents to
the company due to Sereno Group’s individualized, redefined business professionalism which
focuses on corporate social responsibility.

2. Archival Research

Sereno Group Real Estate created the company on the basis of an ongoing 1% For Good
campaign. With this, there is research and data on past giving percentages by office due to the
opt-in program option. However, there have not been any public relations campaigns executed
on similar grounds as this campaign so there is no comparable data to reference in that
retrospect.

Due to the founder’s mission, to redefine real estate by creating a business with a “soul,” the
company is deeply rooted in its philanthropic beliefs and efforts and this should serve to be
advantageous for the purpose of this campaign.

3. Mass Media Sources

In order to make this campaign as successful as possible, mass media sources such as the
company website, in addition to social media platforms must be widely and strategically utilized.
Both company and personal social media platforms such as Twitter, Facebook and Instagram
will advertise for this campaign through graphics and posts created by myself in conjunction
with the company’s marketing team and supervision of the company’s leadership team. At
weekly meetings for the month of March, managers will encourage agents to share the
company’s posts on social media and engage in this type of behavior.

A press release will not be created due to the company’s concern of wanting to advertise their
efforts in the “purist form”.

A widespread amount of emails will need to be sent out to employees, nonprofits in the area and
especially to those nonprofits that the company has partnered with before for their 1% For Good
initiative.

Graphics will be brainstormed, created and then sent out to employees and real estate agents via
e-mail in a hope they will forward content and create a spiral effect.

4. Demographic Groups
We are targeting men and women aged 18-65 in Sereno Group office location areas (Los Altos, Santa Cruz, Los Gatos, Saratoga, Aptos, Palo Alto, San Jose) that have an interest in nonprofits. Additionally, we are targeting all MLS listing realtors for recruitment and promotional purposes.

5. Research Objectives

A. Successful philanthropic public relations campaigns

Since philanthropic public relations campaigns are trending but relatively new, there is not necessarily precedent or a set standard for what constitutes a successful campaign. We hope to uncover effective measurements for this and which measurements would be most fitting to use for the purpose of this campaign.

B. Corporate Social Responsibility and Company Morale

There is currently not much data on the direct impact of corporate social responsibility and company morale; however, there is data on the effects of the brain after giving or doing an act of service. By research, we hope to find what this relationship is, if any, at Sereno Group and also other companies who have a history of charitable giving.

C. Philanthropic Campaigns and Consumer Behavior

Additionally the effects of philanthropic campaigns on consumer behavior will be deeply explored to try to discover this relationship, if any, and what type of impact a company’s philanthropic campaigns might have on attracting new customers and influencing their decision to “buy” or, in Sereno Group’s case, buy or sell their home with the company.

6. Qualitative Research

For the time efficient purpose of this study, we will conduct interviews from individuals from three different categories (Employee, Agent, Owner/management) at different offices to determine effective results. These interviews will allow us to ask the same set of interview questions and probing questions to mainly try to pull real life experiences and opinions and beliefs that help us reach our research objectives. These one-on-one interviews will allow us to
deeply explore feelings and impact when it comes to philanthropy in the workplace and what kind of effect this has on the company’s culture, and also potential customers.

7. Quantitative Research

A series of changes will have been made to the company’s social media as well as some marketing processes. At the end of the campaign, a company wide survey will go out asking Sereno Group employees, agents, and managers to answer questions regarding the effectiveness of the campaign. Additionally, we will highly utilize the Business Manager tool on Sereno Group’s Facebook page to track the company’s reach and engagement on campaign related posts. This software will also allow us to track the demographics and psychographics of individuals we are reaching as well as the amount of likes percentage increase before and after the campaign so we can measure the effectiveness in that sense and also better cater towards the engaged audience on similar, future campaigns.

PROGRAM PLAN

1. Situation

Sereno Group Real Estate is in quarter 1 of their financial year. This means the spirit of giving is enhanced as check presentations are given to the company’s 1% For Good recipients and the selection process of each office’s quarter 2 recipient is well underway. The company is wanting to broaden their brand awareness and keep up with its growth by attracting and maintaining more followers and engagement on social media which will in turn most likely spur increase productivity for the company. Additionally, some of Sereno Group’s social media platforms such as Instagram have not been used in over a year. The employee who did voluntarily post on social media is no longer at the company and the marketing team would rather focus on other areas so social media in general is a major hole in the company’s branding that needs improvement. Management is aware of this and wanting to be proactive in steps taken to enhance Sereno group’s social media presence and engagement.

In order to reach this objective, management, marketing and myself collaborated on an opportunity for anyone who likes the company’s Facebook page during the month of March to be entered into a drawing for a chance to win $1,000 towards their nonprofit of choice.
2. Goals

- Increase reach and engagement on post regarding campaign
- Raise brand awareness by greatly increasing company likes and followers on Facebook as well as other social media platforms
- Increase spirit of giving companywide

3. Objectives

- Reach 2,000 people on Facebook with the post regarding this opportunity, greatly increase post engagement by 20% minimum, have 50 shares on post.
- Gain more (100-200) individuals that “like” Sereno Group’s Facebook page from March 1st to March 31st
- Have at least 20 agents hand out physical flyers at their open houses and increase each office’s percent of charitable giving by 2%

If these objectives are met, use the same method to increase followers on Instagram.

4. Audience

We hope to initially reach our catered to target audience of men and women aged 18-65 in Sereno Group office location areas (Los Altos, Santa Cruz, Los Gatos, Saratoga, Aptos, Palo Alto, San Jose) that have an interest in nonprofits.

We also want to reach MLS listing realtors for recruiting purposes in an effort to exemplify Sereno Group’s efforts to “do good”.

On a wider scope, we hope to attract other company executives and ultimately encourage and promote philanthropic efforts and socially responsible business practices.

While we always hope that an output of efforts such as these might result in more clients for Sereno, this is not the main targeted audience for this movement.

5. Strategy

Our campaign is tailored to meet and exceed each goal and aspiration of the client. Area-specific social media advertisements and flyers will help promote Sereno Group’s efforts and raise engagement. The social media posts, flyers and other graphics will be strategically crafted to
catch our audience’s attention and encourage engagement based on the incentive of potentially winning $1,000 for a nonprofit in need. Additionally, we will strategically create graphics on mailchimp and send to all of Sereno Group agents and employees to distribute and share via their personal email as well as their own social media platforms.

This effort will be well thought out and advertisements will be promoted enough to gain attention but not too much to be overkill. If done correctly, this effort should promote itself through our initially targeted audience sharing and engaging in campaign content. We will allocate $500 to boosting/promoting this initial post to our immediate targeted audience to ensure this happens effectively.

By creating content for agents and employees directly we are creating a platform on which people will be wanting to promote this effort at the highest level as it is good publicity for, not only the company, but also individual agent’s business. Creating a “do good” philanthropic campaign to promote the company’s Facebook page is a clever way to reach our objective while creating a campaign that can promote itself and one that will ultimately do good to the community.

6. Key Messages/Themes

Messages:
- Like us during the month of March for the chance to win $1,000 to a nonprofit of your choice.
- Sereno Group is a charitable, socially responsible company making a direct impact on the community.
- Sereno Group is redefining real estate

Themes:
- Corporate social responsibility
- Innovation
- Do good, feel good
- Community

7. Tactics

Our main tactics will be social media presence. Our marketing team will create graphics for posts suitable for all social media platforms. We will then promote these posts on both Instagram and Facebook using Facebook’s Business Manager software to reach our engagement
and reach goals. We will make all graphics and contents share and user friendly so community members, Sereno Group agents and other publics can promote the page as much and as best as they would like. The graphics will have Sereno Group colors and the language will be concise and to the point to eliminate any confusion or complications with the social media platforms we are using to promote this.

8. Calendar/Timeline

January 19
Meet with marketing time and executives to brainstorm best campaign option

January 22- 26
Continue the conversation and led ideas from brainstorm session evolve. Discuss best options with top executives not at initial meeting before selecting final campaign route.

January 29- February 2
Meet with VP Strategy and Director of social impact regarding campaign and gain insight. Select campaign approach and language by February 2.

February 5-9
Collaborate with marketing team on advertisement design and graphics for promotional purposes.

February 12-23
Finalize flyers, mailchimp graphic, and social media post proofs. Send proofs of language and graphics for all advertisement purposes to company attorney for final check on compliance and legal guidelines. Send to top executives to sign off.

March 1
Launch Campaign. Post on all social media platforms; share marketing flyers, mailchimp's and other materials with company agents. Boost post on Facebook and Instagram using Facebook’s Business Manager tool.

March 5-9
Analyze results so far and adjust money spent on campaign as well as target audience if needed to reach campaign objectives. Pin campaign post on Facebook to top of Sereno Group’s profile page and like/engage on all comments of the post acting as Sereno Group to increase engagement.
March 12-16
Continue to engage on all comments and follow up feedback directed towards campaign posts on social media.

March 19-23
Send follow up email to all Sereno Group agents and employees that we are coming to the end of the month and there is still time to increase our likes and be entered into the drawing! Send all shareable graphics created by marketing out again to agents.

March 26-30
Publish new post regarding campaign on all social media platforms that there is one more week to like Sereno Group’s page.

Post-Campaign
Compose a list of all individuals who liked Sereno Group’s Facebook page and are eligible to be entered into the drawing. Assign each individual a number using Microsoft Excel and select a winner using an online random number generator. Contact the winner that they won and send winner steps for proceeding.

Once winner selects nonprofit of their choice, contact that nonprofit and schedule a check presentation with Sereno Group, the nonprofit organization and the winner. Document this check presentation with photos and video and then share on all social media platforms.

Analyze and evaluate campaign results based on number of engagement, reach, likes, and followers for the month of March using Business Manager. Compare these numbers to our objective numbers to determine the success of the campaign. Additionally reach out to Director of Social Impact for percentage increase of giving by each office to determine if the “spirit of giving” increased after this effort. Email client and other Sereno Group personnel a follow up survey to determine their satisfaction with the campaign.

9. Budget

Sereno Group has an estimated budget but has extra funds they are willing to allocate if later needed to help campaign succeed. The total estimated budget is $1,625.

<table>
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<th>Item</th>
<th>Qty</th>
<th>Cost</th>
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<td>500</td>
<td>$0.25</td>
</tr>
<tr>
<td>Mailchimp &amp; Graphics</td>
<td>---</td>
<td>$0 (in house)</td>
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### 10. Evaluation

We will evaluate the success of the campaign based on percentage of likes, follows, and engagements during the time the campaign ran. Additionally, we will analyze the percentage of giving by office which is measured by the amount of agents that voluntarily give as part of Sereno Group 1% For Good initiative divided by the total number of agents at that office. Finally, we will send a survey out to Sereno personnel involved to determine their satisfaction with the public relations effort as a whole based on positive versus negative or average feedback.

6 months after the campaign, we will email executives to see if there were any personal experiences shared with them from Sereno agents who experienced clients wanting to work for them due to their philanthropic roots or other comments about the campaign in general from any publics.

### IMPLEMENTATION

#### 1. Media Relations

On March 1, the public relations team launched all PR and social media posts for campaign. We posted the below graphics on the company’s Facebook and Instagram accounts and also emailed out a company wide email encouraging agents and employees to share and post the same post on their personal social media accounts. In addition, we included graphics creating by the marketing team in mailchimp form to the company to include in emails to their clients, friends, and family members. With a philanthropic purpose, we received great feedback from Sereno Group employees and agents sharing our public relations content. Another component of the company wide email was a PDF flier of the campaign for agents to distribute at their open houses in order to spread community awareness of the campaign.
At Sereno Group, we are committed to serving our local community. For the period of March 1 through March 31, anyone that LIKES our page will be entered in a drawing for Sereno Group to donate $1,000 to a 501(c)3 nonprofit of their choosing. All you have to do is click Like, and you might win the opportunity to positively impact an organization that is important to YOU!
Sereno Group
@serenogroup

Home
About
Reviews
Photos
Videos
Events
Posts
Community

Promote
Manage Promotions

92 Shares

Write a comment...

Millie Espino-Souza This is wonderful
Like · Reply · Message · 2w

Erica Viola Would love to win this and add to the $25k+ I've already raised for American Cancer Society
Like · Reply · Message · 2w

Susie Wrede this!
Like · Reply · Message · 1w

Lisa Villarreal Love this! Thank you Chris Trapani! I am a volunteer board member at Next Door Solution to Domestic Violence. This is amazing
Like · Reply · Message · 6d

Jenny Holleman Gifford Julie Garcia Ferraria—for AD of LG page?
Like · Reply · Message · 1w

Kevin Michael Kennedy Awesome Chris Trapani we are in
Like · Reply · Message · 2w

Lindsay Wilkens Rice Deb Cullen Keri Petersen
Like · Reply · Message · 4d

Sevgi Torunoglu Naomi Chavez Peters,
Like · Reply · Message · 2w

Write a comment...
WIN $1000 FOR YOUR FAVORITE CHARITY

Liked by raymondeg and 1,072 others

serenogroup At Sereno Group, we are committed to serving our local community. For the period of March 1 through March 31, anyone that LIKES our page will be entered in a drawing for Sereno Group to donate $1,000 to a 501(c)3 nonprofit of their choosing. All you have to do is click Like, and you might win the opportunity to positively impact an organization that is important to YOU!

nellysmagicmoments Love this stoked on this 💃💪👍🔥

kayamazing_ 💘
2. Media Tracking

In order to track our media reach and engagement we will use the software offered on Facebook and Instagram Business Manager features which I was given access to. The software will allow us to track the traffic and engagement on, not only our posts, but on our actual Facebook page to measure our likes and follows increase from pre-campaign to during and post-campaign. Additionally, this tool will allow us to see our followers by username so we can assign these individuals random numbers to be entered into our drawing. Another feature on the Business Manager data analytics allows us to create and cater towards different audiences based on demographics, psychographics, geographics, etc. This ability will allow us create multiple audiences for our campaign and measure the success of engagement and reach for these audiences against each other so we can analyze and use this data in the future and also potentially tweak these audiences to increase engagement and the overall success of our campaign as we go.

Here is a photo of what the Business Manager Software looks like in simplest form and we will go in more detail of what these measures mean in the data analysis section of the study.
3. Marketing Activities

Our marketing approach will mainly be on our company’s social media platforms in addition by spreading word throughout the community through emails and fliers.

As stated prior, the main marketing tactics will involve social media posts from both the company’s social media accounts as well as personal Sereno Group employee and agent accounts. In addition, fliers will be created and distributed with the green campaign logo used for social media posts, to allow Sereno Group agents to distribute to the community in open houses and at any events they please.
Our marketing tactics rely heavily on word of mouth. And, because of this, there will be specific strategies put into place to continue to promote the campaign to the company and keep the momentum going. One way we will do this is by sending out weekly emails with updates of how well our campaign is going (ie.: likes) that include marketing materials for easy access to Sereno Group personnel. For example, here is one email crafted at the midway point of the month of March campaign that was sent out company wide.

4. Campaign Activities

PR and Marketing: Create graphics for flyers, mailchimp email, and various social media platform configured posts.
Open House Distribution: Print flyers on campaign budget readily available at each office front desk to be distributed by agents at their open houses in order to spread community awareness and also continue to brand the company as a benefit corporation in a hope to promote social responsibility in businesses and gain potential new clients.

Company Emails: An email will be sent out each week with current statistics on the campaign so far in order to continue to promote awareness.

Daily Statistics Overview: Progress of campaign will be measured and evaluated daily in order to tweak audiences, dollars spent on campaign directed towards a specific audience, etc to enhance campaign engagement.

Social Media: We will like or comment to every comment/share made on the post in order to gain traction and keep momentum of effort moving forward.

5. Post-Campaign Activities

After the campaigns end date on March 31, there are a series of activities that will need to take place in order to ensure the company’s legitimacy and reach the highest level of success and benefits.

Drawing: A list of all individuals who liked our page during the campaign will be compiled into a list, assigned a random number, and a random digit generator will select the winner. The winner will then be notified via Facebook Messenger and then in a more formal Email follow up as well as phone call.

Social Media: The winner will be announced and congratulated on social media in a simple post with a graphic of the selected organization to donate the $1,000 to. Additionally, the company will send their photographers to capture proper photos and videos of the check distribution with Sereno Group members, the drawing winner, and the organization for a later post on both Instagram and Facebook.

Check Demonstration: The company will need to write a $1,000 check towards the winner’s selected organization of choice and then a check distribution event will need to be coordinated and executed.

Evaluation: Once the above is complete, a data analysis and evaluation of the campaign in whole will be run in order to improve on similar efforts moving forward and in order to decide if a similar campaign will be run for the company’s Instagram account.

6. Crisis Communication

Some crises that could arise during the campaign are legal issues, confusion, and little to no engagement on our posts and Facebook page.
Legal Issues: In order to prevent any legal issues with involving a drawing or, as Facebook may view it, a contest, we will clue in the company’s attorney on all matters of the campaign. Sereno Group attorney will approve all language in texts and graphics prior to release and will be ready to handle any other legal issues should they come up. As Facebook’s guidelines state, a drawing is acceptable but since the company has never engaged in this type of activity before we will take extra precaution.

Confusion: Something that could happen is participants get confused on if they enter the drawing by liking our post regarding the campaign rather than the company’s Facebook page itself. In order to prevent this type of confusion we will be as clear as possible in language and also discuss this at the first meeting of the month for every office in a hope the company can clear this up. This is a potential concern we have; however, going in to the campaign.

Lack of Engagement: Daily campaign evaluation will be run by our PR team; however, a weekly analysis report will also be ran and sent to VP of Group Strategy in order to make executive decisions on how best to move forward with the campaign and if anything needs to be changed or done. Should lack of engagement present itself as an issue, Tim Proschold, Sereno Group’s VP of Group Strategy will step in.

Chapter 4

Data Analysis

The data in this study is mainly comprised in a comprehensive campaign evaluation which normally would take its form at the end of the above PR Campaign. Additionally, using data analytics from Facebook and Instagram Business Manager we were able to collect extensive data shown in the form of charts below.

Evaluation

1. Ongoing Evaluation

Since the campaign is still taking place, we are making daily tweaks to ensure that our campaign reaches its maximum potential. We are daily tracking post reach and engagement as well as Facebook page likes and are sending weekly emails out to Sereno group agents and employees to continue to raise campaign awareness.
2. Summative Evaluation

Short term success for our efforts would be the amount of likes received to the company’s Facebook page as well as the reach and engagement on the post regarding the campaign.

Long term success will be measured in the receptiveness of our message and later measure of how well we branded Sereno group as a philanthropic organization. If we see more clients selecting to list their home with Sereno Group because the company gives back, this would prove to be an excellent indication of our branding efforts and long term campaign success.

3. Planning

The campaign was executed by a detailed, well-organized, and passionate small group of individuals who were consistent with their work and timeliness. Every detail was well planned out and executed. There was a constant free-flow of ideas and clarity from the beginning of expectation, goals, and objectives from all parties involved. Additionally, team members agreed to respond to one another within a 24 hour window but communication was instantaneous which proved to be extremely helpful to the success of the PR effort.

4. Understanding

While it is too early to measure the understanding of Sereno Group message to viewers, we can hypothesize that the message was well received due to the incredible amount of engagement in the form of positive comments and shares on our social media post. The post was shared 92 times as of now which is promising to the company that their message was well received and believed in.

5. Effectiveness

Overall, our campaign proved to be extremely effective. It costed us about 200 less than the originally allocated budget and reached thousands of Facebook users. Regardless of whether or not these reached individuals participated in the drawing by liking our page, the fact that the post promoted the company’s philanthropic values is an added bonus and viewed as a win-win in the eyes of the client. We averaged 6.09 likes a day to our page which, for a company whose target market are homebuyers and individuals that are not constantly on social media as millennials are, this is a major success.

6. Audience Reach

See charts below.
7. Goal Achievement

We reached our goal of increasing Sereno Group Facebook page likes; however, we ultimately would like to continue to increase this number throughout the rest of the year by implementing a series of similar campaigns. Since this type of effort had never before been done, the client is satisfied with the results of increasing likes by 128 in a 3 week time span; however, I believe this number could have been improved if the company had taken a few more measures to raise campaign awareness such as emailing nonprofit partner organizations and other community members rather than relying solely on fliers and social media.

8. Instructional Objectives

Our objective was to promote Sereno Group Facebook page and increase likes while branding the company as a corporately social entity. Based our post and drawing engagement we can conclude that we reached this objective.

9. Charts

The first ad set was created to be dedicated to high engagement with engagement being a measure of interactions beyond simple views (Bendror). “Engagement on a post means the consumer is "leaning in" and willing to take the time and share their connection with your product or business,”(Bendror).

This ad set was directed towards “nonprofit interest in Sereno office areas” which we defined as individuals living in the United States: Aptos, Los Altos, Los Gatos, Mountain View, Palo Alto, San Jose, Santa Cruz, and Saratoga California, aged 18 - 65+ with interests in Community service, Nonprofit organization, Property, Luxury real estate, Real estate broker, Real estate, San Francisco Bay Area or Community Service Organization, and/or have the behavior of charitable donations.
Performance Chart
Table 1

Placement Chart
Table 2
The second ad set was dedicated for high reach with reach being a measure of how many people have seen our post. This metric is commonly selected to spread brand awareness and get a post the most views rather than the engagement, ad set above which is focused on gaining the most post interaction. “If you are trying to grow your fan base or get a certain post seen, Reach may be the metric for you” (Bendror).

This ad set was directed towards MLS listing Realtors or people with interests in real estate, the behavior of buying or selling homes, and an interest in property. This ad set included individuals in Sereno Group office locations (United States: Aptos, Los Altos, Los Gatos, Mountain View, Palo Alto, San Jose, Santa Cruz, and Saratoga California) with an additions +25 mi radius to each city aged 18 - 65+.
Performance Chart
Table 4

Placement Chart
Table 5
10. Comparative Analysis

Since this is the first type of philanthropic PR campaign the company has rolled it, we wanted to try two ad sets focused on different measure and comparatively analyze the two once the campaign ended. In doing so we found that, not to our surprise, the campaign dedicated toward reach had a far higher amount of views than the campaign geared toward engagement. In fact, by March 21, our second campaign geared toward reach received 11,753 for reach and 72 for post engagement while our first campaign geared toward engagement received 3,323 for reach and 1,214 for post engagement. The demographics between male and female were about the same, split half and half and the age ranges also remained similar. The highest reach and engagement combined for the first campaign was age 18-24 but the highest reach and
engagement combined for the second was age 25-34. Interestingly enough there was a huge discrepancy between the amount actually spent on both campaigns which is correlated to the ability of Facebook to promote the post. Our engagement post ended up costing $217.38 while our reach campaign costed $95.21. When using the dollar value and outcomes to determine which campaign was most successful it is too hard to say. Since engagement and reach are two completely different variables we ultimately can only compare how successful our campaign was using two different ad sets rather than allocating a larger amount of money to simply one or the other. Based on the final dollar amount cost for our reach campaign, we can conclude that if we had simply used reach for our ad sets, we would have had a much lower engagement rate on our post and, since engagement is a better indicator of willingness to participate, a concept often referred to as a “lean in”, our campaign was most successful utilizing both methods. While our reach campaign ensured our post was seen by the most amount of users possible, our engagement campaign made sure our post received comments, likes, etc. and a higher level of interaction which helped our efforts succeed.

Our Facebook page started out with 3,342 likes and ended with 3,470 likes as of March 21. These numbers are exciting to us as this measurement took place in only a 3 week period. While we ultimately would like to increase our likes by 900 more within the next 11 months, this is by far the biggest increase the company has experienced in a one month time span, even when comparing it to the company’s creation. With our success of improving likes by over 100 in such a short time span, the company has decided to continue with a similar effort on Instagram and launch an even bigger philanthropic effort linked to increasing the company’s Facebook
page likes in September. Moving forward, the company also would like to implement a similar campaign in March of 2019 and somehow brand the campaign to tie in with March Madness.

Having never implemented such a campaign, the client was extremely pleased with efforts made by myself and the PR team. Moving forward, the company will have solid data and analytics to base their future campaigns on potentially reach and engage even more individuals.

Chapter 5

Conclusion/Recommendations

In summary, philanthropic efforts dating back a century have evolved into a pivotal part of corporate success, as well as, corporate social responsibility. Studies have shown that consumers are willing and would even prefer to pay more for products from companies that exemplify socially responsible business practices than less expensive products from companies that do not. Millennials are longing for that sense of belonging in company culture more than any generation before them and, in order to continue to be a relevant business, companies should consider what the current state of their culture might be and how to shift this culture if it is undesirable. Additionally, cause marketing has become a huge success and major trend as companies are continuing to recognize how product branding resonates more with consumers in this manner.

While there is no current data to prove that philanthropic efforts directly increase company profits, we can assume that the return on investment for these types of efforts is well worth it based on extensive research and personal interviews. Sereno Group’s Director of Social Impact touched on a story where an agent asked a client why she selected her for a competitive
listing to which the client responded, “because your company gives back” (Duncan). This is only one of many firsthand experiences of the profit gains that can stem from philanthropic efforts. Additionally, as noted by Chris Trapani, the relationship can not be denied. There are too many studies that prove the correlation between happiness and productivity in the workplace to deny that having a company with a philanthropic “soul” and culture which creates a sense of belonging and makes employees happy can lead to increase in company productivity and profits (Forbes).

Another major takeaway from the study is the concept of juvenile delinquency creating the best entrepreneurs. Both Trapani and Iwanaga credit much of their creativity and success to living life on the edge and developing thinking on this “non-traditional” path that goes outside of the box. Yvon Chouinard in his book, discusses how in order to understand the entrepreneur one must first understand the juvenile delinquent and this goes hand in hand with Sereno Group founder's mentality when they broke away from traditional corporately run real estate company to create their redefined real estate business with a “soul”. Many argue that these traditional businesses will soon be irrelevant if they fail to implement socially responsible business practices.

At the corporate level, many philanthropic efforts are seemingly less successful (Iwanaga). This is mainly due to individuals in upper management deciding the company will support organization XYZ because it is the right PR move. The problem with this is when this philanthropic message is passed down to the company, it often lacks that connection and, ultimately, doesn’t hold anyone accountable for the follow through. At Sereno Group, upper management is completely removed from the 1% For Good Initiative. While it was embedded
into the company’s DNA during its founding, it is completely agent based and run. Sereno Group agents, by office, select organizations they are passionate about and then have these organizations present at an office inspirational meeting where the rest of the office votes on which organization they wish to support for that quarter. This, not only holds people accountable for follow through, but ensures that the organization selected is connected with the company’s people.

While there is a push from consumers to become more socially responsible, this is also something that can be incredibly positive on company culture and even profits. There will always be a challenge in making sure one’s message is clear and for the sole purpose to “do good” rather than “look good”; however, some would argue that if a company is giving back who cares what the intentions are. This argument would not be supported by purist thinkers and activists; however, the more companies that wholeheartedly and genuinely do this well will hopefully encourage other companies to do the same. Philanthropic efforts and socially responsible practices have the ability to start a movement. While nonprofit organizations are created for the sole purpose to do good without profit, there is a vast opportunity for for-profit companies to make a huge impact especially with their monetary capabilities to give. "Before we are entitled to encourage other companies to act responsibly we have to do so ourselves. There's only one way to lead, and that's by being in front and leading by example...Every time we've elected to do the right thing, it's turned out to be more profitable"(Chouinard).
References

Addady, M. (2015, October 29). Study: Being happy at work really makes you more productive. Fortune. This magazine was used and reference in my work regarding the study that found that happiness in the workplace directly correlates to productivity.


Bowen, S. A., & Stacks, D. W. (Eds.). (n.d.). DICTIONARY OF PUBLIC RELATIONS MEASUREMENT AND RESEARCH (3rd ed.). Institute for Public Relations Measurement Commission. This dictionary was used to reference public relations terms when creating the definition of terms for the sole purpose of the project.


Chouinard, Y. (2006). Let My People Go Surfing: the education of a reluctant businessman. New York, CA: The Penguin Group. I read this book from start to finish towards the beginning of my research. This text is highly integrated into my study and helped pave the way for the major discussions in my project. I included many quotes from this text as well as other quotes from the other as his philosophies deeply resonated with the major points of my work.

Doyle, A. (2018, March 16). Understanding Company Culture. Retrieved March 22, 2018, from the balance website: https://www.thebalance.com/what-is-company-culture-2062000 This website and blog regarding workforce, workplaces, and job searches highlights how company culture is defined and why having a culture that resonates with employees is so crucial.
This article by Forbes paved the way for my theme selection of cause marketing in my literature review. This article discussed the fundamentals of cause marketing as well as its effectiveness.

This book focuses on the story behind entrepreneur’s desire to change the world not just to create a company and make a profit. The new bottom line in this book includes the planet and socially responsible business practices when creating and managing a company. This is a new common way of thinking amongst entrepreneurs and something I will go more in detail on in my research paper in combination with statistics and studies done in the book.

I read this book from start to finish and it was truly incredible. The book highlighted major themes of setting out to create meaning not money and how the latter comes with this effort. Additionally, Kawasaki’s book delves into fundamentals and the deeper meaning behind corporate social responsibility and how this ultimately leads to, not only a fulfilling life, but also a successful company.

This blog gives an intellectual breakdown of 5 of the most successful one-time corporate social good campaigns such as Target’s 3 million dollars to a non-profit, Ford helping invisible people across America, and the Pepsi Refresh Project. I will use this piece to pull the successful public relations tactics and objectives implemented by these big name companies and what made these campaigns successful. I will also add statistics showing how the publics felt about the companies before and after these campaigns.

Used to create definition of terms for the purpose of the study.

This is the main website for Patagonia’s 1% for good initiative written by Patagonia on their main webpage. Patagonia will be one of my focal points for
company examples in my paper and I will use this as a primary source for their well known campaign and corporate social responsibility tactics.

This is the main website page for Patagonia’s corporate responsibility. I will use primary info and stats for my paper on Patagonia’s corporate responsibility from this site.

This piece highlights the fundamentals and deep roots of environmentalism. Key conversations as to why individuals should live more sustainable lives and where this thought process came from are discussed in detail in the piece. I will be using this article to touch on sustainability and environmentalism in relation to business and how companies can implement sustainable practices and improve, not only their carbon footprint, but also their positive public relations.

This article goes into detail on Nike’s Clean Air initiative and other corporate social responsibility efforts by Nike. The main function of this article is to emphasis the important role corporate campaigns with a focus on and community based non-profit organizations are pivotal in building national activism.

This article is useful in defining what a social entrepreneur is and how this definition has evolved. The definition of social entrepreneur had been found in many pieces of literature but this was the first extensive article on its sole definition that aided me in my research.

This is a well-known blog post that focuses on companies who are practicing sustainability and philanthropic services within their organizations. This blog post specifically discusses what The North Face is doing to take green strides within their organization and I will use this to exemplify the public’s positive view on companies who take these types of steps over those who do not and how this positive public relations has impacted the company’s overall success.
The Clinton Foundation. Patagonia’s 1% for the planet. The Clinton Foundation.
Retrieved from
https://www.clintonfoundation.org/clintonglobalinitiative/commitments/patagonias-1-planet
This is a site from The Clinton Foundation, a 501©(3) non-for-profit organization that goes into detail on the commitment by Orfalea Foundation regarding Patagonia’s 1% for the planet initiative in addition to other key statistics on the success of their campaign. Patagonia will be one of my main corporate examples of companies that have implementing corporate social responsibility into the heart of their company brand.

This magazine article featured how philanthropic have evolved and where they first started, used in my literature review of philanthropic efforts. It also discusses the potential impact for these types of movements on the country.
Appendix A

Interview with Kirsty Duncan

What is your job description at Sereno Group?

“The job title is Director of Social Impact. Overseeing 1% For Good program. Our 1% is taken care of if our engagement and culture is strong. The engagement and culture I oversee translates directly into the act of giving. We track our offices participation rate. I can see offices where we have management and morale issues, they tend to have lower participation. The offices that tend to be smooth sailing and are in the zone, have the highest participation. When we get number back from Q1 I will be able to determine if this supports my theory.”

What would you say is the number one aspect about Sereno Group’s company culture that sets it apart from other residential real estate companies?

“Our compassion. We genuinely care.”

Do you think there a relationship between philanthropic PR campaigns and company profits?

“Without a doubt. Another one I don’t even have to think twice. Agents go on listing appointments and when they get to this section, there clients are shocked they cant believe the numbers we contribute. We are almost at 2 million dollars in giving. Clients without a doubt. Even just the general public, they’re so confused when I tell them we give so much and we are a real estate company. One of our goals has always been to redefine real estate and business
3. What do you think is the main company motive behind these types of PR campaigns?

At least for Sereno, to do good. It feels good and we genuinely care. Does this have a trickle effect on potential clients? Absolutely- without a doubt but that is not where the initiative stems from.

4. Is there a change in impact between short-term versus long-term campaigns?

I think there is. I think they impact differently- long term its more cultural it's there in our DNA the short term can be the pickup, that burst of energy and way to get people re-engage. When the market is hard in our industry, agents isolate and don’t come into office and stay home- do exactly what they shouldn’t do. We have to try really hard to engage them- it's when we need to let them know come in, engage, it helps with depression, anxiety and fear. Our program is so unique because everyone is self-employed. It's completely different from Google, facebook etc. they're paid employees- their motivation is so different than inspiring our agents- it's almost like trying to engage and inspire a volunteer. They really have to believe in mission, values and feel that self belonging because they are self employed. They definitely have that different role.

What defines a best philanthropic campaign? And how is this measured?

You can get data in reaches, likes, shares but I think after a campaign, that will have an impact of us as a company more in May or April when we discover that reach. When we announce the giver and present the check- that energizer moment is the feel good aspect that builds company
morale this, to me, ultimately constitutes a successful campaign. For this specific month of March campaign I’d like to see our likes increased by 20%.

What companies best (using a defined and specified bar mentioned above to measure “best”) implement philanthropic/sustainable PR campaigns and CSR practices?

Patagonia is really great, Eileen Fisher does a lot with the women’s and manufacturing, Toms

Do you believe there is a relationship between CSR and company morale?

“Without a doubt. I don’t even question it… the energy and vibe in one of our happiest offices right now by far is Saratoga. When I came on board, Saratoga was at 85% giving and now they are at 91% giving. They are newer, so they are in honeymoon phase but they are incredible. I think Westside Santa Cruz since they are newer, I believe they will have amazing giving turnout. Our Willow Glen office is in the 70%, we used to be at 100% high 90% but we have had a lot of turnover. I honestly believe when people have that sense of belonging because people are looking for their tribes, when they get that sense of belonging at a deeper level at their workplace at their company, they want to belong. When the company they work for has that philanthropic DNA. That 1% just enforces that you belong to something else something more. One of the great thing I like about the stats when I start gathering them, ours is an opt in program not an opt out, so individuals are deciding to opt out, making that ethical choice. I think what is great is we are really going to tell when we get 75% of office participation that means 75% are making that decision to give. Companies look at matching funds to see how many employees match dollars for giving… we are double in comparison to these companies.”
What is the best way to attract an audience to a philanthropic campaign?

“People have said this is great- we love it. If I don’t get negative feedback I know things are going well. We don’t usually get positive feedback. You don’t hear Ohmygod I love the Facebook post.”

Awesome thanks so much… anything else you’d like to add?

“I never tell anyone I’m an agent. If we can lead with ethics, integrity- that redefines image of not just us, but the industry as a whole. That’s what makes our company so special.”

Appendix B

Interview with Chris Trapani

What is your job description at Sereno Group?

Founder and CEO

What would you say is the number one aspect about Sereno Group’s company culture that sets it apart from other residential real estate companies?

Business with a soul. Social responsibility and, being a socially responsible company, we offer a unique opportunity to consumers. As a consumer, you are making your biggest purchase that year and years to come and making that purchase knowing it is benefiting the community is huge.
Do you think there is a relationship between philanthropic efforts and company profits?

Happiness equals higher productivity. Sereno Group agents are happier with that sense of purpose that efforts such as our 1% For Good Initiative offer. Additionally, we have found that people in the community choose to list with Sereno due to our efforts.

What is the relationship, if any, between consumer behaviors and philanthropic business practices?

I know firsthand that people choose to buy and sell their homes with our company because of what we do. One agent recently told me she landed a very competitive listing and when she asked why they chose her, the client said point blank, ‘because your company gives back.’ This is something we see again and again.

What do you think is the main company motive behind these types of PR efforts?

It differs from company to company

What defines a best philanthropic campaign? And how is this measured?

Something we struggle with is being like the purist or advocating our efforts in order to start a movement but mainly to encourage consumers to list with us to allow us to give back even more.

Can you define purist?
The purists say, we are not going to promote the fact that we are giving because that’s not why we do it. The people that are on the other end say do we get something from the giving—does the giving get us something.

What companies best (using a defined and specified bar mentioned above to measure “best”) implement philanthropic/sustainable PR campaigns and CSR practices?

Patagonia obviously… companies like Toms.

Do you believe there is a relationship between CSR and company morale?

Yes, absolutely.

Appendix C

Interview with Ryan Iwanaga

What is your job description?

Co Founder of Sereno Group Real Estate

What companies best (using a defined and specified bar mentioned above to measure “best”) implement philanthropic/sustainable PR campaigns and CSR practices?

Obviously the one we always hold in high esteem is Patagonia and I think they are the masters of they never really sell their product what they are is selling their mission and vision. It’s a little different because they are retail selling a commodity and we sell a lifestyle or a property that we aren't producing. They've worked hard to put overall humanistic vision primary and by virtue of
that they've created this whole social narrative of brand loyalty based on this vision. There is a deeper loyalty to the brand based upon their social responsibility. The difficulty for us as an organization- what we are selling is property that does not belong to us but the appeal is look, our vision is to be responsible citizens within the marketplaces that we serve. We’re not an organization that is only taking from the community- we’re benefiting from our citizenship within the community and business that we do but by virtue of that our responsibility is to reinvest in organizations in the community that will have a positive impact on the community.

Do you believe there is a relationship between CSR and company morale?

Yes I do. I definitely do. Watch Shawn Achor’s Ted Talk. What he talks about is his whole field of study of happiness. What he talks about is, what they have found in their studies is when an individual working for an organization is happy, above any of the other factors that contributes to productivity. It’s a little bit of a reach but having an understanding of what your community is striving to achieve social responsibility wise ties in with happiness.

At other corporations, their chosen charity comes from upper management. The sense of it all is more for the politics and the PR and what that stands for and their ability to leverage this out as best they can... but really what it was was someone said listen we need to have a national charity that we need to support but at the local level there was no ownership so no one identified with it or felt passionate about supporting them because it was a corporate directive it lost its authenticity. They say it's their charity but its not coming from a passion or willingness to help.
What’s great about 1% for good effort is its completely run by agents. We want them to feel empowered and connected to the benefit that we are providing to the community. If your dad and I were to say ok this year we’re giving 1% of profit to organization XYZ most people will say “Who are they? Why them?” and there isn't this ownership. What we have is driven by the vision. It’s not driven by some corporate agenda.

What defines a best philanthropic campaign? And how is this measured?

I think there is always a danger when you look at percentage of contributors. My feeling is, for instance, there was a group of about 5 individuals years back wanting to make Saratoga a better place… it was a Saratoga beautification effort and we gave them $1,000… she still thanks me… one of the committee members everytime she sees me and it’s been years. It’s not dollars contributed it is the fact that hopefully we are helping organizations that might not otherwise have that opportunity. From the perspective of smaller organizations who might otherwise not show up on the radar, they’re trying to do good for the community and asking for nothing in return. They just want to inject goodness into the community. For us to be able to support these organizations is a win. We are using our success to enable organizations within our communities to do what they want to bring good things to the community. To me that's a victory. I don't look at this pragmatic measure. The movement is a success whether we donate 500 or 20,000 dollars. The fact that our mind set is focused on that is what I recognize as the movement being successful.
What would you say is the number one aspect about Sereno Group’s company culture that sets it apart from other residential real estate companies?

I think our 1% For Good represents who we are at the soul of it. It goes back to who we are as understanding our obligation to the community. Your grandfather and grandma went to willow glen went to willow glen high and my parents grew up in san jose and went to willow glen high. There is an understanding- you never want to be the company that comes in and sucks in resources and never pays attention to community- that is a one-sided relationship and there is no benefit the community is getting. In order to really be a company of meaning, you have to understand your responsibility to the community not only to that community but also as a citizen. Corporations are always greedy, profitably is king and whatever.. What the 1% for good program recognizes is that there are other things that we can do. Profitably is always important so you create a sustaining organization but at the same time you can actually use that success and leverage it back into community.