

PR PLAN

APRIL 2020 -
MARCH 2021

GAME CHANGERS

The title 'GAME CHANGERS' is rendered in a large, bold, sans-serif font. The word 'GAME' is split into two colors: 'GA' is teal and 'ME' is orange. The word 'CHANGERS' is a solid orange color. Several sports balls are integrated into the letters: a volleyball is at the bottom left of the 'G', a football is inside the 'A', a baseball is at the bottom of the 'M', and a soccer ball is at the bottom right of the 'E'. The background features large, abstract geometric shapes in teal and red.

DANIEL RYAN CARR
RUBYCLARE MOORE
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Situation Analysis:

Game Changers is a youth sports advocacy program in North Texas educating adults and students on the dangers of pushing youth athletes too far, too soon. The organization advocates for young athletes and helps fund programs that help students deal with the issues of stressful sports and allows them an opportunity to unwind and destress from both athletics and educational-related issues. Game Changers is unable to be compared to other organizations as it is the first of its kind. As a result, there are strong opportunities to make the public aware of its mission and goal.

Secondary Research:

Everyone experiences stress at some point in their life, and prolonged stress is never good for the body. There are many reasons one could feel this way, including school, work, trauma, personal commitments, or other pressures. The American Psychological Association defines anxiety as “an emotion characterized by feelings of tension, worried thoughts and physical changes like increased blood pressure.” A person may have these feelings only during certain times of their life, or very frequently. According to the Department of Health and Human Services, “anxiety occurs in approximately 32% of 13-18-year old’s”.

Not only does anxiety affect mental health, but depression can also be a factor to consider. While this mental health disorder may come and go for some when they experience tragedy throughout life, others may deal with depression on a more daily basis. According to the CDC, “about 3 in 4 children aged 3-17 years with depression also have anxiety (73.8%)”. And with depression there is a risk of suicide for some.

Though many student-athletes are stressed over sports only about 6.9 to 7% of football players make it to any division school while only 2% make it in a division 1 school. This stat does not favor the athletes. It is also very hard for some athletes to get scholarships which can cause more stress on them from coaches and parents. Only about 2% of high school athletes win sports scholarships. Senior year is a very competitive and stressful time for athletes. According to the National Federation of State High school association, “if they never learn how to cope with stress

on or off the playing field, they are at risk for a mental-health crisis,” they say this referring to the way students-athletes handle stress in their lives.

Statement of purpose:

Game Changers was created to educate parents and coaches about pushing child athletes too far, too soon. Our founders, Jeff and Alicia Martinez, created Game Changers to educate parents on the dangers of contact sports. The goal of this PR Plan is to educate parents and students and gain awareness within the Frisco community about the Game Changers organization’s goal and the need for fundraising. The primary goal of the organization is to protect student athletes. In addition to educating the public, Game Changers is a new organization that not many people know about. Because of the lack of awareness of the organization, this campaign was created to both create awareness and to help fundraise for the organization.

<p>STRENGTHS</p> <ul style="list-style-type: none">• NEW ORGANIZATION• NO OPINIONS HAVE BEEN FORMED YET• CHILD PSYCHOLOGIST ON BOARD• MANY POTENTIAL USERS OF THE ORGANIZATION	<p>WEAKNESSES</p> <ul style="list-style-type: none">• NO CURRENT SOURCE OF FUNDING• NEW ORGANIZATION• NEED TO GET THE NAME OUT• LACK OF VOLUNTEERS
<p>OPPORTUNITIES</p> <ul style="list-style-type: none">• POTENTIAL FOR GROWTH• WEALTHY COMMUNITY• NO OTHER ORGANIZATION LIKE THIS EXISTS• LOTS OF STUDENT ATHLETES IN NORTH TEXAS	<p>THREATS</p> <ul style="list-style-type: none">• COACHES (WHO DON'T WANT STUDENTS INVOLVED IN OUR ORGANIZATION)• PRE-EXISTING AFTER-SCHOOL PROGRAMS AND EXTRA-CURRICULAR ORGANIZATIONS FIGHTING FOR STUDENTS' TIME• PARENTS WHO DO NOT SEE THE BENEFIT OF OUR ORGANIZATION

Target audiences and key messages:

Moms:

- Demographic factors: Middle to upper-middle class; mix of stay-at-home and working moms; between the ages of 25-50; various races and ethnicities
- Psychographic factors: involved in many child-centered activities such as sports, schools and youth organizations; maybe former athletes themselves; see sports as a way for children to develop confidence, team skills and fitness
- Why are they important to the organization?: Parents are the ones who initiate, finance, and support their children's sports activities; are ultimately responsible for their children's safety and well-being.
- What is their existing opinion about the organization/cause?: Parents do not have an existing opinion on the organization due to its relatively newness.
- What communication tools do they use? Facebook; email; text messages; take-home flyers; Pinterest.
- Who are their influencers or opinion leaders? peers; other mothers; mom Facebook groups; spouse; family members; friends
- What are the key messages you want them to know about the nonprofit? Understand the risks of sports injuries; how to protect and advocate for their children's safety; preventative care; nutritional benefits for athletes.

Potential Students:

- Demographic factors: Middle school and high school students interested in sports; between the age of 13-18; various races and ethnicities (high number of Asian and Hispanic).
- Psychographic factors: Student-athletes or potential student athletes; students interested in sports such as: football, soccer and basketball; see sports as a way to have fun with peers; playing sports runs in the family; can feel stressed or overwhelmed when playing sports.
- Why are they important to the organization? These individuals are the focus of the organization. Game Changers wants to create a safer environment for student-athletes. Potential students are a way for Game Changers to understand how student-athletes feel and the stress they go through.
- What is their existing opinion about the organization/cause? Students care about organizations that work to make their lives better. Many student athletes can experience mental health issues from being pushed in sports and this organization can help with that.
- What communication tools do they use? Text messages; Social media (Snapchat, Instagram, Tik Tok); Morning announcements; School emails; Take-home flyers.

- Who are their influencers or opinion leaders? Peers; coaches; parents; other family members; famous people they see on tv and social media (specifically famous athletes).
- What are the key messages you want them to know about the nonprofit? Understand the risks of sports injuries; How to take care of their own mental health; What being pushed too much can do to your mental health.

Potential Parents:

- Demographic factors: middle to upper-middle class; mix of stay-at-home and working parents; between the age of 28-60; various races and ethnicities (high number of Asian and Hispanic)
- Psychographic factors: involved in child's extracurriculars, schools and youth organizations; maybe former athletes themselves and want their kids to get the best experience playing that sport; see sports as a way for children to develop confidence, team skills and fitness.
- Why are they important to the organization? Parents make many of the decisions for their kids; will participate in their kids' activities; they are also the main support of the child both financially and physically.
- What is their existing opinion about the organization/cause? Since they do not know about the organization's existence, there is no opinion formed yet.
- What communication tools do they use? Facebook is the most popular form of social media for adults in this demographic; Instagram and LinkedIn would also be relevant platforms to use; email; text messages; take-home flyers; and blogs. These more traditional communication tools are regularly used by parents, and they often subscribe to blogs of their interest.
- Who are their influencers or opinion leaders? Spouses have a say in what happens with the children as well; other parents or parent's friends may influence opinions and beliefs; coaches of their children; online "experts" that could be related to the subject or not but give parents a reason to believe.
- What are the key messages you want them to know about the nonprofit? Understand the risks of sports injuries; how to protect and advocate for their children's safety; preventative care; nutritional benefits for athletes.

Volunteers:

- Demographic factors: Lower to Middle class; between the ages of 18-30; various races and ethnicities
- Psychographic factors: college students and young adults/professionals; love volunteer with organizations and work with kids; have a heart of advocacy programs; constant need for connection

- Why are they important to the organization? These individuals help an organization succeed. Game Changers and many other organizations rely on volunteers to help run everything from top administration positions to entry-level positions. Volunteers are crucial to most non-profit organizations. The volunteers at Game Changers help run the after-school programs, mentoring program, and help the organization with administrative and communication needs.
- What is their existing opinion about the organization/cause? Most volunteers think highly of the organization they work for and advocate for the organizations they have a strong passion for them.
- What communication tools do they use? Volunteers use email, text messaging, social media (sites such as Facebook, Twitter, Snapchat, Instagram, and Tik Tok - volunteers are often millennials/college students who use all of the social media channels) as well as phone calls.
- Who are their influencers or opinion leaders? Their peers; their family members; top organization (Game Changers) board of directors and staff; government officials; since many of them are college students, college administration officials.
- What are the key messages you want them to know about the nonprofit? How to work with children, safely; Understand the risks of sports injuries; how to protect and advocate for all children involved; Preventative care and first aid.

Secondary Publics

- Frisco ISD Coaches
- Medical Professionals/ Sports Medicine
- Colleges (recruitment)
- Non-athlete students/parents

Timetable/ Implementation Calendar

	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan 21	Feb 21	Mar 21
O1		S1T1, S1T2, S1T3		S2T2		S2T1	S2T3					
O2	S1T1		S1T2		S2T1	S1T3	S2T2, S2T3					
O3	S1T3	S2T1				S1T1		S1T2	S2T2	S2T3		

GOAL, OBJECTIVES, STRATEGIES, & TACTICS

GOAL

TO ESTABLISH GAME CHANGERS AS A LEADING YOUTH SPORTS ADVOCACY PROGRAM IN NORTH TEXAS EDUCATING ADULTS AND STUDENTS ON THE DANGERS OF PUSHING YOUTH ATHLETES TOO FAR, TOO SOON.

OBJECTIVE 1

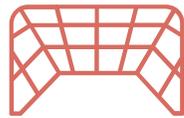
TO ESTABLISH SOCIAL MEDIA ACCOUNTS THAT POST TWICE A WEEK BY AUGUST 2020.

STRATEGY 1

ESTABLISH SOCIAL MEDIA ACCOUNTS

TACTICS

- CREATE AN INSTAGRAM ACCOUNT
- CREATE A TWITTER ACCOUNT
- CREATE FACEBOOK PAGE



STRATEGY 2

USE SOCIAL MEDIA TO PROMOTE EVENTS AND VOLUNTEER OPPORTUNITIES

TACTICS

- USE BUFFER TO SCHEDULE REGULAR SOCIAL MEDIA POSTS
- POST ABOUT VOLUNTEER OPPORTUNITIES ON SOCIAL MEDIA
- PROMOTE EVENTS USING SOCIAL MEDIA WITH 30-SECOND PROMO VIDEOS

OBJECTIVE 2

TO ESTABLISH ONE SIGNATURE PROGRAM PER SPORT BY AUGUST 2020.

STRATEGY 1

CREATE RELATIONSHIPS WITH AREA SCHOOLS

STRATEGY 2

ANNOUNCE SIGNATURE PROGRAMS TO THE PUBLIC

TACTICS

- MEET WITH ATHLETIC DIRECTORS OF AREA SCHOOLS
- CREATE A BLOG POST ANNOUNCING NEW PROGRAMS
- CREATE AN EMAIL BLAST FOR AREA COACHES

TACTICS

- CREATE A PRESS RELEASE ANNOUNCING PROGRAMS
- CREATE SOCIAL MEDIA POSTS AROUND PROGRAMS
- CREATE AN INFOGRAPHIC FOR POTENTIAL PARENTS

OBJECTIVE 3

TO ESTABLISH FUNDRAISING CAMPAIGNS THAT SUPPORT 75 PERCENT OF THE ORGANIZATION'S OPERATING BUDGET BY JANUARY 2021.

STRATEGY 1

CREATE IN-PERSON FUNDRAISING EVENTS

TACTICS

- HOST A SEMINAR ON STUDENT-ATHLETES MENTAL HEALTH HELD BY BOARD MEMBER ANNE HAROLD AND CHARGE PARTICIPANTS AN ENTRY FEE
- HOST A DE-STRESS EVENT FOR ATHLETES AND FAMILIES TO ATTEND AND CHARGE A SMALL ENTRY FEE
- HOST A FUNDRAISING GALA APRIL 2020 AND INVITE AREA BUSINESS LEADERS

STRATEGY 2

CREATE AN ONLINE FUNDRAISING PROGRAM

TACTICS

- ESTABLISH A DONATION PAGE ON THE GAMECHANGERS.ORG WEBSITE
- ESTABLISH A PARTICIPANT FUNDRAISING CAMPAIGN (EX: SELLING COOKIES, POPCORN, AND COUPONS, ETC.)
- RUN A PSA AWARENESS ADVERTISEMENT ON LOCAL TV STATIONS



Budget (For expenses) \$10,000

Item	Sub cost	Total Cost
Booklets (500 copies)	Design cost: \$60/hour x5= \$300 Photography: \$45/hour x 3: \$135 Print cost: \$1,200	\$1,635
Yoga Equipment	Starter Yoga Equipment Sets on Amazon (½” Ultra Thick NBR Exercise Mat, 2 Yoga Blocks, 1 Yoga Mat Towel, 1 Yoga Hand Towel, and 1 Yoga Strap: \$43.99 per kit (45 participants + 1 instructor and 1 aid)	\$2,067.53
Research Methods	Focus groups: \$10 gift card per participant x 60 students= \$600 Yoga class training: \$20 per person x 20 coaches= \$ 400	\$1,000.00
Games	Materials: \$150 a month x 10 months	\$1,500.00
Yoga Instructor Training	Full Training (6 months) at Yoga on Main St for 1 Game Changers Staff or volunteer. Training is every Sunday for three hours at Yoga on Main St and weekly 2-hour sessions online.	\$2,160.00

Snacks & Water Bottles	Goldfish Variety Packages - \$11.98 per box (45 packages per box - 1 boxes per meeting) \$225.96 per year 80 8fl. oz water bottles - \$7.98 per meeting, \$95.76 per year	\$321.72
Social Media Advertisements	\$315.75 worth of targeted advertisements	\$315.75
Contingency	10% percent	\$1,000.00
	TOTAL	\$10,000.00

Evaluation

We plan on evaluating our programs' effectiveness by releasing surveys both at the beginning and end of the semester to each participant. From this we can determine if the therapy or yoga was helpful to them, which they prefer better, and gauge how they are feeling comparatively from the beginning to the end of the programs. Our goal is to reduce stress, or any mental health issues these student athletes might be facing, and while we can track their progress, ultimately it is up to the student to express how they really feel.

Challenges

A major challenge for Game Changers is our location in Frisco, Texas. Many Texas residents played sports themselves and have a go-getting attitude towards sports, especially football. This hinders the organization because we are trying to stop the idea that coaches and parents should push student-athletes while they are young, meanwhile, Texas' sports culture promotes it.

Another challenge is that we are the first organization of its kind; which could be an advantage and a disadvantage, because we can release our content and programs without any kind of competition, but they also have no other organization to give us credibility on information we release. Along with being the first of its kind Game Changers has only a few people on its board; not a lot of volunteers or money; and no Public relations professionals.

Conclusion

With the surveys collected we can determine the next steps Game Changers can take to keep providing support to the Frisco student athlete population. At the end of this project we would like for student athletes to feel they have a safe space where they can receive any help they need, and that they have an advocate. We would also like for Game Changers to grow as an organization and be able to branch out to other communities to help student-athletes all over the North Texas area.

Supplements/Credits

Team Members:

Daniel Ryan Carr - 940-268-6170 // danielcarr3@my.unt.edu

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Daniel Ryan Carr	<ul style="list-style-type: none">● Situation Analysis● Research● Statement of Purpose● Target Audiences and Key Messages● Press Release - announcement of after-school programs● Logo/Branding● GOST● Timetable/Implementation Calendar● Budget● Designs
Rubyclare Moore	<ul style="list-style-type: none">● Situation Analysis● Research● Statement of Purpose● Target Audiences and Key Messages● PSA Script - an overview of Game Changers● GOST● Timetable/Implementation Calendar● Objectives and Projects● Budget
Nikala Phillips	<ul style="list-style-type: none">● Situation Analysis● Research● Statement of Purpose● Target Audiences and Key Messages● Blog Post - announcement of after-school programs● GOST● Timetable/Implementation Calendar● Objectives and Projects● Budget

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News Release
FOR IMMEDIATE RELEASE

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Game Changers launches after school programs serving the Frisco community

(FRISCO, Texas – Aug. 1, 2020) Game Changers, a new nonprofit serving student athletes in the Frisco area, will launch its first set of after-school programs Monday, August 31, 2020.



Game Changers announced today the creation of its after-school programs and school partnerships. Game Changers was established in 2019 by Jeff and Alicia Martinez. Game Changers is a community-based youth advocacy program organization for children involved in sports and their parents serving individuals in the Frisco, Texas area.

“The staff and volunteers at Game Changers are excited to start working with students in Frisco” said Alicia Martinez. “We are excited about the work we are doing and are always looking for new ways to grow.” DRAFT FOR APPROVAL

After-School Yoga Program

Game Changers is launching an after-school yoga program for all Frisco ISD students. Game Changers will be partnering with area middle school and high school coaches to use district facilities. In addition, the organization will partner with school therapists and counselors to offer follow-up care, if needed.

Partnering with area counselors

Game Changers will be working with the counselors at all Frisco ISD schools to educate them on the danger’s sports can cause students if they are pushed too far. In addition, counselors will help our team identify mental health concerns in students such as anxiety and depression. Our hope is to be able to identify mental health issues and give them the help they need.

Partnering with area coaches

Game Changers will partner with area coaches to provide student athletes a place to blow off steam while stressed at school. Additionally, we will work with coaches to educate them on issues/injuries that could happen to inspire change within the athletic programs.

“Frisco ISD is proud to partner with an amazing organization that puts the needs of our student athletes first,” Frisco ISD Superintendent Mike Waldrip said. “I am excited to see the positive changes Game Changers will help us implement at a district level.” DRAFT FOR APPROVAL

For more information about the new programs offered at Frisco area schools, contact the Game Changers office via email at office@gamechangers.org.

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About Game Changers:

Game Changers is a youth sports advocacy program in North Texas educating adults and students on the dangers of pushing youth athletes too far, too soon. For those looking to learn more or get involved, please visit gamechangers.org.

60 seconds	
Fade in*	Light music starts to play; board member Anne Harold is speaking
VO*	<p>Game Changers is a nonprofit base out of Frisco, Texas working to educate parents and coaches on sports injuries and the dangers of pushing child athletes too hard and too soon. Mental health in children is very important to Game Changers especially when it comes to student athletes. Student athletes are pushed to the hardest extent by both coaches and parents. This can put a strain on the athletes both mentally and physically. (cut to visual chart/ board member still speaking) In a study by the Pew Research Center about 70% of teens (13-17) consider depression and anxiety a serious issue amongst their peers. Young adults 15-24 have a suicide rate in Texas of 15.1 per 100,000 according to America’s Health Rankings. (cut back to Anne Harold) Game Changers wants to help lower these rates. With your generous help Game Changers can support our youths’ minds and bodies all over Frisco Texas. For more information go to www.GameChangers.org</p>
Fade out*	Light music starts to stop

Sources:

NCAA faces uphill battle getting mental health care to student-athletes (2019, August 21) Pew research study retrieved from <https://globalsportmatters.com/health/2019/08/21/ncaa-faces-uphill-battle-getting-mental-health-care-to-student-athletes/>

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Nikala Phillips - Blog post

Announcing Upcoming After School Student Programs

By Nikala Phillips on June 12, 2020

Game Changers may be small and new, but we have been working hard to create new ways in which we can help North Texas' young athletes maintain a healthy and balanced life. We have been working with local schools and health officials to gain insight on what will be the best course of action to aid student athletes in dealing with the stress that comes along with responsibilities. Learning to deal with these issues at a young age can be very useful for the future. Not only can stress affect young athletes, but prolonged can lead to anxiety and depression issues. We hope you will be excited to work with us in continuing to keep our children safe, not just physically but mentally as well.

Our organization plans on implementing two amazing new after school programs starting this fall semester in August 2020. We will be hosting a Mental Health Workshop, along with Yoga After Class. This is planning to run the entire school year, and sign-ups will begin next month. We will be partnering with multiple Frisco ISD schools, and any students participating in football, basketball, or soccer are encouraged to sign up. These programs will work with student athletes to help them reduce stress, and also learn skills to maintain optimal mental health for their futures. Yoga is an ancient practice that has been proven to reduce stress, and also promotes flexibility which is important for athletes to maintain also. Our Mental Health Workshops are designed for students to get comfortable talking to their peers about issues they might be facing and learn to connect with others that we all have our own problems.