Can Do Carolina

“Crushing Cans, Building Homes” - a campaign to benefit Habitat for Humanity

2006 Bateman Competition

an integrated approach to a public relations campaign
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As representatives of the University of South Carolina’s School of Journalism and Mass Communications, we wanted to choose a name of strength, stability and endurance. We selected The Keystone Group. Our campaign is research driven, taking advantage of the consumer and social behaviors of college students in order to meet our strategic objectives. The four-member team and its two advisers are:

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One idea, 50 days, 564 pounds of aluminum and 17,000 cans made Can Do Carolina successful. When The Keystone Group agreed to take on the task of designing and implementing a public relations campaign for Habitat for Humanity, (Habitat). We knew we wanted to work outside the box and completely utilize the habits of our market segment. As research would indicate, the best way to do this was with cans.

Our highly successful campaign generated two well publicized events, more than 20 media hits valued at over $16,000 and created a return on investment of $39 to $1 in equivalent advertising.

On average, 77% of adults between the ages of 18 and 25 consume canned beverages on a regular basis. Of these adults, 15.5% have consumed eight to ten canned beverages in the last seven days, twice the national average for other age groups. With this information, we chose to enhance the existing Cans for Habitat program, titling our rendition Can Do Carolina. The most notable features of Can Do Carolina include:

- An action based approach that encouraged participation by catering to the existing consumer and social behaviors of the market audience.
- A cooperative design between the campaign and university/school officials that takes advantage of existing resources and minimizes costs.

At the onset of our campaign, our Habitat Chapter received 40 cents per pound of aluminum from a local recycler. By the end of Can Do Carolina, Habitat received 70 cents per pound. A single pound of aluminum consists, on average, of 34 cans. Armed with our research and the habits of our demographic, we recognized university communities as an untapped resource for extensive aluminum recycling for Habitat.

Using the University of South Carolina as a pilot market for Can Do Carolina, we created a campaign that can be successfully implemented on any college or university campus. The program was implemented throughout the entire University of South Carolina campus including the residence halls, academic buildings and Greek Village as well as off campus apartment complexes specifically catering to college students.

To inform and entice students to participate, we partnered with conventional and unconventional media outlets. With the positive monetary benefit to Habitat for Humanity and the exceptional feedback from community members and students, we believe that Can Do Carolina is an exceptional medium to help increase volunteerism and improve awareness for the organization.
Organization Background
In a typical fiscal year, Habitat for Humanity builds 200,000 homes worldwide and assists two million people in 3,000 communities. The cost of an average home ranges between $800 for a traditional home in Africa to $50,000 for a standard home in the U.S.

Habitat for Humanity remains rooted to the truths and beliefs of the Christian religion, although they provide services to persons of any religious or ethnic background. Since its inception in 1976, Habitat has established a widely known reputation as a provider of low cost housing for low-income families.

How Habitat Works
Habitat makes home ownership possible by offering mortgages with no down payment and no interest to qualified recipients. Recipients of Habitat homes are required to assist in the payment of their home by providing 500 hours of “sweat equity” on the building of their home or at other Habitat for Humanity sponsored events.

Habitat for Humanity relies on the charitable efforts of individuals and businesses. Upon visiting the Habitat for Humanity website, one may choose from a variety of methods to make monetary donations or contact one’s local affiliate.

Current Standing
In the past year, Habitat for Humanity received a great deal of media coverage due to their assistance in the rebuilding efforts of areas plagued by natural disaster. The United States has been overwhelmed with hurricanes, fires and tornadoes. Habitat has maintained a steady stream of builds and support for the victims, especially with the recent effects of Hurricane Katrina.

Central South Carolina
Locally, the Central South Carolina Habitat Chapter estimates that one in every four families within their jurisdiction lives in poverty. Central South Carolina is one of 38 affiliates in South Carolina and boasts an additional sub-chapter of just students on USC’s campus. It sponsors an on-campus build every year.

Our National Plan
The Keystone Group wanted to link Habitat’s local chapter with a national opportunity, to raise money for their campaign via can recycling. We also wanted to educate students on the contributions Habitat was making in the local areas as well as nationally and globally. We wanted participation from all students, not just those already affiliated. The Keystone Group implemented a campaign to entice even the most uninvolved students to contribute. The convenience of Can Do Carolina and the positive impact even the slightest donation can have on Habitat were major factors in rallying the students and exciting them to make a difference.

With this increased need for new homes, the necessity to increase volunteerism and donations to the organization has also increased.
Tough Competition
Habitat for Humanity is a well-established charitable organization with a strong reputation for providing affordable housing to low-income families. While Habitat works for the common good of the people, it has tough competition for volunteer and monetary donations. Among the key competitors are the United Way, Salvation Army, and American Red Cross.

All of these organizations provide a service to fill a need. When deciding where to lend support, this commonality makes for difficult decision making. Students responded in a survey that time and convenience were the most important factors impacting their choice of volunteer organizations.

Can Do Carolina crushes this problem by focusing on alternative methods of volunteerism for Habitat for Humanity. Our recycling program utilizes the existing consumer and social behaviors of our primary demographic, providing them with a convenient and economically viable volunteer method.

From Trash to Cash
Given the recent occurrence of natural disasters and economic uncertainty, many Americans are in a position where they are tightening or reorganizing their budgets in order to keep their lifestyles intact. These events have impacted others in such a way that many are unable to donate time or money to a charitable cause.

To ease the strain of a tight budget, Can Do Carolina helps people use what they have to give to a greater cause. By creating a link between recycling and volunteerism, members of our demographic participate in helping Habitat without financial stress.

Battling Ignorance
While many students have heard about Habitat for Humanity, very few comprehend the how and why of the organization. Furthermore, few have volunteered or know how to contribute.

Without a complete understanding, the opportunity for confusion increases. Arming students with information will allow them to make a more consistent choice when volunteering. Empowering our demographic with the tools to gain a complete understanding of Habitat increases the level of volunteerism, fundraising and brand awareness.

Can Do Carolina prevailed in this battle by incorporating an educational component into all events and publicity material. We established a high level of clarity by raising the level of awareness of exactly how and why Habitat for Humanity works, and how “Crushing Cans, Building Homes” could be served by students, everywhere.
TARGET MARKET

Primary Target:
University of South Carolina Students

Students at the University of South Carolina were designated as our primary target. A recycling initiative benefiting Habitat for Humanity suits the lifestyles, interests and budgets of our target market.

Based on our follow-up primary research, recycling to benefit Habitat for Humanity was the greatest motivator for students to start recycling aluminum cans.

Thirty percent of students surveyed responded they would be inclined to change their aluminum recycling behavior if the proceeds went to Habitat for Humanity.

Secondary Target
The Greater Columbia Community

The nature of the consumer market is that most products are made of materials that can be recycled. Consumers, specifically ones that buy aluminum products, also exist outside of university campuses. Therefore, the parameters of Can Do Carolina were designed to allow for convenient participation outside of our primary target.

Mass Media

In addition to students, another Primary Target was media. By enlisting the help of media to tell our recycling good news story, we were able to inform the public of what was happening and determine who was paying attention.

Many Columbia residents already participated in the city’s pre-existing recycling initiative; however, no previous recycling effort has benefited Habitat for Humanity. Can Do Carolina expanded on the existing recycling habits of Columbia’s residents by providing a means for them to utilize their recyclables for a greater cause.

While this target encompasses members of a different socioeconomic bracket than most students, Can Do Carolina is a universal campaign that capitalizes on convenience.

We utilized our secondary market as means to explore the syndication possibilities of the campaign outside our primary target. We recognize that not all Habitat chapters have the ability to utilize a university community; therefore, Can Do Carolina is a flexible program designed to be applicable to any community, regardless of university presence.

15% of persons age 18-25 are considered heavy can users, TWICE the national average for all other adult age groups.

16,441,518,096: The number of beverage containers that have been thrown away so far this year.

Please collect your aluminum cans for Habitat for Humanity. Just remember to place this bag outside your door Monday night for Tuesday’s pickup. Thank you for participating in Can Do Carolina and supporting Habitat for Humanity.”

You will not be charged by maintenance for leaving your bag outside your door.

Can Do Carolina provides the means for this demographic to recycle their already purchased aluminum products conveniently for the benefit of Habitat for Humanity.

According to Simmons Marketing Research, 77% of our target market consumes canned beverages, 10% higher than the national average. Of those, 15% consume 8-10 beverages in one week.

Further research revealed that persons within this audience are more inclined to recycle their aluminum containers if the proceeds go directly to an organization they support, such as Habitat for Humanity.

Can Do Carolina provides the means for this demographic to recycle their already purchased aluminum products conveniently for the benefit of Habitat for Humanity.

*You will not be charged maintenance for leaving your bag outside your door.

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Overview
The Keystone Group focused on adjusting and implementing the existing Cans for Habitat program on the University of South Carolina campus and surrounding area.

We developed an action-based program that was highly successful and can be replicated in any college or university community. We produced engaging activities that worked to both motivate and inform students of their ability to assist Habitat for Humanity by simply donating their aluminum cans.

During the course of Can Do Carolina we remained goal-oriented and focused on the needs of the client. With this in mind we produced a plan that anyone can participate in regardless of age, financial status or physical ability.

Our primary objectives in developing this campaign were:

- To design and implement an action based program that utilizes the current consumer and social behaviors of persons age 18-25.
- To encourage alternative volunteerism amongst the next generation.
- To increase the awareness of the new Habitat for Humanity logo.

The following strategies, which we have CANS, helped us accomplish our goals:

- COMMUNICATE the conveniences of helping Habitat for Humanity by raising awareness of the Can Do Carolina campaign.

Can Do Carolina implemented media, both conventional and non-conventional, to emphasize the association of Can Do Carolina as a beneficiary to Habitat for Humanity.

- ACTIVATE members of our demographic to participation and volunteerism.

By stressing the goals of Habitat for Humanity and the convenience of Can Do Carolina, members of our demographic were compelled to become involved.

- NAVIGATE the characteristics of the demographic to best inform our target market and conform to their lifestyles.

Can Do Carolina utilizes the consumer and social behaviors of the students age 18-25 by offering a program that highlights convenience and cost effectiveness.

- SYNDICATE the aspects of the campaign so college communities across the country can easily replicate our program.

Using the existing recycling initiatives on our university campus as well as partnerships with local apartment facilities and surrounding areas, our campaign is easily replicable in other college towns.
**Implementation**

**Off-Campus Volunteerism**  
**February 1 - 21, 2006**

**Objective:**  
To generate volunteerism of the Can Do Carolina campaign by offering a convenient volunteer outlet.

**Target:**  
Student-focused apartment complexes off-campus.

**Key Elements:**  
In an effort to increase volunteerism among our target market off campus, The Keystone Group partnered with two student-focused apartment complexes in the Columbia area which are home to 1200 students. Our research indicated that students would be most likely to participate if they could do so from their home. We wanted to provide the most convenient way possible for the residents to get involved. This was accomplished by hanging white kitchen trash bags on each apartment door with information attached displaying an aluminum fast fact and instructions. Residents were asked to place the bags outside their doors every Monday evening for Tuesday pick-up, when bags would be replaced.

**Can Collecting/Sorting**  
**February 1 – 28, 2006**

**Objective:**  
To prepare aluminum for Habitat for Humanity recycling.

**Key Elements:**  
Due to the fact that USC recycling uses one receptacle for both plastic and aluminum, it was necessary for the Keystone Group to sort the collections daily. Recyclables were collected in all USC academic buildings as well as residential housing and delivered to the maintenance office. Members of the Keystone Group as well as volunteers from a USC fraternity, Delta Tau Delta, and the USC service sorority, Epsilon Sigma Alpha, assisted in the sorting process.

**Acquisition of Endorsements**  
**Month of January**

**Objective:**  
Add credibility to Can Do Carolina

**Key Elements:**  
We targeted The School of Environment, USC Sustainable Housing, and Student Government. The support of these organizations added credibility as well as additional outlets to publicize our campaign. (See appendix two for additional details of endorsement support)

Endorsement letters were obtained throughout the month of February and aided in credibility of program
“Crush Your Frustrations”
Greene Street, Russell House Student Union
February 15, 2006, 10 a.m. - 3 p.m.

Objective:
Draw upon college students frustrations the day after Valentine’s Day in order to attract attention for our campaign and educate members of our demographic about the benefits of donating aluminum to Habitat for Humanity.

Target:
College students.

Strategic Justification:
Crush Your Frustrations served as a light-hearted means of attracting the attention of students. After attracting students’ attentions, representatives of The Keystone Group took advantage of the situation by explaining the purpose of the event and by handing out promotional fliers for our upcoming Finale Event.

Key Elements:
1. Attract an audience:
The activity itself, stomping cans, also provided a visual appeal to those passing by and enticed further interest. We chose this activity to allow the students quick and easy participation.

2. Education Opportunity:
It was imperative for the students to appreciate the significance of crushing a can for Can Do Carolina. Through their participation we were able to establish a personal connection and further our promotion through one-on-one contact.

Keystone Group members established a direct correlation between Habitat and aluminum recycling, emphasizing how convenient recycling is as a way for the demographic to contribute to Habitat. We explained that Habitat receives 70 cents per pound of aluminum donated to a recycling center. We also discussed Can Do Carolina’s role in helping to establish a recycling initiative for Habitat’s benefit.

“Crushing Cans, Building Homes”
Greene Street, Russell House Student Union
February 23, 2006, 10 a.m. - 3 p.m.

Objective:
Draw upon a central campus location for our demographic to attract participation, education and volunteerism for Can Do Carolina and Habitat for Humanity.

Target:
College students and the surrounding community.

Strategic Justification:
Crushing Cans, Building Homes represented an upbeat, free food filled event to attract students and the community. Students were able to obtain information about Can Do Carolina and its role with Habitat for Humanity through participation in our events.

Key Elements:
1. Attract an audience:
The placement of our event allowed us the visibility to reach 1000 students in a high-traffic area. We strategically placed announcement banners for the event on the entrances of the street. Large tents decorated with balloons and posters were placed mid-street. We included upbeat rock music and a Keystone Group member on loud speaker directly addressed the students and invited them over.

IMPLEMENTATION:
Events

The placement of the event, Greene Street, on the central part of campus, attracted approximately 300 students within the chosen demographic. Our table was strategically placed and decorated to lure students. We offered candy for participation as well as the can crushing opportunity as a frustration reliever.

Sign attracts students to event during class changes.
2. Maintain Attention:
Our event was interactive. We encouraged students to take-part in a variety of opportunities. The music and loud announcements were the initial attractions, but our activities and one-on-one interaction retained their participation.

Each attendee took a portion of the pizzas, burgers and a canned beverage. We reminded them to recycle to benefit Habitat and to enter our raffle. The free raffle offered prizes ranging from autographed photos of the university’s coaches to gift certificates for local shops and restaurants. While entering the raffle, students also participated in our games for t-shirts and other prizes.

The games included:
- **Can tower building contest**
  (Students competed to build the highest tower in 30 seconds.)
- **Belching contests**
  (Prompted students to give their loudest belch into the loud speaker.)
- **Soda-drinking competition**
  Challenging contestants on who finished their beverage quickest.
- **Can bowling contest**
  (Tested the bowling skills of students using empty cans as pins.)

These games appealed to our target demographic. They were uncomplicated, quick and entertaining. The visual appeal of these games also drew further attention to the event.

3. Education Opportunity:
It was vital for the participants to understand the significance of using only aluminum products in our games and activities.

We established a means of personal contact through the event, but wanted to reach further and establish an educational foundation for the continuation of our campaign and its purposes. We gave out canned beverages to create an association between Habitat and aluminum recycling. We emphasized the non-conventional methods of helping Habitat by recycling.

The Keystone Group and Habitat volunteers detailed how aluminum recycling benefited Habitat and the role students can play in its implementation. We also explained the mission and goals of Habitat and how any and all volunteerism, including can donation, contribute to the success of the organization.

We tied our campaign directly with Habitat through the prominent display of Habitat’s logo on promotional items such as t-shirts, beverage koozies, and a large display on Habitat’s box truck.

We also provided informational brochures and flyers as well as a sign-up sheet for students to be contacted directly by Habitat for future involvement opportunities.
IMPLEMENTATION:
Targeted Media

The media selected were consistent with our primary objective of increasing awareness of the Can Do Carolina project’s beneficiary, Habitat for Humanity.

CONVENTIONAL MEDIA

Media Alert and Press Releases
Can Do Carolina issued Press releases and media alerts prior to both events (“Crush Your Frustrations”, Feb. 15 and “Crushing Cans, Building Homes”, Feb. 23) notifying students and regional media of the events.

Student Media Coverage
To effectively reach our demographic within the university’s community, we used student media.

The Gamecock (USC’s student newspaper) has a readership of more than 30,000 and distributes to students, faculty and staff free of charge at more than 60 locations on and around campus.

The Carolina Reporter (School of Journalism student newspaper) publishes weekly during the Fall and Spring semesters.

Carolina News (School of Journalism student news group) is televised daily on USC’s closed circuit television station.

Local Newspaper Coverage
The State Newspaper is Columbia’s daily newspaper. The combined, unduplicated reach of The State is 76% of adults 18 and older in the Columbia market.

Local Television Coverage
WOLO-TV (Columbia ABC affiliate) is one of four local news broadcast stations serving the South Carolina midlands region.

WLTX-TV (Columbia CBS affiliate) serves the Columbia area with three nightly news broadcasts, at 6 p.m., 7 p.m. and 11 p.m.

Local Radio Coverage
The following stations ran PSAs or local programing discussing our campaign:

Inner City Broadcasting
WWDM-FM 101.3 (rap)
WHXT-FM 103.9 (rap)
WMFX-FM 102.3 (classic rock)
WARQ-FM 93.5 (alternative rock)
WZMJ-FM 93.1 (ESPN Sports).

Clear Channel Broadcasting
WCOS-AM 1400 (sports)
WCOS-FM 97.5 (country)
WLTY-FM (light rock)
WNOK-FM 104.7 (top 40)
WVOC-AM 560 (news/talk)
WXBT-FM 100.1 (hip-hop and R&B).

UNCONVENTIONAL MEDIA

On-Campus Targeting
Unconventional media increased awareness of the Can Do Carolina program. The following outlets served as alternative communication methods further reaching and informing USC students.

Fliers Table-toppers
Listserv e-mails News Letters
Scroll Bar Web site
Facebook

Our campaign garnered 57.5 column inches
Our campaign garnered 3.5 min. of tv time
Our campaign garnered 147 minutes
Our campaign garnered 286 column inches
The Can Do Carolina campaign created measurable success. The depth and layering of each promotional and publicity effort played a key role in accomplishing our objectives. Each element was carefully designed, fine-tuned and executed. Press releases, special events and unconventional publicity tools established awareness and created an association between recycling and Habitat for Humanity.

Accomplishments of Campaign

Our diverse media efforts were successful in increasing awareness of how aluminum recycling can benefit Habitat for Humanity. A local recycling firm learned of Can Do Carolina and decided to utilize their resources to maintain and expand our program throughout the city of Columbia.

The Keystone Group created a lasting impression of the new Habitat logo through its consistent and repetitive use on promotional items including press releases, koozies, t-shirts, fliers, banners and information packets. Our post-campaign research revealed a 15% increase amongst students surveyed who associate Habitat with its new logo.

Our initiative to communicate recycling’s social benefit motivated students to change their recycling habits. Forty-eight percent of students reported their willingness to recycle when they knew it would benefit Habitat for Humanity.

Can Do Carolina’s central focus, to associate recycling with Habitat for Humanity, allowed for the creation of recycling programs where they previously did not exist.

As part of the campaign, we enlisted two off-campus, student focused apartment complexes and the Greek Village at the University of South Carolina. Participation in these programs served as an untapped resource for both recycling and for Habitat for Humanity. Pointe West Apartments has established a permanent recycling program for Habitat for Humanity as a result of our campaign.

Return on Investment and Budget

Due to the extensive media coverage, The Keystone Group earned the incredible return on investment of $39 to $1 of equivalent publicity at the national rate using a 2.5 credibility rating.

While conforming to the standards placed, The Keystone Group operated on a budget of $257.00 of the allotted spending budget and raised an additional $780.00 in gifts in kind.

Areas of Improvement

Participants: Most students who participated in Can Do Carolina’s events were between classes and unable to spend enough time to obtain the full experience.

Volunteerism: Can Do Carolina was an expansive program. Although we had two groups volunteer time, increasing the number of volunteers would greatly expand the capabilities of this program.

Time factor: We were limited in how far we could go. With more time, this campaign could easily grow to encompass middle and high schools as well as other colleges located in the Columbia area.

Media coverage: Although press releases were sent to all media outlets in the Columbia area, only two of the four major TV affiliates reported on Can Do Carolina. Potential media coverage was dependent on other news of the day.
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APPENDIX 1: Secondary Research
Competitive Analysis

This section explores the strengths of three of Habitat for Humanity’s primary competitors. By understanding and acknowledging the strengths of these organizations we were better able to refine our campaign.

The Salvation Army

The Salvation Army, like Habitat, was founded on and still obtains the beliefs and missions of the Christian church. The goals and objectives of The Army focus on the social betterment of the poor. The Army employs many separate means of involving the community such as the Red Kettle campaign and Adopt-a-Family during the holiday season. Like Habitat, the Army also maintains separate stores, based solely on donation, providing means for low-income families to buy household goods at a discount prices. For every dollar received at these Army stores as well as in simple contributions, $.84 is donated directly to the programs. In 2005, the Salvation Army recorded helping over 34 million people in the United States alone.

The United Way

The United Way is a system focused on the root of the causes of a community’s most serious problems. The United Way’s objectives include involving every facet of the community in the solution, to help the most people.

This system includes more than 1,350 organizations nationally, each independent and separately governed by local volunteers. Like Habitat, The United Way incorporates each of its affiliates to be molded to its local community and fulfill the specific requirements of each.

The standards of The United Way are enacted to most enhance the effectiveness of its affiliates and ensure the fulfillment of The United Way’s mission. The United Way strives to impact the overall well-being of its citizens and, like Habitat, targets each community as individuals.

The Red Cross

The Red Cross is committed to saving lives and easing suffering and, like Habitat, helps provide relief to victims of disaster locally and globally. It is currently America’s most trusted charity.

The Red Cross functions independently of the government but works closely with government agencies such as the Federal Emergency Management Agency. Habitat and The Red Cross responded rapidly to the areas ravished by hurricanes in the United States in 2005. Both organizations are playing key roles in restoring the community with Habitat assisting in the reconstruction and The Red Cross providing relief assistance including local store vouchers. The Red Cross responded to 72,883 disasters in the 2004-2005 fiscal year alone – more disasters on record than in the past six years.

Q: How do you choose a volunteer organization?

A: “I think it depends on what each organization is looking for, so if each organization differentiated itself it would help to get over the conflict of interest.”
The methods of our campaign student surveys, along with results, are discussed in the following section. Graphs follow the written outline to provide a visual representation of the results.

Methodology
The purpose of our research was to examine recycling behaviors and attitudes of our target market. The survey method fulfilled our need to collect quantitative information in a time and cost efficient manner from a diverse and representative sample.

The Keystone Group carefully developed survey questions aimed at collecting specific information about factors contributing to students’ recycling habits and how they perceived Habitat for Humanity. The format of the survey served as a tool to help construct the best suited campaign objectives and strategies for our audience as well as a baseline for post campaign comparison.

Participation in the survey was voluntary. Each person was assured of the confidentiality of his or her answers by the survey disclaimer

Sample Size Characteristics
The research population was defined as all students at the University of South Carolina, Columbia. A random sample of 200 students was drawn from this population, with 98.9% falling within the age range of our target demographic.

Of the surveys returned, the average age was 20 years, 52% were male and 51% were students living on campus.

Response Rate
We received 185 surveys that fit within the parameters of our target market which we used in the evaluation of our primary research.

General Results
All data analyzed in this section represents the 185 students surveyed that comprised our 92% response rate. Of this percentage, 48% responded to having heard of Habitat and know how it works. Seventy-one percent responded they had never volunteered for Habitat, but had considered doing so. This confirmed our assumptions that students within our demographic have a desire to participate, but are unable to fulfill it.

We needed to know how to entice students to participate. What was holding them back? We included questions in the survey to help decipher precisely what students were looking for in an organization to qualify it as worthy of their participation.

When asked to rank the factors that discouraged volunteering, 50% of students chose lack of time as their most influential factor. The second-highest limitation was lack of finances at 38%.

Given the information in our secondary research, that the majority of the people in our demographic consume aluminum canned beverages, it was necessary to find out what percentage of students recycle these cans. Forty-five percent of students surveyed reported they recycle their aluminum cans. Forty-eight percent responded that having a recycling bin in their home would make them more inclined to recycle. The number one motivator, reported by 40% of our sample, to change recycling habits, was knowing their recycling would benefit an organization such as Habitat.

“\textit{I started saving cans as soon as I found out about it.}”
\textbf{- on the Can Do Carolina project.}

APPENDIX 1: Primary Research Survey Results
APPENDIX 1: Primary Research Survey Question Justification

1. How familiar are you with the organization Habitat for Humanity?
   To gauge the present awareness of Habitat for Humanity among our target market.

2. Are you aware that there is a local Habitat for Humanity affiliate in Columbia?
   To test student knowledge of local presence of Habitat for Humanity.

3. Are you aware that there is a student Habitat for Humanity affiliate at USC?
   To find out how aware students are of the presence of Habitat for Humanity on the USC campus.

4. Which of these is the goal/mission of Habitat for Humanity?
   To evaluate students perceptions of the organizational goals of Habitat for Humanity.

5. Have you ever volunteered for Habitat for Humanity or considered volunteering?
   To find out how many students have volunteered with Habitat for Humanity.

6. If you have considered volunteering for Habitat for Humanity, but have not done so, how have these factors influenced your decision? (Leichart scale)
   To better understand what prevents students from volunteering.

7. Which of these is the current logo for Habitat for Humanity?
   To find out student’s awareness of the new Habitat for Humanity logo.

8. Do you currently recycle aluminum cans?
   To learn the recycling behavior of University of South Carolina students.

9. If no, how inclined would you be to change your aluminum recycling behavior if: (Leichart scale)
   To understand the factors necessary to change student recycling behaviors.

10. In which type of housing do you currently live?
    To find out if housing situation affected students recycling behaviors.

11. What is your class standing?
    To determine whether or not class standing affected student’s behaviors.

12. Age
    To ensure the persons surveyed were members of our key demographic.

13. Ethnicity
    To obtain demographic information on the persons surveyed.

14. What is your general impression of Habitat for Humanity?
    To gauge the general feelings students have of Habitat for Humanity.
APPENDIX 1: Primary Research Survey Graphs

How familiar are you with the organization Habitat for Humanity?

- 3% I have never heard of the organization
- 48% I have heard about the organization, but don't know how it works.
- 49% I have heard of the organization and know how it works.

Are you aware that there is a local Habitat for Humanity affiliate in Columbia?

- 22% Yes
- 78% No

Are you aware that there is a student Habitat for Humanity affiliate at USC?

- 45% Yes
- 55% No

Which of these is the goal/mission of Habitat for Humanity?

- 30% To give free homes to people in need.
- 64% To build homes, sell them for a profit and donate the money to charity.
- 6% To develop communities with people in need by building houses.
Have you ever volunteered for Habitat for Humanity or considered volunteering?

- Yes: 28%
- No: 72%

*In the following five questions, the students were asked to rank how the listed factors influenced their volunteering habits.

I don't know anything about building a house.*

- 35%
- 14%
- 22%
- 12%
- 15%

I don't have time to volunteer.*

- 6%
- 12%
- 29%
- 30%
- 20%

I can't afford to make donations right now.*

- 15%
- 21%
- 25%
- 24%
- 18%
APPENDIX 1: Primary Research
Survey Graphs

Which of these is the current logo for Habitat for Humanity?

- 24% of respondents chose the green option
- 76% chose the blue option
- 0% chose the red option

Do you currently recycle aluminum cans?

- 54% of respondents said Yes
- 46% said No

I don't know how to volunteer in my area.

- 30% rated it as neutral
- 18% rated it as more influential
- 15% rated it as the most influential

I volunteer elsewhere.

- 43% rated it as the most influential
- 13% rated it as neutral
- 19% rated it as more influential
- 11% rated it as moderately influential
- 11% rated it as the least influential

* Denotes data is not applicable

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APPENDIX 1: Primary Research
Survey Graphs

*In the following four questions, the students were asked to rank which criteria makes them inclined to change their recycling behavior.

I had a recycling bin in my home.*

I had a recycling bin nearby.*

There was a central drop-off point.*

The funds raised by recycling cans went to a charitable organization like Habitat for Humanity.*
APPENDIX 1: Primary Research Survey Graphs

In which type of housing do you currently live?

- Dorm: 26%
- On-campus apartment: 24%
- Greek Village: 26%
- Off-campus apartment: 18%
- Off-campus house: 6%
- Other: 0%

What is your class standing?

- Freshmen: 30%
- Sophomore: 39%
- Junior: 21%
- Senior: 0%
- Graduate Student: 0%
- Other: 0%

Gender

- Male: 54%
- Female: 46%

Ethnicity

- Caucasian: 86%
- African American: 2%
- Native American: 0%
- Pacific Islander: 6%
- Hispanic: 0%
- Asian: 2%
- Other: 2%

Age

- 18: 2%
- 19: 11%
- 20: 20%
- 21: 25%
- 22: 1%
- 23: 1%
- 24: 1%
- 25: 30%
- Other: 7%
CONVENTIONAL MEDIA

Media Alert and Press Releases
Press releases are issued prior to both events (Crush Your Frustrations, Feb. 15 and Crushing Cans, Building Homes, Feb. 23) notifying local student and regional media of the events. These media included all outlets we were interested in pursuing based on their popularity amongst our target demographic as well as any media that would resonate with members of our market. Media alerts were also sent out, the day prior to both events, as a reminder and included further information regarding the events themselves.

Student Media Coverage
All students at the University have access to and rely on student media for information. In order to effectively reach those members of our demographic within the university’s community, targeting student media was mandatory. Through the establishment of a relationship between The Keystone Group and the student-run media organizations, we were able to target our market through the coverage of members of that market. Peer influence played a major role in the effectiveness of our student media coverage.

The Gamecock, USC’s student newspaper
We received one front-page story, Feb. 15, featuring the goals and objectives of Can Do Carolina as well as two announcements Feb. 8 and 22, in the Student Government Section.

The Carolina Reporter
We received coverage of our can collecting and the expanse of our campaign across campus in an article highlighting The Keystone Group, published March 2nd.

Carolina News
This media outlet recorded a segment on The Keystone Group and Can Do Carolina on Feb. 15. However, Carolina News was not airing any recorded segments at that time. Had it been on its regular schedule, the segment would have been shown on USC’s closed-circuit television station, broadcast to all university buildings.

Local Newspaper Coverage
The State
This daily newspaper reached a large number of residents within the greater Columbia community. The readership program at the University of South Carolina, which allowed students to have access to The State, free of charge; thus we increased our saturation of our target market. Through newspaper coverage, readers would become aware of our project first thing in the morning, allowing them to adjust their daily behavior to benefit Habitat for Humanity.

Local Television Coverage
Television coverage was carried by WOLO-TV (local ABC affiliate) and WLTX-TV (local CBS affiliate).

WOLO-TV made reference to our project on both the 6 p.m. and 11 p.m. news on Feb. 21 and covered the success of our project during the “Crushing Cans, Building Homes” event, Feb. 23. WLTX-TV also featured coverage of our Finale Event. The national affiliates provided the means for our message to be heard not only in Columbia, but throughout South Carolina because of their large broadcast footprint.

Local Radio Coverage
Can Do Carolina was spotlighted in a thirty-minute Public Affairs program (Sunday, Feb. 12) along with Habitat for Humanity, on all five stations: WWDM-FM 101.3, WHXT-FM 103.9, WMFX-FM 102.3, WARQ-FM 93.5 and WZMJ-FM 93.1. Locally, these stations record the highest levels of listeners within our target demographic. As a direct result of our informational packet sent to these stations’ headquarters, our demographic was exposed to a segment devoted entirely to Can Do Carolina and its role in Cans for Habitat and Habitat as an organization.

These stations include, WCOS-FM 1400 (sports), WCOS-FM 97.5 (country), WLTY-FM (light rock), WNOK-FM 104.7 (top 40), WVOCA-AM 560 (news/talk) and WXBT-FM 100.1 (hip-hop and R&B). We received an announcement on “Carolina Cares,” a public affairs show featured on all the listed stations, Sunday, Feb. 19. Clear Channel provided a means for us to reach a more diverse group of listeners through their variety of radio genres.
UNCONVENTIONAL MEDIA

On-Campus Targeting
Unconventional media was used to increase awareness of the Can Do Carolina program. The tools listed were used to increase visibility on campus and to help generate substantial interest and involvement in the project. We were also able to use these methods to help publicize precise information pertaining to the specifics of our project and events.

Fliers
Special fliers were created and placed over recycling bins and trashcans in order to help students associate their recycling behaviors with the success of our campaign and contribution towards Habitat.

Listservs
USC’s College of Mass Communication and Informational Studies included our campaign’s information and objectives on its list-serve emails, delivering Can Do Carolina’s message directly to the students’ homes. These emails were most effectively used as reminders for people to participate in our event and to recycle their aluminum cans throughout the month of February.

USC’s School of the Environment published information on a listserv to students and teachers. Additionally, the school wrote a letter of endorsement, showing their support and enthusiasm for the project.

Newsletters
Two outlets were targeted for publication in newsletters: churches and schools. Given the religious background of Habitat for Humanity and the substantial involvement of volunteer groups from churches, newsletters were a cost effective way to reach people outside of the university community. Four churches published information concerning the Can Do Carolina project, Feb. 7-12.

Additionally, an elementary school that is located near campus published similar information announcing our project and where parents could drop off their aluminum cans to benefit Habitat.

Scroll Bar
There are two announcement scroll bars located in the student union. Both of these carried a reminder message to students Feb. 1-20 to help Habitat by recycling their aluminum cans.

Web site
We created a Web site to be an outlet for posting information and answering questions of potential participants. The domain name, www.candocarolina.com, was chosen so that it would be cohesive with the campaign and also act as a promotional tool.

Facebook
Facebook is an online directory that connects people through social networks at schools. This tool was used to reach many USC students. Feb. 12 was the first use of Facebook as a medium for publicity. We first highlighted our initial event, “Crush Your Frustrations”, and again on Feb. 18 to promote our “Crushing Cans, Building Homes” Finale Event. We estimate that over 400 students received this message daily with detailed information about these events.
**APPENDIX 2: Media**

**Tactical Spreadsheet**

These charts illustrate the effectiveness of our campaign. Each chart exemplifies how individual marketing efforts and media selections successfully reached the specified target audience.

### Target Market Reached

<table>
<thead>
<tr>
<th>Media</th>
<th>The Gamecock</th>
<th>The Carolina Reporter</th>
<th>Carolina News</th>
<th>WLOI-TV (ABC affiliate)</th>
<th>WLEX-TV (CBS affiliate)</th>
<th>WACH-FOX 57</th>
<th>WPDS-TV (NBC affiliate)</th>
<th>WWDM-FM 101.3</th>
<th>WHTX-FM 103.9</th>
<th>WAEY-FM 102.3</th>
<th>WCOS-FM 93.5</th>
<th>WZAJ-FM 93.1 (ESPN radio)</th>
<th>WCOS-AM 1400</th>
<th>WCOS-FM 97.5</th>
<th>WLTP-FM 96.7</th>
<th>WPNC-FM 104.7</th>
<th>WYBE-FM 100.1</th>
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<tr>
<td>Primary Target</td>
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<thead>
<tr>
<th>Promotions and Publicity</th>
<th>MediaAlerts &amp; Press Releases</th>
<th>Koozies</th>
<th>T-shirts</th>
<th>Raffle</th>
<th>Table Toppers</th>
<th>Fliers</th>
<th>Listservs</th>
<th>Scroll Bar</th>
<th>Facebook</th>
<th>Web Site</th>
<th>Newsletters</th>
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<td>Primary Target</td>
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Appendix 3: Alternative Marketing

Let’s face it, college students are financially strained. When trying to reach our primary market, the best way to make a lasting impression is by giving them free products. When deciding what methods of alternative marketing to use, we chose items that students could use and enjoy on a daily basis.

Koozies
Used for their association with canned beverages, koozies were distributed with the Habitat logo to create a constant awareness of our program and Habitat for Humanity. What better way to market our product than by using something closely associated with canned beverages?

T-Shirts
Shirts were used as prizes for finale event games. These were designed as incentive for students to participate in our event and showcase the new Habitat logo. We also used the display of business logos to entice sponsorship. Everybody appreciates a t-shirt!

Canned Beverages
Open coolers of ice cold beverages attracted students to visit our finale event. The appeal of a free soda increased the attention of our primary market and reinforced their awareness of our project.

Table Toppers
Bright green table toppers provided idle reading at meal times in all dining facilities on the USC campus. Displaying the toppers was an inexpensive and simple way to gain attention of our primary market during daily activities.

Raffle
Who can resist a free raffle? Our promotion of a raffle in exchange for simply showing interest in our program grabbed students’ attention. It even made it to USC Sports message boards by word of mouth.
APPENDIX 4: Recommendations

View All Potential Sponsors with an Open Mind
While The Keystone Group recognizes Habitat for Humanity’s Christian backgrounds we would recommend the organization look toward all potential sponsors with an open mind.

During this campaign we were given the opportunity to work with a local beer distributor, but had to decline the opportunity when the local Habitat affiliate believed it would violate the mission and origins of the organization. Sponsorship provided by an organization such as this would allow local affiliates as well as Habitat for Humanity International to assist more people annually.

Allot More Time for This Campaign
Given the nature of this program, success builds upon itself. With an extended time period the level of success would increase exponentially.

The ease with which people can incorporate this program into their lifestyles suggests that participation becomes a lifetime commitment. With a longer time period to plan and implement this campaign, we feel that more in depth communication and volunteer support would help initiate a greater level of participation.

Recruit the Involvement of High Schools
High school students while outside our target demographic, they share many of the same criteria and are strapped for time and money to give to a good cause. By educating this younger age group on the benefits of recycling and how it can help Habitat for Humanity, the span of the program as well as volunteerism will increase.

Incorporate Habitat Promotion
We would like to encourage Habitat for Humanity to publicize unconventional methods of contributing to the organization, such as recycling aluminum cans. The permanent availability of this information through Habitat will allow more people to be knowledgeable of the opportunities provided by campaigns such as Can Do Carolina.

Involve Habitat House Owners in Program
When Habitat homeowners receive the keys to their new house they can also receive a Cans for Habitat box. This will allow them to conveniently give back to the organization that has given to them, simply by recycling cans.

Interaction Between Homeowners and Students
By creating a personal connection between students and homeowners, consistent participation will increase. Adding an additional event where students can ask a family about their experiences with Habitat will help to solidify this connection.

Educate Students on Recycling through Programs
For those students who do not recycle, educating them on the benefits of recycling will help increase participation. Where social responsibility may not motivate students to recycle, the environmental impact may do so. Many organizations exist that specialize in the environmental benefits of recycling aluminum and hold forums on the topic. Incorporating these organizations expand and strengthen the educational component of Can Do Carolina.
APPENDIX 5: Syndication Potential

The Keystone Group created a template to be syndicated across the country using the university community as a mode for transmission. Therefore, we offer projections for national universities should syndication of this campaign truly ensue.

We examined six different universities, each representing a different region of the country. We used the student population of each university as means to compare collection capabilities to the Can Do Carolina campaign at the University of South Carolina.

The purpose of this simulation is to show how university campuses and our target demographic can spearhead nation-wide participation and socially responsible recycling.

Clemson University, located in Clemson, South Carolina, was the first university chosen. Clemson is comprised of around 16,000 students, equivalent to only 75% of USC’s population. We believe that Clemson has the potential to contribute approximately 3/4 of USC’s results which would equal 422.25 pounds of aluminum and $295.57 towards Habitat for Humanity. Clemson was the smallest university examined and yielded the lowest potential results.

We traveled west to the University of Texas at Austin. This university is more than double the size of USC. With 48,000 students enrolled, the potential for UT Austin to contribute vast amounts of cans and therefore money towards Habitat is undeniable. UT yielded one of the highest potential donations with 872.65 pounds and $600 worth of aluminum.

We then reached the west coast and the University of Southern California, the other USC. Southern California is not much larger; however, given its student population it has the resources to contribute 25% more recycled aluminum for Habitat’s benefit. There are exactly 28,753 Trojans enrolled in the Los Angeles campus alone. California is the most populous state in the country. Syndicating this program through the extensive university system in the state will act as a mechanism to educate all California residents. USC’s Los Angeles campus alone has the potential to yield almost $500 worth of aluminum.

Continuing clockwise around the country, we come next to the University of Missouri, commonly known to students as MIZZOU. It is not too far behind Southern California in enrollment; however, Mizzou still remains 17% larger than the University of South Carolina. In comparison, the University of Missouri could provide around 700 pounds of aluminum worth $461.09.

Farther north we came to the Ohio State University. These Buckeyes boast an enrollment of over 50,000 in the Columbus Campus alone. OSU is 55% larger than our USC. The potential here was the greatest of the schools we examined and resulted in a possible $618 worth of aluminum products.

Finally, we come full circle, back to the east coast at the University of Massachusetts Amherst. UMass mimics the University of South Carolina with a comparable population and similar predictions, $400.
Methodology

The purpose of our post-survey was to measure change, if any, amongst our target demographic, with regards to recycling behavior and opinions of Habitat for Humanity. We included the questions from the original survey in order to quantify the effectiveness of our campaign. We added six questions to get specific information about Can Do Carolina, and in particular, the finale event hosted by The Keystone Group.

We carefully developed the additional questions to collect precise results of our campaign and its achievements. The format of the survey served as means for us to examine separate facets of the campaign and assess which areas reported the highest levels of success.

As before, the survey was voluntary and each person was assured of its confidentiality.

Sample Size Characteristics

The research population remained the same: all the students at the University of South Carolina, Columbia. A random sample of 250 students was drawn from this population, with 93.3% falling within the age range of our target demographic.

Of the surveys returned, the average age was 21 years, 69% were female and 67% lived off-campus.

Response Rate

Out of the 250 surveys distributed, only 21 surveys (9%) were not returned to a Keystone Group researcher. We received 229 surveys that fit within the parameters of our target market and were used in the evaluation.

General Results

All data analyzed in this section represents the 229 students surveyed that comprised our 91% response rate. The results of the survey show a 15% increase in recognition of the new Habitat logo; our campaign succeeding in meeting this objective.

Can Do Carolina also achieved high marks in raising awareness and understanding of Habitat for Humanity. Our post-survey results indicate 14% increase in the number of students who have heard of the organization and know how it works.

The parameters of Can Do Carolina meet the criteria to motivate students to donate to Habitat; it is convenient and economical. Post survey results support this framework. The majority of students surveyed, 59%, still chose convenience as the most influential criteria for contributing to a charitable organization. Accordingly, there was a 20% increase in students who listed financial reasons as the primary catalyst for not contributing to an organization such as Habitat.
APPENDIX 6: Evaluation
Post-Campaign Results

**How familiar are you with the organization Habitat for Humanity?**

**PRE-CAMPAIGN**
- I don’t have time to volunteer: 6%
- I don’t have time to volunteer: 12%
- I have heard of the organization: 29%
- I have heard of the organization: 30%
- I have heard of the organization and know how it works: 20%

**POST-CAMPAIGN**
- I don’t have time to volunteer: 4%
- I don’t have time to volunteer: 9%
- I have heard of the organization: 26%
- I have heard of the organization: 34%
- I have heard of the organization and know how it works: 25%

**I can’t afford to make donations right now.**

**PRE-CAMPAIGN**
- Least influential: 23%
- Moderately influential: 17%
- Neutral: 16%
- More influential: 18%
- Most influential: 21%

**POST-CAMPAIGN**
- Least influential: 23%
- Moderately influential: 17%
- Neutral: 16%
- More influential: 18%
- Most influential: 21%
A focus group was conducted as an assessment of the effectiveness of Can Do Carolina on March 2, 2006. It involved 11 USC students ranging in age 18 to 22. Questions were asked to gauge the areas of effectiveness and areas for improvement of our campaign.

The conversations that took place during the focus group proved to be informative and inclusive of the attendees. We gained a better understanding of how our recycling program was received by our target audience.

As research indicated, convenience was the primary factor that impacts student participation in any volunteer activity. Several of the participants referred to the convenience factor as reason for acquiring information, volunteering and when choosing a charitable organization. Can Do Carolina was well received and considered a unique way to achieve participation among college students; our program was a success.

When asked how to improve the publicity aspect of our recycling initiative, most comments were geared toward better coverage on our campus with fliers and informational material. Students appreciated the level of diversity that was incorporated into telling students about our program. At least one student learned about our campaign from each type of publicity material: fliers, table tents, posters and media coverage.

Students also mentioned creating a stronger tie between the students’ efforts to contribute to Habitat and the actual impact they are making. One interesting suggestion from a participant was to liken the benefits of an interest free mortgage to those of an interest free student loan.

This focus group provided The Keystone Group with valuable insight into how participation in Can Do Carolina impacted our target demographic. Additionally it offered many valuable suggestions that can be used to improve and expand this campaign.

For additional information, see the full transcript of our Focus Group in Appendix Six.
## APPENDIX 7: Timeline

<table>
<thead>
<tr>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
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<tbody>
<tr>
<td>Nov. 20 Team Meeting</td>
<td>Nov. 21: Meeting with Habitat</td>
<td><strong>Nov 28 - Jan 9 Conduct Secondary Research</strong></td>
<td><strong>Feb 1: Initiated Apt Recycling</strong></td>
<td><strong>Mar 2: Focus Group</strong></td>
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<td><strong>Feb 1-10: Solicit Sponsors</strong></td>
<td><strong>Mar 5-7: Compile Evaluation Data</strong></td>
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<td><strong>Feb 3-6: Complete Survey Results</strong></td>
<td><strong>Mar 10-15: Develop Text for Summary</strong></td>
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<td><strong>Feb 15: Crush Your Frustration</strong></td>
<td><strong>Mar 16-20: Design Layout for Summary</strong></td>
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<td><strong>Feb 16: Ordered Finale Event Gear</strong></td>
<td><strong>Mar 20-22: Finalize Summary/Appendices</strong></td>
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<td><strong>Feb 18: Sent Out Press Releases</strong></td>
<td><strong>Mar 24: Mail Campaign Summary</strong></td>
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<td><strong>Feb 22: Signs At ABC</strong></td>
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<td><strong>Feb 23: Finale Event</strong></td>
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<td><strong>Jan 29 - Feb 28: Disperse Table Tents and Flyers</strong></td>
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<td><strong>Feb 28 - March 2: Post Survey</strong></td>
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</table>

**Legend:**
- Administration & Communication
- Events
- Surveys and Evaluations
- Campaign Summary
APPENDIX 8: Meet the Team

We are The Keystone Group, a team selected to represent The University of South Carolina School of Journalism and Mass Communications. Each of us come from very different backgrounds and brings a unique quality to the team. The following is an introduction to the members that make up The Keystone Group along with some of our favorite moments from The Can Do Carolina campaign. From left to right

Betsy Heckert, a senior public relations major plans to attend graduate school in the fall. Heckert’s professional goals are to be a successful public relations practitioner and eventually become a college professor.

Favorite Campaign Moment: “My favorite moment was when Mr. Jackson, the director of University Maintenance, gave us all Valentine’s Day treat bags. He wanted to make sure that even though we were sorting cans we had a special Valentine’s Day.”

Ashley Moore, a senior public relations major is currently seeking employment in Asheville, North Carolina. Moore hopes to become a public relations practitioner at a public relations firm.

Favorite Campaign Moment: “There was nothing like the thrill of pulling my car onto the sidewalk and perching on the hood all in the name of Habitat for Humanity. The night we held signs announcing our event outside the ABC station was great. People stopped to stare, we made the news and the executive producer noticed our potential and gave us all “You’re a future star” magnets.”

Melissa Hensley is a senior public relations major, currently seeking employment in corporate public relations. Eventually, Hensley would like to receive a master’s in business administration and start her own public relations consulting firm.

Favorite Campaign Moment: “I’ll never forget climbing into the university’s recycling bin to grab the last bag of cans. It was gross to be inside what had once been filled with old soda cans, but it was a relief to crush the very last can of our campaign.”

Anna Fox plans to graduate in May of 2007 with a degree in public relations and political science and pursue a career with a non-profit organization.

Favorite Campaign Moment: “We never knew what to expect when we dumped out the bags of cans and plastic bottles. There were some days when we found a few articles of trash, old boxers, but the best had to be someone’s very old, very colorful vomit.”
SELECTED WEB SOURCES

Habitat for Humanity International website:  www.habitat.org

Central South Carolina Habitat for Humanity website: www.habitat.csc.org

The Aluminum Organization website: www.aluminum.org

The Salvation Army website: www.salvationarmyusa.org

United Way website: www.unitedway.org

The American Red Cross website: www.redcross.org

The Container Recycling Institute website: www.container-recycling.org

Cans for Habitat website: www.aluminum.orgACBHHome.cfm

University of South Carolina Facilities and Recycling: www.fmc.sc.edu/Recycling


SELECTED INTERVIEW SOURCES

Ms. Laura Pergolizzi, University of South Carolina Facilities and Recycling, interviewed January 20, 2006.

Dr. Kirstin Dow, Director of West Quad Sustainable Housing, interviewed January 18, 2006.

Dr. Bruce Coull, Carolina Distinguished Professor & Dean President, US Council of Environmental Deans and Directors, interviewed January 24, 2006

Mr. Whit Ashley, President, Co-President, Students Allied for a Greener Earth