

# H2FITNESS



# BOOT CAMP

## H2 FITNESS DAY OF MOVEMENT



Essential PR

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## Meet The Team



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# Executive Summary

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## Public Relations Problem/Opportunity

H2Fitness is a total-body conditioning program designed to improve client's muscular strength, power, endurance, agility, coordination, speed, and flexibility. H2Fitness has been successful in creating workouts tailored to individual fitness goals and encouraging people to live a healthy lifestyle. Currently, H2Fitness is faced with the challenge of bringing more attention to its philanthropic endeavors. The campaign hopes to promote H2Fitness clothing brand, Spread Love and H2Fitness Annual Day of Movement, a community event promoting healthy behaviors and attitudes. As an emerging fitness company, H2 Fitness has the opportunity to establish itself as a unique brand that combines physical and mental well-being.

## Target Publics

The two key target publics are moms, 30-50 years old, of public school children in Onondaga County and large nonprofits and corporations in the surrounding Syracuse area. We targeted moms because they make major decisions for their children and want to make healthy choices. We targeted nonprofits because they are ideal sponsors for the Day of Movement.

## Goals and Objectives

There are three goals for the campaign:

- 1 Increase awareness of H2Fitness philanthropic efforts
2. Build Partnerships with local branches of national nonprofits and companies
- 3 Get higher attendance than last years Day of Movement

(The objectives break down these goals in concrete and measurable terms.)

## Strategies and Tactics:

The major strategies include using mom bloggers as influencers, using social media to promote H2Fitness, reaching out to nonprofits and companies and obtaining after school program endorsements. Major tactics include pitching mom bloggers, posting personal success stories on Facebook, getting an ad in school newsletters and designing sample tweets to pitch to companies.

### **Recommended Budget**

The total budget for the campaign is \$5,415. Most of the budget goes towards distributing materials to promote Spread Love and The Day of Movement. This includes, clothing samples, social media posts, school newsletter ad, etc.

### **Recommended Timeline**

The campaign will run for a month and a half from mid-May 2017 to the end of June 2017. This time period is when kids and their parents are thinking about the summer and what activities and exercises they should participate in.

### **Expected Outcome**

The campaign seeks to promote H2Fitness as a brand as well as increase awareness of its clothing line, Spread Love and the annual Day of Movement. All these goals are attainable through the recommendations given in this plan.

# FORMATIVE RESEARCH

# Formative Research



## Problem Statement

H2Fitness Bootcamp is a total-body conditioning program designed to improve client's muscular strength, muscular power, muscular endurance, cardiovascular endurance, agility, coordination, speed, and flexibility. With the mission statement, "to achieve healthier lifestyles, healthier eating habits, and achieve target weight loss,"<sup>1</sup> H2 Fitness works to create a wellness plan tailored to individual fitness goals as well as spread love and unity throughout communities. H2Fitness uplifts communities through team building activities with the ultimate goal to encourage activity and social interaction among kids, promote female empowerment, and evoke positive attitudes in fitness classes.

As part of this overall commitment to encouraging healthy behavior and attitudes, H2Fitness hopes to bring more attention to its philanthropic endeavors. This includes its clothing line, Spread Love brand as a whole and the Day of Movement, a community event open to the public promoting public health. We are working to increase media coverage, including both traditional and social medias, and further promote this philanthropy.

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<sup>1</sup> <http://h2fitness.net/about-us/>

## Situation Analysis (as SWOT)

### Internal:

#### Strengths

- JT's motivations: JT lost his brother at a young age, and has a personal connection to the cause. He also has a close following with clients he has previously worked with, and connections within the community. This personal experience with mental health and physical health issues serves as a great strength for the company.
- Flexibility: JT is willing to travel just about anywhere to conduct a class for his clients.
- Syracuse connections/major influencers: JT has several friends who are pro athletes whom he could reach out to for the Day of Movement. Being a local business, he also has connections with Syracuse Athletics, and could ask these athletes to participate.
- Relationship with local school districts: JT can reach out to local schools he has or is currently working with to tell them about the Day of Movement and other programs he is offering
- Customer loyalty: Many of JT's current clients are supportive of his endeavors and would be willing to further spread the word.

#### Weakness

- Lack of social media presence: As of right now H2 fitness has little social media presence. Certain social media outlets could be reorganized in order to create an H2 Fitness specific brand, and pull away from JT's personal outlets.
- Small staff: The current staff is small so it is hard for JT to branch out and build his brand. In order to do this he needs to hire and train more instructors.
- No physical location: Some individuals prefer a concrete and consistent location where they can go to work out. Since H2 Fitness stresses the idea of mobile fitness, even a small office space could help reach this particular demographic and serve as a home base for the Spread Love brand.



## External:

### Opportunities

- Highly recommended by Yelp users: JT has great reviews.
- Only mobile fitness company in Syracuse: Being one of a kind will help set JT and H2 Fitness apart from the competition.
- Desire to be more healthy/fit is increasing: The current social trend is to live a healthy lifestyle, which is advantageous for anyone currently conducting business in this environment. H2 Fitness can take advantage of the new influx of consumers.
- Partnership with gyms: With several other gyms in the area, H2 Fitness can work to develop partnerships to benefit the Spread Love brand.

### Threats

- 20 other gym facilities or programs offered in the Syracuse area: The workout market in Syracuse is fairly saturated.
- 3 companies share similar characteristics: Urban Life, Method 360 and Metro Fitness are all similar to H2 Fitness so H2 Fitness needs to set itself apart so consumers don't choose another gym
- Weather: H2 Fitness conducts many of its classes in the warmer, summer months outdoors, which further supports the idea of bringing communities closer together and fostering a welcoming environment. However, it is well known that winter in Syracuse can last anywhere from November- late March.
- Transportation: Since the location of JT's classes rotates on a daily/weekly basis, it can be hard for individuals with limited access to transportation to reach these facilities unless they are in the immediate neighborhood.

\* SWOT analysis taken from M Street Media, INDY PR, & Momentum PR research campaigns

## Identification and Description of Target Publics

1. Moms 30-50 years old (reach children through moms) (mom bloggers) of public school children in Onondaga County

### Demographics:

- 30-50 years old, living in Fayetteville/Dewitt or City of Syracuse
- 17,093 women ages 30-50 live in Syracuse<sup>2</sup>
- Include children attending F-M, J-D, Syracuse City School District, East Syracuse, Lyncourt, North Syracuse
- Any race

### Psychographics:

- "After-school programs are an extension of the school day, and parental involvement in afterschool can produce similar positive benefits"<sup>3</sup>
- "Most parents become involved with their school programs when they feel welcomed and appreciated."<sup>4</sup>
- 34% of parents ranked inconvenient location as reason preventing them and their families from exercising<sup>5</sup>
- NYS afterschool programs "provide components that nurture lifelong healthy habits, character development, and enjoyment."<sup>6</sup>
- Effective afterschool programs bring a wide range of benefits to youth, families and communities. Afterschool programs can boost academic performance, reduce risky behaviors, promote physical health, and provide a safe, structured environment for the children of working parents.<sup>7</sup>

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<sup>2</sup> <https://suburbanstats.org/population/new-york/how-many-people-live-in-syracuse>

<sup>3</sup> [http://www.expandedschools.org/sites/default/files/increasing\\_parent\\_family\\_engagement\\_in\\_after\\_school.pdf](http://www.expandedschools.org/sites/default/files/increasing_parent_family_engagement_in_after_school.pdf)

<sup>4</sup> [http://www.expandedschools.org/sites/default/files/increasing\\_parent\\_family\\_engagement\\_in\\_after\\_school.pdf](http://www.expandedschools.org/sites/default/files/increasing_parent_family_engagement_in_after_school.pdf)

<sup>5</sup> M Street Media Research Presentation

<sup>6</sup> [https://www.health.ny.gov/prevention/obesity/healthy\\_kids\\_healthy\\_ny/healthy\\_kids\\_health\\_y\\_ny\\_afterschool\\_toolkit.pdf](https://www.health.ny.gov/prevention/obesity/healthy_kids_healthy_ny/healthy_kids_health_y_ny_afterschool_toolkit.pdf)

<sup>7</sup> <http://www.youth.gov>

- Over the past 30 years, obesity has doubled in children and quadrupled in adolescents nationwide, according to the federal Centers for Disease Control and Prevention. Public health officials say the epidemic puts children at risk of developing diabetes, social and psychological problems, and increases their odds of having heart attacks, strokes and other serious health problems as adults.
- Afterschool programs can play an important role in encouraging physical activity and good dietary habits. Participation in afterschool programs has been associated with positive health outcomes, including reduced obesity<sup>8</sup>
- Children now spend more than seven and a half hours a day in front of a screen (e.g., TV, videogames, computer, etc.). Only about one in five homes have parks within a half-mile, and about the same number have a fitness or recreation center within that distance.<sup>9</sup>
- Mental and behavioral problems are linked to unhealthy nutrition and poor eating habits. If students have access to proper nutrition it leads to psychological well being and performing better in the classroom <sup>10</sup>
- “During the school year [Syracuse school district] provides more than 11,000 breakfasts, 15,500 lunches and 7,000 after school snacks daily. We also offer a Summer Nutrition Program at select schools, city parks, churches and community agencies for six weeks during our Summer Nutrition program located at several schools, churches, Boys & Girls clubs and City of Syracuse Parks & Recreation sites.”<sup>11</sup>
- 81% of U.S. online consumers trust information and advice from blogs, and mothers are credible sources to other mothers<sup>12</sup>

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<sup>8</sup> Mahoney, J., Lord, H., & Carryl, 2005. <https://www.fitness.gov/resource-center/facts-and-statistics/>

<sup>9</sup>[http://www.syracuse.com/health/index.ssf/2015/04/obese\\_kids\\_in\\_onondaga\\_county\\_nearly\\_half\\_of\\_students\\_in\\_some\\_schools\\_too\\_fat.html](http://www.syracuse.com/health/index.ssf/2015/04/obese_kids_in_onondaga_county_nearly_half_of_students_in_some_schools_too_fat.html)

<sup>10</sup><http://online.campbellsville.edu/education/healthy-body-healthy-mind-the-impact-of-school-lunch-on-student-performance/>

<sup>11</sup> <http://www.syracusecityschools.com/districtpage.cfm?pageid=511>

<sup>12</sup> <https://www.aabacosmallbusiness.com/advisor/why-mom-bloggers-valuable-brands-173022432.html>

#### Influentials:

- Pro athletes in close connection with JT
- Athletes at Syracuse willing to participate in this community service event
- Fitness/mom bloggers looking for local events to cover
- Celebrity moms who support healthy living/lifestyles
- School districts willing to participate in after school healthy eating programs

#### Media Habits:

- According to Edison's Moms and Media 2016 research report, moms are moving away from desktops and more towards mobile devices for media tasks. 51% of moms use cell phones to access the Internet. 41% use desktop or computers and 8% use tablets. <sup>13</sup>
- Edison's report also found moms are using multiple social media sites during the week. Facebook is most mom's preferred site but they also like to use Pinterest and Instagram<sup>14</sup>
- Pew Research Center found, " mothers are heavily engaged on social media, both giving and receiving a high level of support via their networks. And mothers are particularly likely to encounter helpful parenting information [on social media]" <sup>15</sup>

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<sup>13</sup> <http://www.edisonresearch.com/moms-media-2016/>

<sup>14</sup> <http://www.edisonresearch.com/wp-content/uploads/2016/05/Moms-and-Media-2016-Report.pdf>

<sup>15</sup> <http://www.pewinternet.org/2015/07/16/introduction-24/>

2. Large nonprofits and corporations in the surrounding Syracuse area to be sponsors

Demographics:

- There are thousands of not for profit organizations in the Central New York area, with at least 50 focused on children and youth, at least 20 targeting ameliorating mental health, and over 90 health promoting nonprofits.<sup>16</sup>
- Nonprofits with websites and that are big enough to be on CNY charity databases and sites such as Voluntercny.org or Council of Nonprofits.<sup>17</sup><sup>18</sup>
- Walmart, Target, and Bank of America, 3 of the 20 most generous Fortune 500 companies, have a combined 20 locations in the Central New York area that H2Fitness serves.<sup>19</sup>
- National businesses that have deep roots with the upstate NY community they are based out of, such as Byrne Dairy or Chobani.<sup>20</sup><sup>21</sup>

Psychographics:

- America's biggest philanthropic donors give the most to foundations and universities<sup>22</sup>
- Top causes that corporate social engagement gives to are education (29%), health and social service programs (26%), and community and economic development (13%), according to the 2016 Giving in Numbers survey.<sup>23</sup>

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<sup>16</sup>

[http://greatnonprofits.org/city/syracuse/NY/category:health/sort:review\\_count/direction:desc](http://greatnonprofits.org/city/syracuse/NY/category:health/sort:review_count/direction:desc)

<sup>17</sup> <http://www.volunteercny.org/specialopportunities>

<sup>18</sup> <https://centerstateceonycoc.wliinc14.com/Nonprofit-Organizations>

<sup>19</sup> <http://fortune.com/2016/06/22/fortune-500-most-charitable-companies/>

<sup>20</sup> [http://www.syracuse.com/business-news/index.ssf/2016/10/chobanis\\_latest\\_deal\\_for\\_workers\\_fully\\_paid\\_parental\\_leave.html](http://www.syracuse.com/business-news/index.ssf/2016/10/chobanis_latest_deal_for_workers_fully_paid_parental_leave.html)

<sup>21</sup> <http://www.bloomberg.com/research/stocks/private/snapshot.asp?privcapId=4241522>

<sup>22</sup> [https://www.philanthropy.com/interactives/philanthropy-50?cid=cpw\\_featuredata](https://www.philanthropy.com/interactives/philanthropy-50?cid=cpw_featuredata)

<sup>23</sup> [http://cecp.co/wp-content/uploads/2016/11/2016\\_GIN\\_8x11\\_High\\_Res\\_FINAL.pdf?redirect=no](http://cecp.co/wp-content/uploads/2016/11/2016_GIN_8x11_High_Res_FINAL.pdf?redirect=no)

- National companies want to empower the communities they function in and the problems their citizens face, such as Chobani with refugees in Syracuse, NY.<sup>24</sup>
- “More philanthropists, particularly those with very high net worth, increasingly approach causes and giving like true venture capitalists. They are less inclined to make multiple gifts to several causes over time, or establish legacy vehicles to fund causes into perpetuity. Their motivations are deeply personal and they are increasingly ready and willing to leverage the bulk of their wealth to social innovation to generate transformative results that they can experience in their lifetimes.”<sup>25</sup>
- “Now, donors and potential donors must be reminded of not only what your organization stands for (brand), but must also see you more visibly/constantly (awareness), and understand how those messages link to giving (fundraising).”<sup>26</sup>
- Volunteerism is now the core around which companies are building employee engagement strategies and programs, this can promote company growth and deepens partnerships with nonprofit organizations.

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#### Influentials:

- Syracuse University
- Athletes at Syracuse who grew up in CNY and benefitted from nonprofit programs and childhood education programs
- Heads of nonprofits that have their own following in Syracuse community
- Millennials are company influencers because they have high expectations of their employers and look to leadership of company to be involved in philanthropic endeavors<sup>28</sup>

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<sup>24</sup> <http://www.marketwatch.com/video/chobani-ceo-giving-refugees-jobs-makes-them-part-of-the-community/911C4570-2032-406E-9BE8-1157CBC78AB8.html>

<sup>25</sup> <http://www.nonprofitpro.com/article/80-nonprofit-trends-for-2016/all/>

<sup>26</sup> <http://www.nonprofitpro.com/article/80-nonprofit-trends-for-2016/all/>

<sup>27</sup> <http://www.forbes.com/sites/causeintegration/2015/12/14/6-major-shifts-in-corporate-philanthropy-new-report-finds/#3bacc3761103>

<sup>28</sup> <http://www.forbes.com/sites/causeintegration/2015/12/14/6-major-shifts-in-corporate-philanthropy-new-report-finds/#3bacc3761103>

Media Habits:

- Nonprofits often do not have the resources to be fully present across all social media channels, but it is a free way to reach audiences and so it is often employed.<sup>29</sup>
- According to a Clear Verve Marketing survey, 90 percent of participating nonprofit organizations were using social media, but only 36 percent have a policy regarding its use.<sup>30</sup>

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<sup>29</sup> <https://www.biztimes.com/2011/industries/nonprofit-philanthropy/nonprofits-reveal-social-media-habits-in-new-study/>

<sup>30</sup> <https://www.biztimes.com/2011/industries/nonprofit-philanthropy/nonprofits-reveal-social-media-habits-in-new-study/>  
[http://www.syracuse.com/news/index.ssf/2015/04/the\\_tax-exempt\\_how\\_12\\_central\\_new\\_york\\_charities\\_spend\\_your\\_money.html](http://www.syracuse.com/news/index.ssf/2015/04/the_tax-exempt_how_12_central_new_york_charities_spend_your_money.html)

STRATEGY



# Strategy

## Goals and Objectives

### Goal 1: Increase awareness of H2 Fitness philanthropic efforts.

Objective: Have 200 mothers in Onondaga county buy H2 Fitness Spread Love apparel by the end of 2017.

Target public: Moms 30-50 years old (reach children through moms) (mom bloggers) of public school children in Onondaga County.

#### Strategies:

- Distribute after school program flyers with information about apparel and Day of Movement
  - Primary message: By taking your child to the Day of Movement, you can produce a similar positive benefit of participating in after school programs
  - Secondary message: Purchasing Spread Love apparel empowers your community by bringing positive messages of love into everyday apparel. Also, the funds raised by this apparel will go directly toward the Day of Movement.
- Use mom bloggers as influencers
  - Primary message: As mothers you have the ability to influence the attitudes your children have about interacting with other children and their self esteem. You also have the ability to act as influences in the greater Central New York community, to encourage other mothers to act the same.
  - Secondary message: 81% of U.S. online consumers trust information and advice from blogs, and mothers are credible sources to other mothers. This could be translated into information people look to in terms of what gym to use (in our case, H2 Fitness) and what workout gear to buy (Spread Love)

- Other: Working with mommy bloggers is much easier than making formal agreements with larger companies. Moms easily pitch and review products for any brand they believe in and brands don't have to manage the hassles that usually accompany other deals<sup>31</sup>
- Use Facebook and Pinterest to spread H2 Fitness message
  - Primary message: Facebook is mom's preferred social media platform and moms are likely to encounter helpful parenting information on social media. From here, they are likely to share this information with their friends and family. Pinterest boards are mom's go-to for finding parenting tips, DIY home advice, fitness plans, etc. Having an H2 Fitness presence on Pinterest will help circulate the brand
  - Secondary message: H2 Fitness can use this opportunity to grow their online presence, and control the message surrounding their social space.

**Goal 2: Build partnerships with local branches of national non-profits and companies.**

Objective: Develop partnerships with at least five local nonprofits and one company by the Day of Movement.

Target public: Large nonprofits and corporations in the surrounding Syracuse area who would be willing to act as sponsors.

Strategies:

- Research and reach out to companies that could be a good fit via email and Social Media, including engagement on Twitter and Pinterest.
  - Primary message: Communicate to the nonprofit or company that their partnership is of interest to H2 Fitness because their communities served align.
  - Secondary message: There are thousands of not for profit organizations in the Central New York area, with at least 50 focused on children and youth,

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<sup>31</sup> <https://www.aabacosmallbusiness.com/advisor/why-mom-bloggers-valuable-brands-173022432.html>

at least 20 targeting ameliorating mental health, and over 90 health promoting nonprofits- by tagging one in a photo it sends the message that H2 Fitness is networking about an issue, such as mental health, and a community in CNY, and engaging in flattering ways with potential partners.

- Acquire traditional media coverage of H2 Fitness, “Spread Love” and Day of Movement
  - Primary message: Relay to nonprofits in the area that this will be a great way to give back to the community, as well as gain exposure both as a company and philanthropic base.
  - Secondary message: One of the top causes that corporate social engagement gives to is health and social service programs (26%). The Day of Movement and H2 Fitness is an easy way for nonprofits to give back to the community and help a good cause. Children that participate in the Day of Movement may grow up willing to donate to nonprofit that had been involved, or purchase from companies that had a presence.

**Goal 3: Reach a higher attendance number than last year’s at 2017 H2 Fitness’ Day of Movement**

Objective: Get 50 mothers to bring their children or allow their children to go with their school to H2 Fitness Day of Movement

Target public: Moms 30-50 years old (reach children through moms) (mom bloggers) of public school children in Onondaga County

Strategies

- Obtain after-school program endorsements
  - Primary message: By taking your child to the Day of Movement, you can produce a similar positive benefit of participating in after school programs. This event, where proponents of physical and mental health will be present, will give your child an understanding of mental illness beyond

judgment and the ties between healthy eating, good habits, and future physical and mental success.

- Secondary message: The Day of Movement takes place after school and work hours so it is a good bonding experience with your child
  
- Discuss Day of Movement at H2 Fitness classes and giving description of event and positive effects it will have on children
  - Primary message: JT has a good relationship with his clients and they trust him. If he tells them about the Day of Movement, they will be more likely to go and bring their child.
  - Secondary message: The Day of Movement is similar to an after school program, and mothers see afterschool programs as a way to encourage physical activity and good dietary habits.
  
- Promote Day of Movement on Facebook and Pinterest
  - Primary message: 59% of social-media-using parents indicate that they have come across useful information *specifically about parenting* in the last 30 days while looking at other social media content, so parents can be susceptible to parenting ideas.<sup>32</sup>
  - Secondary message: Parents share information found on social media with friends and family, causing the dissemination of such information to circulate rapidly.

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<sup>32</sup> <http://www.pewinternet.org/2015/07/16/parents-and-social-media/>

# TACTICS, TIMELINE & BUDGET

# Tactics, Timeline and Budget

## Tactics Segmented By Audience

Moms 30-50 years old (reach children through moms) (mom bloggers) of public school children in Onondaga County.

- Strategy 1: Distribute materials that revolve around Spread Love and the Day of Movement
  - Tactic 1: Pass out flyers with details about the Day of Movement. Flyers will include date and time, cost of attendance, influencers at the event, and events and activities for participation. The flyer should also provide contact information for any questions people may have.
  - Tactic 2: Bring Spread Love clothing samples into after-school programs for children and parents to raise excitement about the event. Samples should include various colors of both the t-shirt and legging design. Order forms for students to place orders directly from school should also be included.
- Strategy 2: Use mom bloggers as influencers
  - Tactic 1: Create a digital email pitch sent out to prominent mommy bloggers in Upstate and Central New York. Email pitch will include text as well as a formal invitation, inviting them to participate in the Day of Movement with their families, and allowing them to RSVP via parents and teachers, describing the Day of Movement and how to get involved. This invitation will follow the same branding as the flyer being disseminated in schools.
- Strategy 3: Use Facebook and Pinterest to spread H2 Fitness message
  - Tactic 1: Illustrate personal interest/success stories of parents and children living healthy lives together. Stories could include anything from how healthy eating has changed their lives, or statistics on health/nutrition of children. Post these success stories 2x each week for the duration of the campaign.
  - Tactic 2: Create a Pinterest board with inspirational quotes and tips on healthy living. These pins can include anything from recipe ideas to

workout plans or motivational quotes about living a generally healthy life.

Pin at least 5 pins per day, 2 days a week for the duration of the campaign.

- Strategy 4: Obtain after-school program endorsements
  - Tactic 1: Secure an ad in school newsletters to schools to reach out to may include Fayetteville-Manlius, Jamesville-Dewitt, Syracuse City School District, East Syracuse Minoa, Lyncourt, and Central North Syracuse.
- Strategy 5: Discuss Day of Movement at H2 Fitness classes, giving descriptions of the event and its positive effects on families
  - Tactic 1: Create a short informational video on the benefits of good nutrition and exercise to young children.
  - Tactic 2: Schedule a spokesperson/ key attendee of the event to come to three classes and give a short speech encouraging the attendance of parents and their children at the event. Potential spokespeople could include Syracuse University athletes, local nutritionists, famous bloggers or pro athletes that H2 Fitness already has close connections with.

**Large nonprofits and corporations in the surrounding Syracuse area who would be willing to act as sponsors.**

- Strategy 1: Research and reach out to companies that could be a good fit via email and Social Media, including engagement on Twitter and Pinterest.
  - Tactic 1: Design several Tweets that can be used to pitch companies via social conversation.
  - Tactic 2: Upload relevant material about the Day of Movement (ex: pictures from last year's event, stock photo with date and time of upcoming event, etc.) and tag local nonprofits in Instagram post, to encourage involvement.
- Strategy 2: Obtain traditional media coverage of H2 Fitness, "Spread Love," and Day of Movement
  - Tactic 1: Curate an email pitch to a journalist at the Post Standard to ask that the story be picked u

## Tactics Examples

Audience 1: Moms 30-50 years old (reach children through moms) (mom bloggers) of public school children in Onondaga County.



**H2 Fitness**  
**DAY OF**  
**movement**

SATURDAY MAY 13 • 10am- 3pm  
2220 Onondaga Creek Blvd,  
Syracuse, NY 13207

**FREE!**

**Sponsors/ Organizations participating:**  
**American Lung Association, Walmart, Syracuse City Schools, Wegmans. Appearances from NFL player Johnnie Moran and nutritionist Michelle P. Gallant**

A fun event for kids and parents to stay active and learn more about health!  
Events include: yoga, Zumba, games, healthy snacks, music, dancing, and much more!

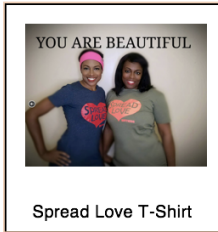
For more information contact JTHoustoun at [h2fitness2@gmail.com](mailto:h2fitness2@gmail.com) or visit <http://h2fitness.net/>

PosterMyWall.com

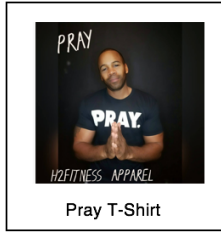
The poster features a blue and white color scheme with three circular images: a group of people exercising, a young child cheering, and a woman leading a group of children in a dance or activity. The text is arranged in a clean, modern layout with bold fonts for emphasis.



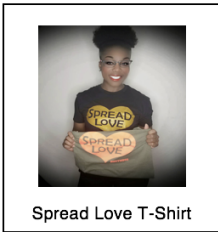
## H2 Fitness T-Shirt Order Form



Spread Love T-Shirt



Pray T-Shirt



Spread Love T-Shirt

Adult Sizes \$25 / Child Sizes \$15

Spread Love:

Style: Female \_\_\_ Male \_\_\_  
 Size: Small \_\_\_ Medium \_\_\_ Large \_\_\_ X-Large \_\_\_  
 Color: Black/Gold \_\_\_ Black/Red \_\_\_ Black/Pink \_\_\_ Blue/Red \_\_\_ White/Gold \_\_\_  
 White/Pink \_\_\_ White/Red \_\_\_ Grey/Red \_\_\_ Green/Orange \_\_\_

Pray:

Style: Female \_\_\_ Male \_\_\_  
 Size: Small \_\_\_ Medium \_\_\_ Large \_\_\_ X-Large \_\_\_  
 Color: White \_\_\_ Black \_\_\_

Total Cost of Order \$ \_\_\_\_\_

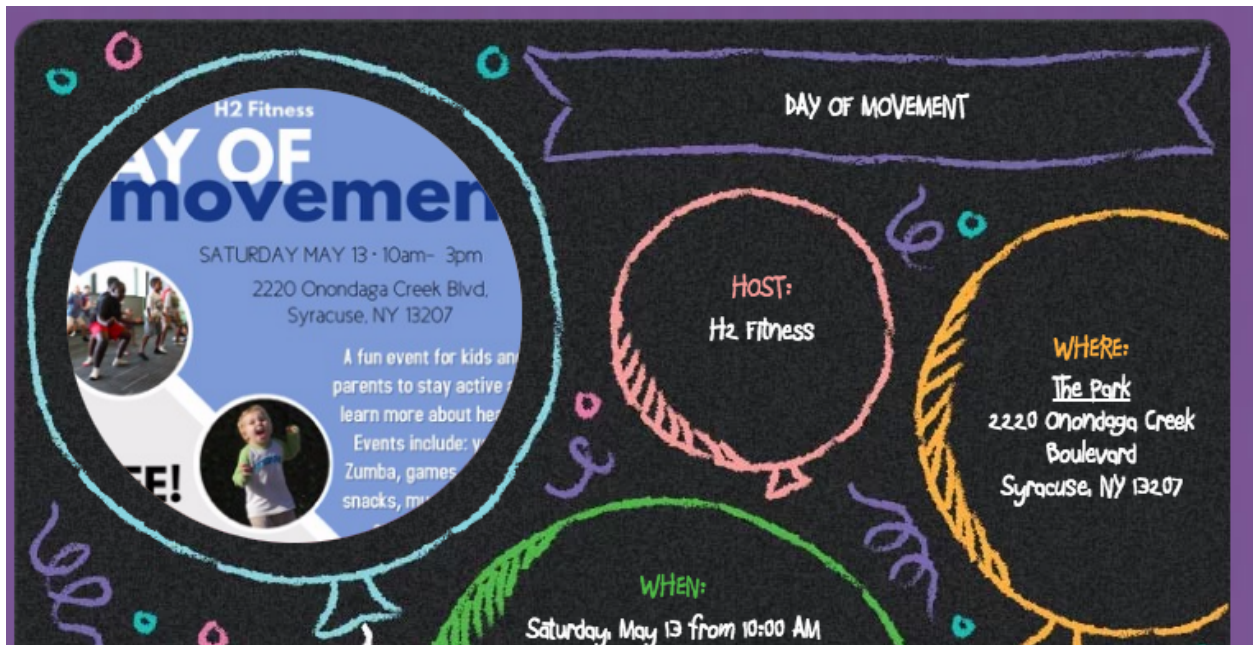
\_\_\_\_\_  
 Student Name

**Payment:**

Cash \_\_\_ Check/money order \_\_\_ Visa \_\_\_ MasterCard \_\_\_  
 Other \_\_\_

Credit Card #: \_\_\_\_\_  
 Expires: \_\_\_ / \_\_\_  
 Cardholder name: \_\_\_\_\_  
 Cardholder signature: \_\_\_\_\_

All proceeds go towards H2 Fitness Day of Movement. A day to promote public health and encourage kids to be active and healthy. Healthy snacks, sports and games and more are all at this year's event! For more information visit [h2fitness.net](http://h2fitness.net) or contact JT Houston at [h2fitness@gmail.com](mailto:h2fitness@gmail.com)



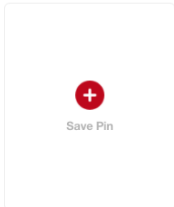
Check out three of our local H2 Fitness kids enjoying the beautiful spring weather by getting outside and being active!

Studies have shown that teaching healthy habits at a young age is extremely beneficial for the future of your child. Unfortunately, only 1 in 3 children are active every day, which means 1 in 3 children are not getting the necessary exercise for a healthy future.

You can change this by teaching your kids healthy habits, starting by joining our upcoming Day of Movement! Find out more information by visiting our website: <http://h2fitness.net/>



### H2 Fitness



Manual Driving Made Easy  
Saved from stay.com



What is Clean Eating? - How to Eat Clean  
Saved from thelivelifeinthe90s.com



9 Super Healthy Breakfast Recipes For Weight Loss  
Super Healthy Breakfast Recipes For Weight Loss | healthy...  
Saved from femnig.com



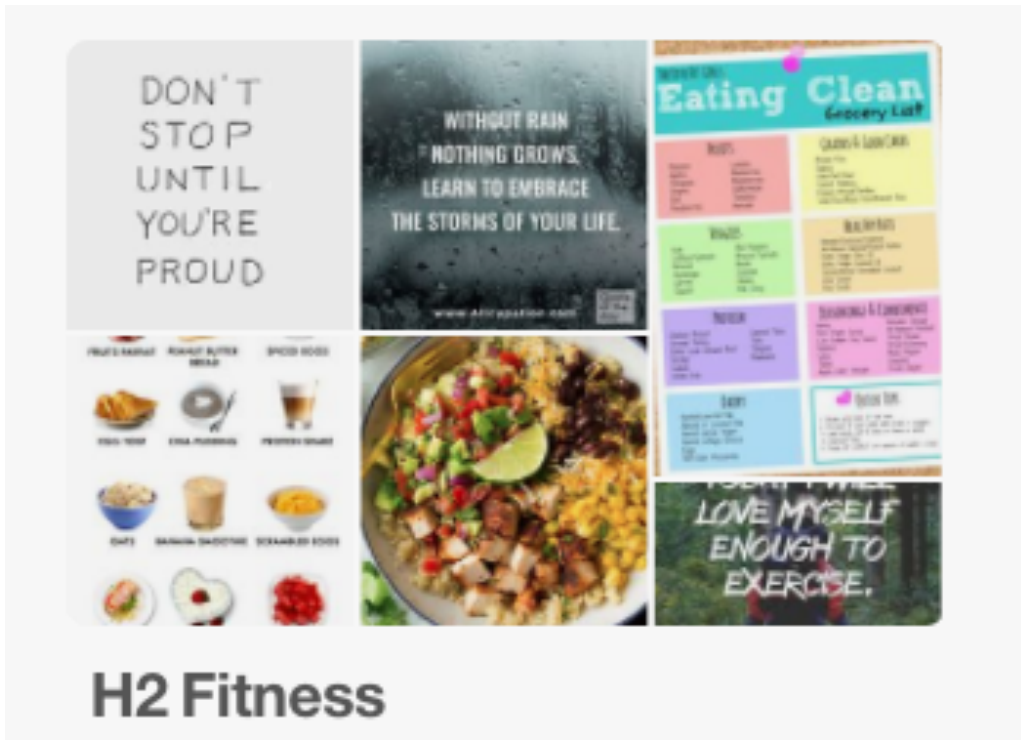
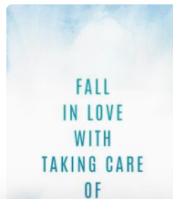
Grilled Chicken and Quinoa Burrito Bowls with Avocado Salsa...  
Saved from cookingclassy.com



Today I will love myself enough to exercise.  
Saved from wildiyallveweightloss.com



You can call it a day, or you can call for another set.



## H2 Fitness



## H2 Fitness Day of Movement

When: May 13, 2017 · 10am- 3pm

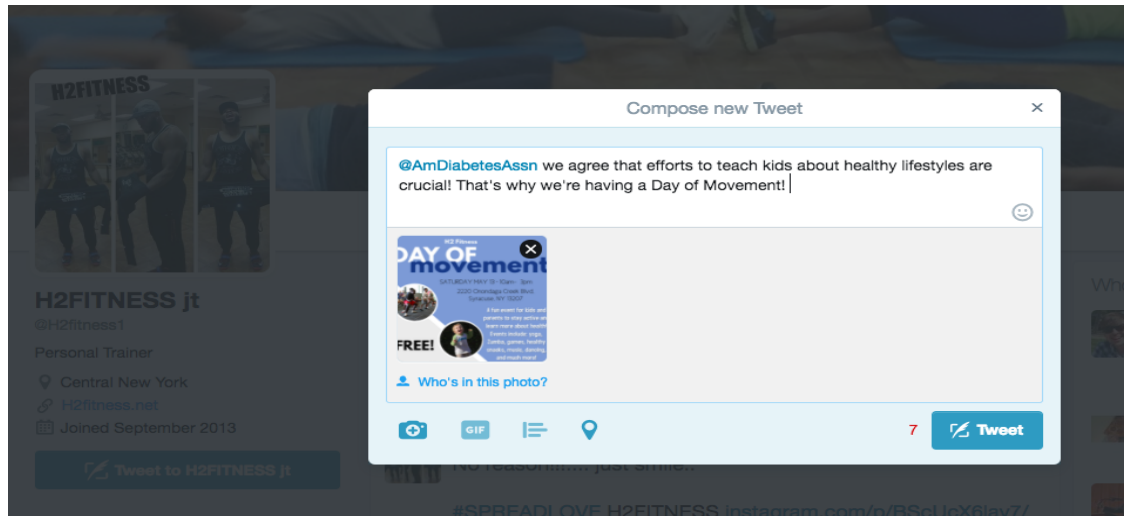
Where: 2220 Onondaga Creek Blvd

**H2 Fitness encourages children to be active and healthy. Join us for a day of fun outdoor activities and learn more about nutrition.**

- Yoga
- Dancing
- Healthy snacks
- Music
- Sports
- Games
- Local organizations
- Tug-o-war
- Exercise stations
- Nutritionist: Michelle Gallant
- NFL star: Johnnie Morgan
- FREE admission

For more information contact JT at [h2fitness2@gmail.com](mailto:h2fitness2@gmail.com) or visit [h2fitness.net](http://h2fitness.net)

Audience 2: Large nonprofits and corporations in the surrounding Syracuse area who would be willing to act as sponsors.



Hi Mr. Trimble,

You must get many emails a day about events going on in the Syracuse area, so I'll get straight to the point about my community event, the Day of Movement, on May 13<sup>th</sup>. This Day of Movement is an expo with a carnival like atmosphere where children can have fun playing while spending time with their parents, all while learning about healthy foods, mental health, the importance of moving around for exercise, and not in a class room setting. It allows parents to address these concepts if they didn't know how to before, and just in time for the summer months where children are back at home and not in the school year routine. Unlike many other events that attempt to teach children about health and healthy living, this event is not just brought on by a local nonprofit and is not stuffy, it is put on by a partnership of local schools, local companies that want to invest in the community's children by promoting this good cause, and local nonprofits that want to aid our attempt at empowering not only children, but their parents.

Your recent pieces about local residents being excited about a new supermarket because of the lack of fresh produce in our area as well as local students being showcased on a national television program showcase your interest as well as adeptness at covering these topics that the Day of Movement will address.

I'd love to give you advanced access to our flyer that will be all over the city and surrounding schools. We'll be channeling this out on Friday. Attached is an exclusive copy, with notable attendees and specific partnerships with Walmart and the American Lung Association.

I'd love to chat further about this exciting event with you, please let me know your interest.

Regards,  
JT

**H2 Fitness**  
**DAY OF movement**

SATURDAY MAY 13 · 10am- 3pm  
2220 Onondaga Creek Blvd.  
Syracuse, NY 13207

A fun event for kids and parents to stay active and learn more about health!  
Events include: yoga, Zumba, games, healthy snacks, music, dancing, and much more!

**FREE!**

**Sponsors/ Organizations participating:**  
American Lung Association, Walmart, Syracuse City Schools, Wegmans. Appearances from NFL player Johnnie Moran and nutritionist Michelle P. Gallant

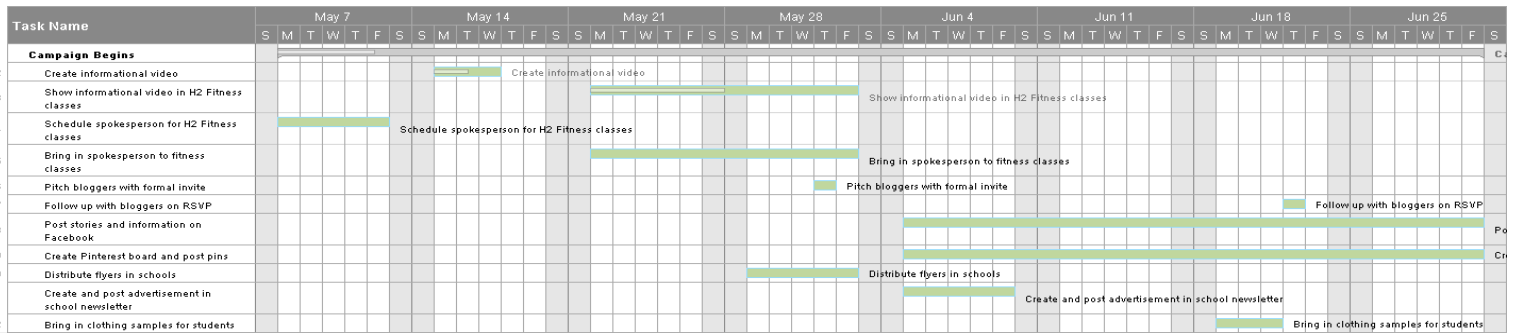
For more information contact JTHouston at [h2fitness2@gmail.com](mailto:h2fitness2@gmail.com) or visit <http://h2fitness.net/>

PosterMyWall.com

The flyer features a blue and white color scheme with three circular images: a group of children playing, a young child smiling, and a group of people sitting on the floor. The text is arranged in a clear, hierarchical layout, with the event title and date at the top, followed by location and time, then a description of the event, a 'FREE!' callout, and a list of sponsors. Contact information is provided at the bottom.

## Timeline (as shown by Gantt Chart)

- As a team, we chose to start our campaign mid-May until the end of June because this is when students and their families are starting to think about their summer plans, whether their kids will go to camp, and getting their kids active for the summer.



## Sample Budget

Objective: Obtain at least 200 mothers in Onondaga County buy H2 Fitness apparel by the end of 2017.

Total Budget: \$2,195

Strategy:

- Distribute Spread Love and the Day of Movement Materials Total = \$1,925
  - Flyers: \$340/1,500 units
  - Clothing Samples: \$275
  - 1,000 Order Forms: \$150
- Use mom bloggers as influencers Total = \$100
  - Blogger Pitch Template: \$10/unit
- Use Facebook and Pinterest to spread H2 Fitness message Total = \$320
  - Facebook Posts: \$10/unit
  - Pinterest Posts: \$10/5 units

Objective: Develop partnerships with five local nonprofits and one company

Total Budget: \$620

Strategy:

- Reach out to companies via email and Social Media Total = \$320
  - Pitch Tweets: \$10/unit
  - Instagram Posts: \$10/unit
- Obtain traditional media coverage Total = \$300
  - Reporter Pitch: \$30/unit

Objective: Get 50 mothers to bring their children to H2 Fitness Day of Movement

Total Budget: \$2,600

Strategy:

- Obtain after-school program endorsements Total = \$1,500
  - School Newsletter Ad: \$250/unit
- Discuss Day of Movement at H2 Fitness classes Total = \$1,100
  - Informational Video: \$500
  - Spokesperson: \$200/class



# EVALUATION

# Evaluation

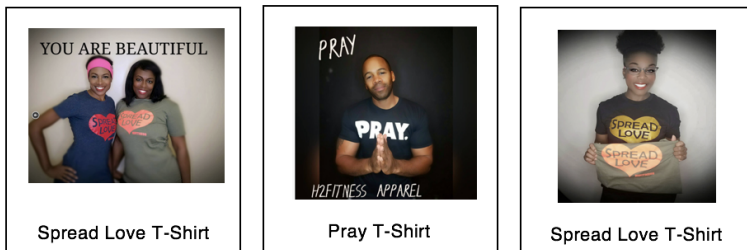
Objective 1: Have 200 mothers in Onondaga County buy H2 Fitness Spread Love apparel by the end of 2017.

## Measurement

To measure number of mothers who purchase Spread Love apparel, H2 Fitness should include a section on order forms, both online and in print, that would inform the company of who is purchasing its clothing. This could come in the form of a check box signifying whether the buyer is a student, mother, father, or other.

## Sample Order Form:

### H2 Fitness T-Shirt Order Form



Adult Sizes \$25 / Child Sizes \$15

Spread Love -

Style: Female  Male   
 Size: Small  Medium  Large  X-Large   
 Color: Black/Gold  Black/Red  Black/Pink  Blue/Red  White/Gold   
 White/Pink  White/Red  Grey/Red  Green/Orange

Pray:

Style: Female  Male   
 Size: Small  Medium  Large  X-Large   
 Color: White  Black

Total Cost of Order \$ \_\_\_\_\_

Who's ordering: **Student**  Mother  **Father**  **Other**

**Payment:**

Cash  Check/money order  Visa  MasterCard  Other

Credit Card #: \_\_\_\_\_

Expires: \_\_\_ / \_\_\_

Cardholder name: \_\_\_\_\_

Cardholder signature: \_\_\_\_\_

All proceeds go towards H2 Fitness Day of Movement. A day to promote public health and encourage kids to be active and healthy. Healthy snacks, sports and games and more are all at this year's event! For more information visit [h2fitness.net](http://h2fitness.net) or contact JT Houston at [h2fitness@gmail.com](mailto:h2fitness@gmail.com)

**Objective 2: Develop partnerships with at least five local nonprofits and one company by the Day of Movement.**

### **Measurement**

The number of local nonprofits that sign contracts to attend the Day of Movement, or volunteer to provide materials, or sponsor an activity that can be done at the Day of Movement. This could be a written or word of mouth agreement, this could be done through email or through social media, or even over the phone. The nonprofits would have to be local, so they may be a national not for profit, but a Central New York branch or office would be necessary to qualify as a valid partnership. If a partnership develops from another partnership, this would be a sign of an even stronger business relationship for H2 Fitness.

### **Sample Contract:**

#### Contracts with Nonprofit Organizations

##### Purpose.

This subpart provides the principles for determining the cost applicable to work performed by nonprofit organizations under contracts with the Government. A nonprofit organization, for purpose of identification, is defined as a business entity organized and operated exclusively for charitable, scientific, or educational purposes, of which no part of the net earnings inure to the benefit of any private shareholder or individual, of which no substantial part of the activities is carrying on propaganda or otherwise attempting to influence legislation or participating in any political campaign on behalf of any candidate for public office, and which are exempt from Federal income taxation under section 501 of the Internal Revenue Code.

##### General.

The OMB Uniform Guidance at 2 CFR part 200, subpart E and appendix IV, sets forth principles for determining the costs applicable to work performed by nonprofit organizations (as defined in the OMB Uniform Guidance at 2 CFR part 200) under contracts (as well as grants and other agreements) with the Government. See [31.108](#) for exceptions to the cost principles for nonprofit organizations.

Requirements.

(a) Contracts which refer to this [Subpart 31.7](#) for determining allowable costs shall be deemed to refer to, and shall have the allowability of costs determined by the contracting officer in accordance with, the OMB Uniform Guidance at 2 CFR part 200, subpart E and appendix IV in effect on the date of the contract.

(b) Agencies are not expected to place additional restrictions on individual items of cost. However, under [10 U.S.C. 2324\(e\)](#) and [41 U.S.C. 4304](#), the costs cited in [31.603\(b\)](#) are unallowable.

In addition, the contract would have specifics as to the date of the Day of Movement, the duration of the contract, so whether it be for one Day of Movement and only through 2017, or through multiple and it be through further years. It would also relay if the nonprofit was donating time, or money to the "management company" (H2 Fitness), and under what circumstances the contract could be terminated. For H2 Fitness' purposes, the contracts could be terminated if all 5 partnerships are not reached for full Day of Movement participation, or if less than the goal of people to come to the Day of Movement register ahead of time; if the nonprofit does not communicate enough with H2 Fitness to build a trustworthy partnership; or if the nonprofit does not, upon further reflection and any circumstances unfold, hold the same values and mission as H2 Fitness and the Day of Movement.