

2019

A Marketing Campaign for Hunters' Home: A Home of Hope Through Integrated Marketing Communications: Secondary and Primary Research Studying the Target Audience, the Hunting and Conservation Community, to Create an IMC Campaign Focused on Fundraising and Awareness

Josie Corinna Slaughter
University of Mississippi

Follow this and additional works at: https://egrove.olemiss.edu/hon_thesis

 Part of the [Communication Commons](#)

Recommended Citation

Slaughter, Josie Corinna, "A Marketing Campaign for Hunters' Home: A Home of Hope Through Integrated Marketing Communications: Secondary and Primary Research Studying the Target Audience, the Hunting and Conservation Community, to Create an IMC Campaign Focused on Fundraising and Awareness" (2019). *Honors Theses*. 1158.
https://egrove.olemiss.edu/hon_thesis/1158

This Undergraduate Thesis is brought to you for free and open access by the Honors College (Sally McDonnell Barksdale Honors College) at eGrove. It has been accepted for inclusion in Honors Theses by an authorized administrator of eGrove. For more information, please contact egrove@olemiss.edu.

A MARKETING CAMPAIGN FOR HUNTERS' HOME: A HOME OF HOPE
THROUGH INTEGRATED MARKETING COMMUNICATIONS:

SECONDARY AND PRIMARY RESEARCH STUDYING THE TARGET
AUDIENCE, THE HUNTING AND CONSERVATION COMMUNITY, TO CREATE
AN IMC CAMPAIGN FOCUSED ON FUNDRAISING AND AWARENESS

By Josie Slaughter

A thesis submitted to the faculty of The University of Mississippi in partial fulfillment of
the requirements of the Sally McDonnell Barksdale Honors College.

Oxford

May 2019

Approved by:

Advisor: Professor Charles Mitchell

Second Reader: Professor Christina Sparks

Third Reader: Dr. Debora Wenger

©2019
Josie Slaughter
ALL RIGHTS RESERVED

DEDICATION

I would like to dedicate this thesis to the Otjivero Community and the people of Namibia. Over many years these people have stolen a piece of my heart with their kindness, gentle spirits, and passionate love for their country and one another. I hope this project helps support the generations to come by providing them with a home and a brighter future.

I would also like to dedicate this thesis to Professor Charles Mitchell, Bill Rose, Dean Will Norton, and Assistant Dean Scott Fiene, each of whom shaped me into the person I am today. When I was a freshman who had no idea what the future held and was uncertain of her path, each of you emboldened me to become better versions of myself.

You saw my potential and helped me grow by pushing me out of my comfort zone, taking the time to get to know me and allowing me to get to know you, and consistently encouraging me every step of the way. The four of you made my four years at Ole Miss the best of my life and I am forever grateful for you.

I would like to recognize and thank my parents, Kevin and Corinna Slaughter, who have been my rocks throughout my life. You have never failed to encourage me in everything I have done, always telling me I could do anything I set my mind to. Thank you for your unfailing love and desire to see me succeed in my dreams.

Finally, I would like to recognize the professors of the School of Journalism and New Media. Each of them contributed to an amazing four years at Ole Miss with their teaching, positive attitudes, and love for their students.

ACKNOWLEDGEMENTS

I would like to thank the Sally McDonnell Barksdale Honors College for supporting my thesis research by sponsoring my travel to the Otjivero Community in Namibia.

A special thanks to Marina Lamprecht for her generosity in hosting me during my time doing research in the Otjivero community and for sharing her vision for this community with me. Because of her, I have had the privilege of knowing these people.

I would also like to thank my thesis advisor, Professor Charles Mitchell, for his continuous help and patience with me throughout this process. Without his guidance, the idea and execution of this thesis would not have been possible.

Thank you to my second and third readers, Professor Christina Sparks and Dr. Debora Wenger, for their encouragement, advice, and time.

Finally, I would like to thank the School of Journalism and New Media and the Sally McDonnell Barksdale Honors College for teaching me all I know and for supporting me in all my endeavors.

ABSTRACT

Through research and evaluation of current and experimental nonprofit marketing methodologies and practices designed to raise awareness and attract donors, this project's purpose is to define and create a marketing campaign for a children's home, named Hunters' Home: A Home of Hope, in Namibia.

Adopted and unique strategies will be identified to target the audience of hunters to help meet the specific needs of the home, which was founded by Marina Lamprecht, a person widely known and respected by participants in hunting and conservation.

To create the marketing campaign, secondary and primary research was conducted. Secondary research was done through a literature review studying problems with child-headed homes and opposition to children's homes, as well as marketing practices of nonprofits, successful marketing campaign of nonprofits, and information on the target audience. Primary research was collected in the form of a survey, four interviews, and a field study visit by the researcher to the Otjivero Community. The survey was distributed through Family Expeditions LLC to their clientele and interviewees were from the respondents.

Key insights found from the research included the insight that hunters prioritize conservation in their charitable giving above humanitarian giving but have a desire to be a part of humanitarian charities, women are the primary donors to charitable organizations, and Facebook is the most important social media platform for nonprofits.

This research produced the campaign title, "Outdoorsmen Embracing Community", and campaign slogan, "Outdoorsmen Embracing Community Through Conservation at its Highest Calling."

TABLE OF CONENTS

LIST OF FIGURES.....	VIII
LIST OF TABLES.....	IX
SECTION 1: INTRODUCTION.....	1 – 11
1.1 Context: The need for a home	
1.2 Who is Marina Lamprecht?	
1.3 Operational model for home	
1.4 How children end up in child-headed homes	
1.5 Problems encountered by child-headed homes	
1.6 Strategies for positive home outcomes	
1.7 Why a group home instead of traditional adoption	
SECTION 2: SECONDARY RESEARCH: CASE STUDIES, MARKETING PRACTICES OF NONPROFITS, SOCIAL MEDIA PRACTICES OF NONPROFITS AND TARGET AUDIENCE RESEARCH.....	12 – 39
2.1 Overview of Secondary Research, Case Studies: “20 Nonprofit Marketing Campaign Case Studies”	
2.2 Overview of Secondary Research, Social Media Practices of Nonprofits: “Two Social Media Channels Your Nonprofit Should Be Leveraging”	
2.3 Overview of Secondary Research, Marketing Practices of Nonprofits: “5 Marketing Tips for Nonprofits to Reach Donors”	
2.4 Overview of Secondary Research, Marketing Practices for Nonprofits: “10 Awesome Marketing Ideas for Nonprofits”	
2.5 Overview of Secondary Research, Marketing Practices of Nonprofits: “The Ultimate List of 50 Nonprofit Marketing Ideas”	
2.6 Overview of Secondary Research, Target Audience Research: <i>U.S. Fish and Wildlife Service and U.S. Census Bureau 2016 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation</i>	
2.7 Overview of Secondary Research, Target Audience Research: “America’s 10 Most Charitable Cities”	
2.8 Overview Secondary Research, Target Audience Research: “Charitable Giving: Baby Boomers Donate More, Study Shows”	
2.9 Overview Secondary Research, Target Audience: “Who Gives the Most to Charity and Where Does it Go?”	
2.10 Overview Secondary Research, Target Audience: “Who Gives Most to Charity”	

2.11 Overview Secondary Research, Target Audience: “2018 Online Giving Statistics, Trends & Data: The Ultimate List of Giving Stats”

SECTION 3: PRIMARY RESEARCH: SURVEY ADMINISTERED TO CLIENTS OF FAMILY EXPEDITIONS LLC.....	40 – 52
3.1 The Survey Distributed	
3.2 Analysis of Results	
SECTION 4: PRIMARY RESEARCH: INTERVIEWS.....	53 – 55
4.1 Interview Analysis	
SECTION 5: SWOT ANALYSIS.....	56 – 58
5.1 SWOT Analysis of Hunters’ Home: A Home of Hope	
5.2 Analysis of SWOT Analysis	
SECTION 6: CAMPAIGN OBJECTIVES.....	59 – 60
SECTION 7: CAMPAIGN TARGET AUDIENCE.....	65 – 85
7.1 Target Audience	
7.2 Target Audience Persona	
SECTION 8: CAMPAIGN STRATEGY.....	65 – 85
8.1 Insights from Research	
8.2 Campaign Title, Slogan, and Logo	
8.3 Strategic Media Plan	
8.4 Social Media Strategy	
8.5 Email Campaign Strategy	
8.6 Endorsement Strategy	
8.7 Article Publication Strategy	
8.8 Brochures	
SECTION 9: CAMPAIGN BUDGET.....	86 – 87
SECTION 10: CAMPAIGN TIMELINE.....	88 – 90
SECTION 11: CAMPAIGN IMPLEMENTATION AND EVALUATION.....	91 – 92
11.1 Implementation	
11.2 Evaluation of Campaign	
11.3 Conclusion	
REFERENCES.....	93 – 99
APPENDIX.....	100 – 126
A.1 Survey Administered and Results	
A.2 Interviews Conducted	

LIST OF FIGURES

Figure 1 A Maps of Otjivero, Namibia.....	3
Figure 2 A Hunting Participation.....	24
Figure 2 B Percent of U.S. Population Who Hunted by Residence.....	25
Figure 2 C Percent of Males and Females Who Hunted in the United States.....	26
Figure 2 D Percent of Hunters by Age.....	26
Figure 2 E Percent of U.S. Population Who Hunted by Household Income.....	27
Figure 2 F Percent of Hunters by Education.....	28
Figure 2 G Percent of U.S. Population Who Hunted by Education.....	28
Figure 2 H Percent of Hunters by Race.....	29
Figure 2 I Percent of U.S. Population Who Hunted by Race.....	29
Figure 3 B Age of Respondents.....	42
Figure 3 C Charitable Donations According to Annual Income.....	47
Figure 3 D Tag Lines.....	51
Figure 3 E Top Two Taglines by Respondent Description.....	52
Figure 7 A Cross Reference of Insights and SWOT.....	66
Figure A 1 Survey Administered to Clients of Family Expeditions LLC.....	120

LIST OF TABLES

Table 1 A Survey Administered to Clients of Family Expeditions LLC Information.....41

Table 9 A Campaign Costs.....87

SECTION 1: INTRODUCTION

In the community of Otjivero, Namibia, the children are in danger. Many live in child-headed homes where starvation, abusive adults, and psychological trauma threaten them daily. There is a need in this community for adoption, foster care or a children's home. Hunters' Home: A Home of Hope is a children's home which has been built in the community and is awaiting government approval to become operational. This home will provide nurture, sustenance and housing for the vulnerable children of Otjivero and the surrounding farms and settlements.

1.1 Context: The Need for a Home

The Otjivero settlement in Namibia is located one hour east of the country's capital, Windhoek. The settlement is host to the Otjivero Primary School for children of the small community of approximately 600 residents. The school in the settlement is sponsored and operated by the Namibian government. The school provides the students with a food called mielie-meal – a grits-like porridge made of course flour. The food has marginal nutritional value but is inexpensive and filling (Calories in Ace, 2019). The mielie-meal is often delivered to the school at unpredictable times, having been delayed by weeks due to government oversight or problems. This has left some children, especially those in child-headed homes, with nothing to eat.

Marina Lamprecht, founder of the home, owns and operates a hunting camp called Hunters Namibia Safaris that is located 10 minutes away from the Otjivero community. Her clients are primarily big game hunters. Twenty years ago, Lamprecht and her late husband, Joof, observed the inconsistency of the food deliveries for the children and began supporting the school. Marina Lamprecht would not only use her own funds to purchase mielie-meal for the children when their supply was not delivered but would also donate meat from harvested animals taken in hunts on her property. This meat is the sole protein the children eat. Lamprecht's work with the school and community not only greatly improves the children's lives, but also gives the community respect for her so that they are not tempted to poach the wild animals on her property, which contributes to Lamprecht's conservation practices.

In 2016, when Lamprecht was making a routine meat delivery, she saw a young child running away from the school with a bowl of food in hand. Lamprecht followed and discovered the child was taking the food to siblings who were too young to attend school. After asking the villagers about the child, she discovered the child and many of the children in the village were in child-headed homes due to their parents/grandparents dying, abandoning them or having to take jobs away from the village and school.

At that time, she decided to begin creating a group home for the children in child-headed homes with the purpose of providing them with shelter, food, and nurture from attending adults. Currently, the home is not operational pending government approval of the building and creation of the Otjivero Boarding School Trust which will hold the home's funds.

In the community, there are about 500 children and, of those, 50 or more are in child-headed homes. In nearby communities and farms there are more children who are in child-headed homes or who will need to live in the home in order to receive an education while their parents work on farms.



Figure 1 A Maps of Otjivero, Namibia (Omitara, 2019)

1.2 Who is Marina Lamprecht?

Marina Lamprecht is the owner of Hunters Namibia Safaris, an 80-square-mile hunting property one hour east of Namibia’s capital, Windhoek, Namibia. She started the company in 1984 with her late husband, Joof Lamprecht, who was a Registered Professional Hunter. She has continued to operate Hunters Namibia Safaris since his death in 2015. From the beginning of their hunting operation, Lamprecht has been passionate about ethical, fair-chase and sustainable hunting. She is one of the foremost

leaders in the hunting industry, known internationally for promoting ethical hunting and documenting the positive effects hunting has on the environment and local communities.

She was quoted by Forbes in relation to the ban Delta Airlines placed on shipping some animals from Africa to the United States (Minitier, 2015), has been featured in many videos and articles for the Dallas Safari Club International (Video, 2019), and was asked to speak at the United Nations on hunting and conservation. Her most recent video for the Dallas Safari Club on how hunting supports conservation and has over 26,000 views with an overwhelmingly positive response.

Although Hunters Namibia Safaris draws clients from around the world, roughly 90 percent are from the United States. Hunters Namibia Safaris marketing is targeted towards United States citizens, especially through attendees at trade shows in Dallas, Reno, and Houston. At each of these trade shows, Lamprecht's name is well-known and brings old clients, friends, and potential new clients to her booth. Most of the Hunters Namibia Safaris international clientele find the company via its website or word of mouth from past visitors.

1.3 Operational plan

The operational plan for the home indicates private funding from donors from around the world. All donations will go directly to provide for the children's needs (such as food, clothes, and toiletries), school maintenance, and staff salary. Lamprecht will not receive any portion of the donations. The Namibian government will not have a role in funding the home, which, according to the operational plan, will allow the home to make

quicker decisions, choose staff members who care for the children and are equipped for the job, and monitor apportionment of funds. Lamprecht will be heavily involved in monitoring the home and its funds as head of the home's foundation, which is pending government approval, but will not take a management position at the home itself.

The staff of the home will be made up of five to seven Otjivero community members, most likely to be older members (such as grandparents) who have experience raising children. Male caregivers will sleep in the adjoining rooms to the boys' buildings, and the female caregivers will sleep in the adjoining rooms to the girls' buildings. The staff will monitor and protect the children, help clean and cook for them, and nurture and raise them as they would their own children.

Construction of Hunters' Home: A Home of Hope is largely complete. It consists of nine modest buildings which serve as dining hall and kitchen, sleeping rooms, and bathrooms. Six of the buildings, three each, will be used for the boys and girls to sleep in. Each building has two separate rooms. A smaller entry room is for adults to sleep, and a much larger room is equipped with bunk beds for the children. The buildings can hold a total of 250 children, but a number closer to 150 will allow for more space for each child. These children will be from the Otjivero community and the other communities or farms nearby.

The projected operating cost per child per year is \$2,400. This covers the child's food, boarding costs (electricity, water, etc.), wages of the attending adults, and supplies. For 250 beds, the annual budget would be \$600,000. For 150 beds, the total needed would be \$360,000.

Today, donations can be made through the Dallas Safari Club Foundation, through which the Otjivero Boarding School Trust has been created.

Children will be eligible to live in the home when they begin school – around five years old. They will be able to stay in the home until they have completed their schooling at Otjivero Primary School which serves grades one through seven. Many children begin school late, around eight or nine, so the age at which the children would leave the school/home is variant on the age at which the child completes school. Children from both the Otjivero community and communities/farms nearby will be welcomed to the home. Once those children have been placed in the home, more children from further communities will be housed based on room available.

As of now, there is not a set plan for the children after they leave the home. It is being considered by the leaders of the home, but the priority has been trying to start the home. The hope is to be able to find placements in other schools or boarding schools once the children have graduated primary. During their time in the home, teachers and caregivers will emphasize the importance of a continued education with the hope it encourages students to be interested in continuing their schooling.

1.4 How children end up in child-headed homes

Children are in child-headed homes due to a variety of situations over which they have no control. One cause is death of a parents or guardian(s) from AIDS/HIV, other diseases, accidents, or suicide. Second, because of abandonment by a guardian, either by leaving the children and moving away or being so incapacitated by drugs or alcohol that

they are no longer able to care for the children. A third causation is that some adults must move to another area in order to obtain work and must leave their children for any of a multitude of reasons such as schooling, safety, or lack of funds (Mogotlane, 2010).

1.5 Problems encountered by child-headed homes

Being in child-headed homes affects children in a multitude of ways. In regard to education, it can cause children to fall behind or abandon going to school because of the responsibility of caring for younger siblings, especially infants. In some situations, there is no one to pay the modest government fees to go to school, which include books and uniforms (Maushe, 2015). One of the consequences of not attending school for any of these reasons is a continuation of the poverty cycle for the family. If the children are illiterate or semi-literate, they cannot gain jobs or excel in career paths, which causes them to stay in poverty and possibly have to repeat the cycle with their children when they cannot afford their education (Poverty, 2019).

Being in a child-headed home can lead to a lack of food and even starvation. Unless communities come together to support these children or schools are able to provide food, many will go hungry because the oldest sibling cannot get a job to provide for the others or cannot scavenge food from throughout the community (Maushe, 2015).

The children living without adults to guide and shield them are highly susceptible to exploitation, abuse (verbal, physical, and sexual), and neglect. They are easy targets to be taken advantage of for cheap or free child labor due to their desperate need for money.

The lack of protection from adults makes them vulnerable to rapists, pedophiles, or generally abusive adults who may seek to harm them.

Finally, the lack of care from an adult often leaves the children without anyone to love or nurture them through the early stages of life. The eldest sibling can try to fill the void, but due to the high pressure to care for their siblings (or in some cases the possible lack of love for their siblings), they are not able, and do not have the skills, to pay attention to each child in the way a parents or guardian would be able to (Maushe, 2015).

All of these consequences of being raised in child-headed homes often lead to a mindset of hopelessness and depression which cause only further decline in lifestyle and success in education or jobs (Maushe, 2015).

1.6 Strategies for positive home outcomes

One of the many ways the home will benefit the children is by getting them out of child-headed homes and into the care of adults. These adults would oversee the care of the children, allowing the oldest siblings to focus on their school work and to enjoy being a child.

While the adults would run the home, the children would be a part of chores such as cleaning, cooking, and washing where they would learn responsibility in a safe environment rather than learning responsibility as a necessity to stay alive. These adults would be able to help guide the children through life decisions, provide steady authority, and encourage them in moral behavior and leadership.

Children at the home would also be provided with three meals a day, rather than the usual one per day they receive mid-morning on school days. One of the reasons the children attend school is to be fed, and when they are not, they are too hungry and desperate for food to go to school. Being provided food would take away stress of the older siblings, but would also promote focus in school, success in other extra-curricular activities, and physical growth.

Another aspect of the home is providing safety to these vulnerable children. Being surrounded by caregivers and in an organized living condition would protect the children from others who would attempt to abuse them sexually, verbally, or physically and exploit them. According to Lamprecht, in the community these children are being raised in, it is accepted that women must prove their ability to have children before they are considered to become a life-partner. This belief has led girls as young as twelve to have sex to prove they are able to have children. The reality is this cultural norm is simply a ploy for men to take advantage of these young girls, who are not old enough to understand, let alone consent, to these acts. If a child does become pregnant, the men usually abandon them.

Beyond this cultural belief, living in a home with no guardian protection puts every child, no matter their age or gender, at risk of being raped by members of their community. Placing these girls and boys into the home would protect them from community members who would seek to take advantage of them and allow them to be surrounded by adults who would encourage them and, perhaps, break these patterns.

In Namibia, the law requires children to attend school until they are 16. Many children start their education late, at age eight or nine, because they live a distance away

from the nearest school and attending school means leaving their parents. When children start school late, they have just finished primary school when they are 16. As they are no longer required to attend school after this age, many do not pursue further education. If children were in school at younger ages and thus ended primary while they were younger than 16, they would be required to pursue more schooling, which could lead a child to finishing their high school degree or at least become qualified for better jobs. The home serves as a further incentive for the children to start their schooling at the normal age of five or six. It gives children from other areas a safe place to live in while they are away from their parents and offers the children in the Otjivero community a further incentive to start school young, so they can live in the home.

1.7 Why a group home instead of traditional adoption

A term that is similar to “group home” is “orphanage.” The latter term, especially in Europe and the West, often kindles negative reactions. Over the last several years, more people have been speaking against orphanages. Too, research proving the often-poor treatment children receive while in orphanages has been continuously piling up. Study after study shows it is better for children to grow up with their families or in family settings such as foster care rather than orphanages. Around the world, magazines and organizations such as *National Geographic* (Hughes, 2013b) (the article can be read more in depth at Aeon (Hughes, 2013a)), *The Telegraph* (Bilson, 2017), and the American Psychological Association (Weir, 2014) have published stories discussing research done,

such as the Bucharest Project (Bucharest Early, 2019), on the effects growing up in orphanages have on children.

People with notoriety around the world have begun to support the cause, too. One such person is J.K. Rowling, author of the *Harry Potter* series. Rowling not only denounces orphanages on her social media pages and in articles, but also those who donate time and money to them (Pickles, 2018). In order to combat orphanages and institutions, the author has created Lumos, a nongovernment organization with the goal of having all children grow up in family settings by the year 2050 (Home - Lumos, 2019). While the organization has a highly respectable and ideal goal, Rowling and others who have spoken out against orphanages, have failed to realize that many are a last-case scenario and privately operated by people who truly care for the children placed in them.

This is the case for Hunters' Home: A Home of Hope. It is recognized that being in an orphanage-like home is not the best case for these children, but it is far better than the living conditions of the alternative. A perfect world might see the children of Otjivero growing up in family settings, perhaps with distant family relatives, or being adopted. The reality is many of these options either are not viable or are long-term solutions. According to Lamprecht, the Otjivero community is one of the poorest in Namibia and most of the community members barely have enough money to provide for themselves and their own families, let alone provide for more children.

For those who need it, the home will provide children with shelter, running water, electricity, and food. The children will still be free to go about the community and be involved, see older community members, and attend school every day. While it is recognized that no amount of staff can replace a family, the members of the community

who will be working at the home will have a passion for these children and will have known them their entire lives, which gives them prior relationships and trust.

SECTION 2: SECONDARY RESEARCH: CASE STUDIES,
MARKETING PRACTICES OF NONPROFITS, SOCIAL MEDIA
PRACTICES OF NONPROFITS AND TARGET AUDIENCE RESEARCH

Secondary research was conducted in the form of a literature review to study marketing practices of nonprofits, successful marketing campaigns of nonprofits, and the target audience. The literature review contributed to the campaign by allowing the researcher to understand the best tactics to implement in marketing Hunters' Home: A Home of Hope, effective ways to engage nonprofit donors and supporters, and the target audience's demographics.

2.1 Overview of Secondary Research, Case Studies: "20 Nonprofit Marketing Campaign Case Studies"

This article was written by Christina Zylius for NonprofitMegaphone.com and discusses 20 marketing campaigns created by 20 different nonprofits in order to promote themselves and their causes (Zylius, 2018). Ten of these 20 examples, chosen because of their particular connection to this project or their communication of an outstanding idea, will be summarized here.

1. The first campaign to be looked at was the Pledge Your Birthday campaign created by Charity:Water. This campaign encouraged its supporters to “pledge their birthday” to providing clean drinking water through their social media presence. The purpose behind the campaign was to encourage supporters to share about the nonprofit online in order to raise funds and also to spread awareness of Charity:Water to friends and family members of those already involved. Supporters invited their friends to donate to Charity:Water as a birthday gift.
2. The next campaign studied was the How-To Videos campaign by Samaritan’s Purse. This campaign centered on creation of a comedic “how-to” video explaining how to pack a shoebox for the nonprofit’s annual Operation Christmas Child initiative. The video served to not only catch viewers’ attention through its use of humor, but also convey important information about the nonprofit’s programs, how easy it is to get involved, and what items should and should not be packed.
3. The third campaign was the Weekly Newsletter by Feed My Starving Children. Each week the nonprofit emailed out updates to subscribers in which they wrote the story of a child that had been impacted by the nonprofit’s work. The newsletter provided reinforcement and actual results to donors to show them how their money was helping others. The weekly notification of the emails kept the nonprofit continuously in the donors’ minds, but not to the point that donors became overwhelmed with information.

4. Adopt an Animal was a campaign run by the Lincoln Park Zoo which encouraged people to adopt a pet at the zoo. In return for their adoption, a certificate of adoption, fact sheet, magnetic photo, and stuffed animal were sent to sponsors. This information kept the sponsor up-to-date on how their sponsorship was making a difference at the zoo and was a constant reminder of their support for the organization.
5. The next campaign was by TEDTalks and was centered around Twitter polls. The organization posted polls on Twitter to encourage its viewers to give their feedback on the talk or other various topics. The polls served three purposes. First, they allowed viewers to express their opinions on a topic. Second, they encouraged those who saw the online discussions to check out the content behind it. Third, they allowed TEDTalk to gauge viewer interests based on the comments left and choices people made.
6. The sixth campaign discussed was Donate Your Miles by Habitat for Humanity. The campaign encouraged people to donate their Delta Airlines frequent flyer miles to volunteers and other members of the organization who needed assistance in traveling. This campaign was unique because it opened a new opportunity for people to donate something other than money to the organization through a partnership with Delta.
7. The Virtual 5K Race by To Write Love on Her Arms was discussed. Rather than hosting a 5k at one location that would minimize the number of people who could attend, this 5k encouraged supporters to walk or run a 5k in their neighborhood. The nonprofit offered race merchandise based on the amount

of money donated by a supporter. This campaign allowed for inclusion of people across the world, rather than limiting participants to one area or to those who could travel.

8. Student Support was a campaign put on by No Kid Hungry to encourage students to become involved in the fight against hunger in the United States by participating in bake sales, interning with nonprofits, and creating new ideas. This campaign connected with a group that is not often targeted but is full of young enthusiasts who want to help and have the imagination to come up with new ideas.
9. The World Wildlife Foundation for Nature created the Earth Hour campaign. The campaign sought to encourage both individuals and businesses to become involved in conserving energy by turning off their lights for one hour during a day chosen by WWF. This call to direct action gives those involved a way to feel tangibly involved in a movement.
10. The last campaign discussed was Recipes by Oxfam. Through this campaign, Oxfam provided recipes using sustainable ingredients to its website viewers in order to encourage them to reduce waste. The recipe-sharing world is vastly popular and Oxfam's campaign showed how the use of practical and popular content that is related to the nonprofit can increase views and promote positive sharing about the organization.

These nonprofit campaigns spun a traditional fundraising practice and showed how to promote an organization's mission through involving people in new methods of support.

2.2 Overview of Secondary Research, Social Media Practices of Nonprofits: “Two Social Media Channels Your Nonprofit Should Be Leveraging”

Written by Lindsay Crossland for Forbes.com, this article highlights the importance of using social media platforms as a fundamental part of raising awareness, brand image and support for nonprofits (Crossland, 2018). Based on the platform used, information should be shared in different ways in according to the audience participating on the platform.

The two social media platforms emphasized in this article are Instagram and LinkedIn. With Instagram, the priority is to keep the organization at the forefront of followers’ minds, rather than to solicit action from them. It is important that these posts elicit emotional reactions and lead to a recognition of need. LinkedIn is utilized to create authenticity around the nonprofit brand. The LinkedIn audience is one with a predominately large amount of power. Using this platform to connect with the users increases the likelihood of businesses being interested in partnering with the nonprofit and also increases credibility in the business world. An important note with LinkedIn is making sure all messages have been created to target and fit into the business world.

2.3 Overview of Secondary Research, Marketing Practices of Nonprofits: “5 Marketing Tips for Nonprofits to Reach Donors”

Written by AJ Agrawal for Forbes.com, “5 Marketing Tips for Nonprofits to Reach Donors” (Agrawal, 2016) discusses the use of social media, messaging, content, search engine optimization, and blogs to reach potential donors.

The article first discusses social media. Agrawal believes that trade shows and direct mail are no longer effective ways to reach people, but Google AdWords, Facebook ads, Twitter ads, and LinkedIn ads are where to find potential donors. The use of these tools helps nonprofits better understand where they should invest their resources.

According to Agrawal, messaging should be vital to the success or failure of a nonprofit. All messages should be transparent about goals, how they will be achieved, and the importance of the goals.

Content should be creative and relevant to the nonprofit. Good content will communicate what the nonprofit stands for but also inspire action and passionate responses from viewers. Providing viewers with good content allows a relationship to be built whereas immediately asking for money turns many people away.

Search Engine Optimization (SEO) can be used to target audiences in a more effective way than cold contact. Social media, blogging, and keywords are three examples of tools that can be used to improve SEO, leading consumers to want to reach out to you, rather than the other way around.

Finally, Agrawal discusses the importance of blogs. Blogs help nonprofits get more information out to the public without overwhelming people with emails or phone calls. It is a simple tool that can greatly increase donations through open communication and evidence of how the nonprofit makes a difference. Blogs should always include a call

to action which could include areas for prospective donors to put in their information or ask them to get involved in other ways.

2.4 Overview of Secondary Research, Marketing Practices for Nonprofits: “10 Awesome Marketing Ideas for Nonprofits”

10 Awesome Marketing Ideas for Nonprofits was written by Eric Burger for NonprofitPro.com (Burger, 2017). In this article, Burger writes about important marketing practices for nonprofits from leveraging existing volunteer and donor databases and customer relationship management (CRM) to hosting a Twitter chat to increase partnerships and influence. Only nine of the 10 topics will be summarized here.

1. First is leveraging existing volunteer and donor databases and CRM.

Analyzing existing information can help nonprofits to create connections and recognize patterns in the type of audience involved in their work. This information would help the nonprofit better target other potential volunteers and donors. Some ways nonprofits could leverage their data is by creating personas of donors or volunteers to better understand their target market, understanding their lead sources in ways which could be used to increase their effectiveness, and mapping out the entire prospect-to-donor/volunteer journey which would allow for better understanding of the target markets thought process in different stages.

2. The next topic covered was investing in social media advertising. Based on information gathered from existing databases, nonprofits can create targeted

ads via social media to raise awareness and funds. Beyond this, ads can be used for market research, segmenting audiences, increasing the nonprofit's traffic and leads, and boost top-performing content.

3. Adding a donate button to nonprofit Facebook pages, a recent development on the platform, can be useful for call to actions and provides an easy way for interested viewers to get involved.
4. A marketing tool for nonprofits to use is to re-use existing content in new ways. Content can be repurposed in the following ways:
 - Create PowerPoints out of existing blog posts
 - Create an e-book filled with blog posts with similar themes
 - Start a podcast where existing blogs or content can be shared
 - Use email newsletters to promote blog posts
 - Revitalize old content to be relevant for today
 - Content with similar themes can be turned into a campaign or social media series
 - Case studies can be made out of previous research or volunteer/donor information
5. Next, it is important for nonprofit's emails to be personalized and segmented. The time it takes to segment these emails and do research to personalize messages will be well worth it when response rates increase and unsubscribe rates decrease. Studies show that personalized emails have a 41 percent higher click-through rate – the rate at which receivers of the email click on a link which takes them to the website or page advertised – than those not

personalized. Creating personalized emails can also increase open rates to 29 percent, which is the rate of people who open the email. Emails can be segmented or personalized in the following ways:

- Ask subscribers how they prefer to be contacted and how often
 - Study donor and volunteer patterns
 - Create emails targeting cold leads or those who do not yet meet standard criteria
 - Create email campaigns that differentiate based on open or click rates
 - Research user web viewing patterns to send emails which align with a subscriber's interests
 - Create segments for areas where subscribers live
6. Facebook Live is another marketing strategy that nonprofits should take advantage of. This form of marketing creates an authentic and more personal relationship with viewers. These videos can be used to broadcast Q/A sessions, fundraisers, events, organizational announcements and also allows for live feedback from viewers.
 7. A way to get viewers involved on social media is to host contests. These can help attract new viewers to a social media page as well as create buzz around an organization. Contests could include, but are not limited to, photo, video, and sharing/liking contests.
 8. Twitter chats are another way to boost influence and create partnerships. This form of social media communication allows for instant communication with viewers who can ask questions or make comments and receive responses.

Promotion of the Twitter chat, preparation for difficult questions, and having enough staff ready to respond should be planned before the chat takes place.

9. Finally, posting content that is purpose-driven elicits an emotional response, and tells a story is important for all aspects of nonprofit marketing. If content does not engage the viewers and encourage them to become about of the mission, then there is no purpose in posting it.

2.5 Overview of Secondary Research, Marketing Practices of Nonprofits: “The Ultimate List of 50 Nonprofit Marketing Ideas”

This article lists 50 marketing ideas for nonprofits which author Bethany Lin organizes into seven categories: purpose and image, media and technology, costs and budgeting, advertising strategies online and offline, partnerships and donors, and communication with supporters and donors. Not all tips in each category will be summarized.

The purpose and image category is focused on branding the nonprofit. This category includes creating a brief, clear, and moving tagline which will be associated with the nonprofit, considering ideas for a new brand image, being diligent in sharing the organization’s success stories and results, making the organization’s strengths known, creating content that tells a story in an interesting and moving way, and setting up a consistent and long-term market plan.

The section focused on media and technology discusses leveraging websites, social media, and blogs to increase awareness and traffic. The author gives the following recommendations for this area of marketing:

- Create a website and update it constantly
- Be relevant in social media platform use
- Create a blog
- Be sure that all web platforms (blogs, websites, and social media) are connected and presenting the same message
- Use websites to promote statistical and goal-oriented information
- Create interesting and well-written copy for each of your platforms
- After creating the nonprofits messaging goals, create efficient ways to follow up via each platform type used
- Always include calls to action in all messages and go the extra mile to be personal and appreciative
- Utilize video to create emotional reactions to content

The cost and budget section includes one note for non-profits that will be summarized: Research the “Donate Now” button that Facebook has created to see if the organization qualifies for it.

The next section, advertising strategies online and offline includes tips such as selling gear with the nonprofit’s logo on it, encouraging birthday or holiday fundraisers, establishing someone who could be the face of the brand, encourage those who are involved offline to become active online to share their experiences and vice versa, and create specialized marketing content that can be sent to big supporters of the nonprofit.

Both the partnerships and donors and communication with supporters and donors have one tip each that will be discussed. In relation to partnerships and donors, Lin suggests that nonprofits do research on the best time of day to send messages. Success in this area would lead to increased interaction between the nonprofit and viewers. For communication with supporters and donors it is suggested that non-profits host contests and regular events to create participation in the nonprofit (Lin, 2017).

2.6 Overview of Secondary Research, Target Audience Research: U.S. Fish and Wildlife Service and U.S. Census Bureau 2016 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation

According to the U.S. Fish and Wildlife Service, over 103 million U.S. citizens of age 16 or older participate in wildlife-related recreations (Fish, 2018). In 2016, approximately 11.5 million citizens age 16 or older hunted. Of those hunters, 9.2 million were big game hunters, rather than small game, migratory birds, or other animal hunters. Although the study was focused on the year 2016, the results can be extrapolated to a five-year time period. With this in mind, the study says that an approximate number of hunters for the years 2011-2015 was 17.6 million. The study says in the year 2016 alone, the total amount spent by hunters was \$26.2 billion.

The National Survey of Fishing, Hunting, and Wildlife-Associated Recreation condenses all hunters – big game, migratory birds, small game, and other – into the all-encompassing ‘hunters’ when they discuss demographics. Due to this, big game hunters cannot be separated from all hunters when studying the results of the census. The big

game hunters briefly referenced here are the most important hunters to study as they are the ones most likely to donate to Hunters' Home: A Home of Hope. These are the people who would have hunted with Hunters Namibia Safaris, somewhere else in Africa, or are most likely to be familiar with hunting in Africa. They are the audience which is most likely to feel emotionally or intellectually connected to the continent and its people as well as have the income to donate to the home.

Hunting participation rates vary according to region across the United States.

Generally, rates are higher in the central United States.

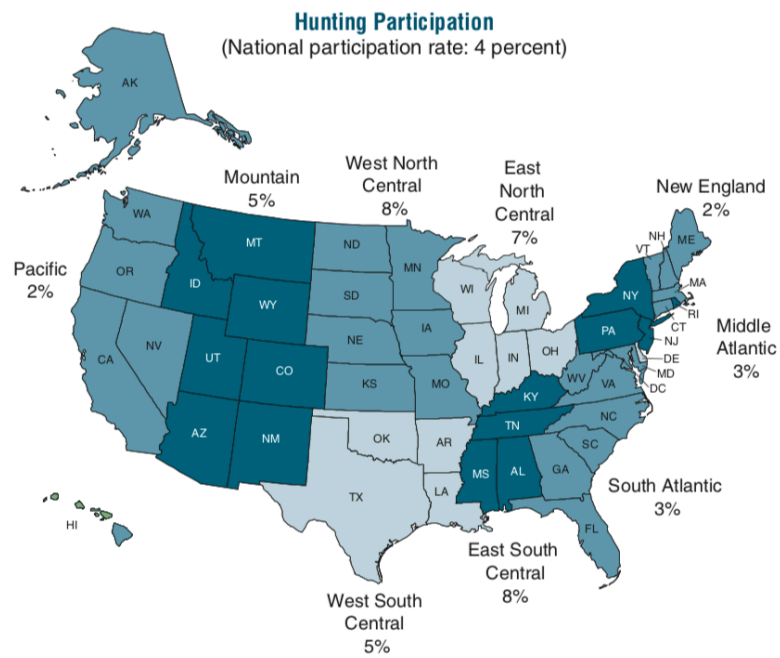


Figure 2 A Hunting Participation (Fish, 2018)

Rate of participation was lower in metropolitan areas as compared to rural areas across the country. In the Metropolitan Statistical Areas (MSAs), about 2 percent of the population hunted, but in the non-MSA areas the hunting participation rate increased to 17 percent. Despite having lower participation rates in MSAs, the MSAs are where the majority of hunters (8.9 million) live.

Percent of U.S. Population Who Hunted by Residence
(Total U.S. population that hunted: 4 percent)

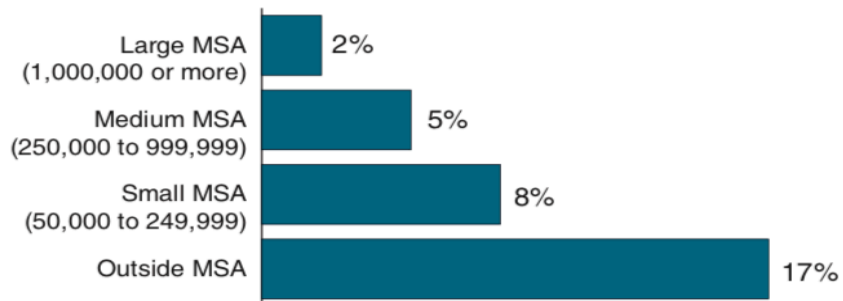
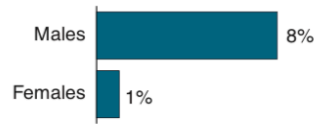


Figure 2 B Percent of U.S. Population Who Hunted by Residence (Fish, 2018)

Of the 11.5 million U.S. citizens who participated in hunting in 2016, 90 percent (10.3 million) were male and 10 percent (1.1 million) were female. Out of the entire U.S. population, 8 percent of males hunt and 1 percent of females hunt. *Figure 2 C Percent of Males and Females Who Hunted in the United State* illustrates this.

Percent of Males and Females Who Hunted in the United States



Percent of Hunters by Sex

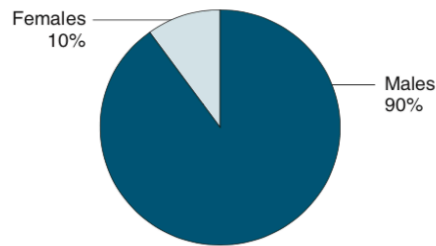


Figure 2 C Percent of Males and Females Who Hunted in the United States (Fish, 2018)

The rate of participation according to age increased with the age of the hunter until the age of 65 when it began to decline. The age group that most contributed to hunting was the 55 to 64-year-old range. There are approximately 2.7 million hunters in this age range. The next largest group, at 2.5 million, was the 45 to 55 age range. *Figure 2 D Percent of Hunters by Age* illustrates this.

Percent of Hunters by Age

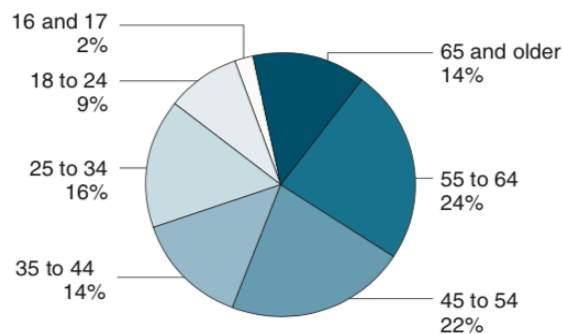


Figure 2 D Percent of Hunters by Age (Fish, 2018)

Hunters were also surveyed by game category: big game, small game, migratory birds, and other. Around 9.2 million of the 11.5 million hunters were big game hunters.

Based on income level, hunting participation increased with income growth up to \$100,000, when it began to drop slightly. The income levels which had the highest rates of participation (7 percent each) were \$40,000 - \$49,000, \$50,000 - \$74,000, and \$75,000 - \$99,999.

Percent of U.S. Population Who Hunted by Household Income

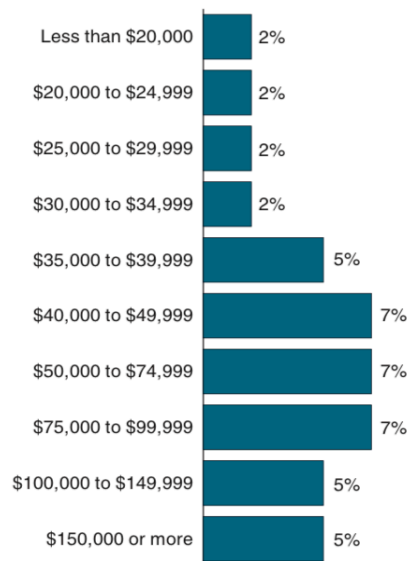


Figure 2 E Percent of U.S. Population Who Hunted by Household Income (Fish, 2018)

Education was another factor studied for participation rates. The breakdown of schooling was 11 years or less, 12 years, 1 to 3 years of college, 4 years of college, 5 years or more of college. The highest participation rates were in those who had up to 12 years of school, making up 31 percent of hunters. The next largest group were those who had between 1 and 3 years of college at 26 percent of hunters. Across the entire U.S. population, the highest rate of participation was a tie at 5 percent each for 12 years, 4 years of college, and 5 years or more of college.

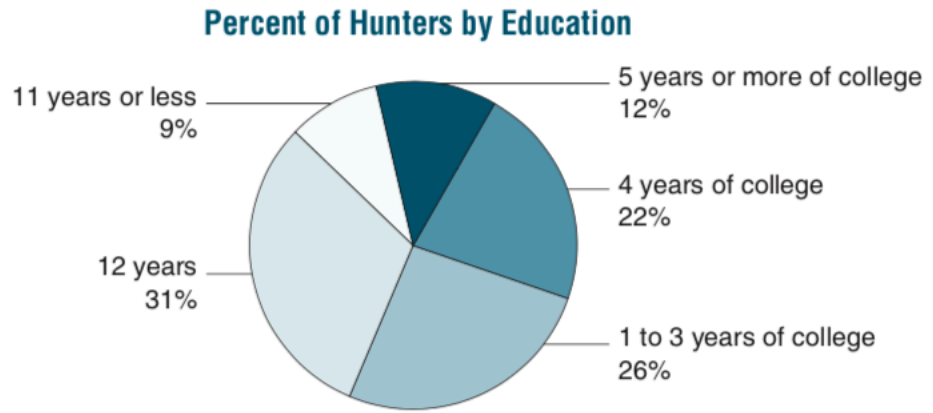


Figure 2 F Percent of Hunters by Education (Fish, 2018)

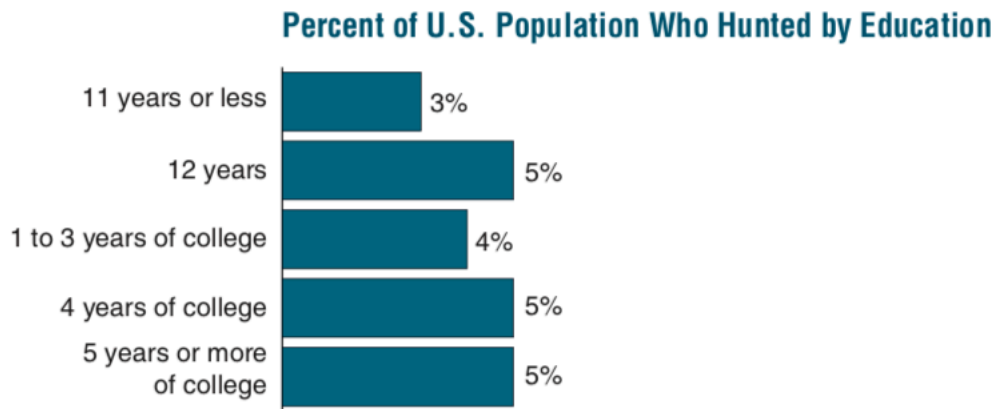
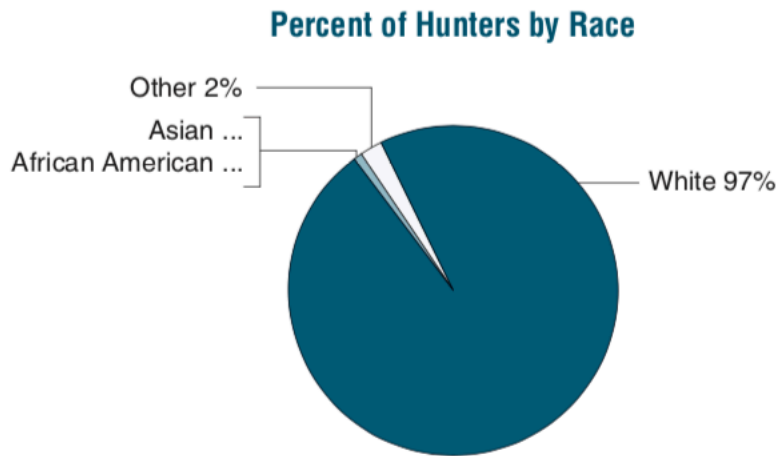


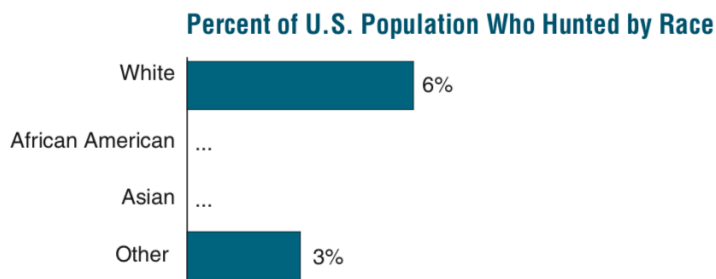
Figure 2 G Percent of U.S. Population Who Hunted by Education (Fish, 2018)

The final factor for participation rates was ethnicity and race. The majority of hunters are white and non-Hispanic. *Figure 2 H Percent of Hunters by Race* and *Figure 2 I Percent of U.S. Population Who Hunted by Race* depict this information.



...Sample size too small (less than 10) to report estimate reliably.

Figure 2 H Percent of Hunters by Race (Fish, 2018)



...Sample size too small (less than 10) to report estimate reliably.

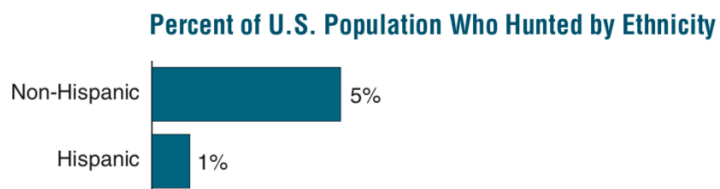


Figure 2 I Percent of U.S. Population Who Hunted by Race (Fish, 2018)

2.7 Overview of Secondary Research, Target Audience Research: “America’s 10 Most Charitable Cities”

According to an article written by Chris Morris for CNBC, the top ten cities in America for charity are (Morris, 2016):

1. El Paso, TX / Las Cruces, NM
2. Lexington, KY
3. Charleston – Huntington, WV
4. Memphis, TN
5. Milwaukee, WI
6. Cincinnati, OH
7. Des Moines – Ames, Iowa
8. Columbus, OH
9. New Orleans, LA
10. Norfolk/Portsmouth/Newport News, Virginia

2.8 Overview Secondary Research, Target Audience Research: “Charitable Giving: Baby Boomers Donate More, Study Shows”

According to Deborah L. Jacobs, author of this article for Forbes.com, the Baby Boomer generation is donating the most to charity and will continue to do so for the next 10 years (Jacobs, 2013). Based on research from a survey commissioned by Blackbaud,

Baby Boomers make up the largest percentage of the population with 51 million individuals which constitutes 34 percent of donors.

Jacobs goes on to discuss which generations are most likely to donate to different types of charities. Gen X and Y are most likely to donate to children's, human rights, and international charities while Baby Boomers and Matures will most likely donate to veterans' causes.

While online giving has become increasingly more popular with Baby Boomers, giving through social media has remained consistent at a low percentage of donations since 2010.

2.9 Overview Secondary Research, Target Audience: "Who Gives the Most to Charity and Where Does it Go?"

Written for Motif.com, this report and looks closely at the giving practices of different generations (Who Gives, 2015). It examines Gen Y (also known as Millennials), Gen X, Baby Boomers, and Matures.

When breaking down charity donations by generation, Gen Y contributes 11 percent, Gen X contributes 20 percent, Baby Boomers contribute 43 percent, and Matures contribute 26 percent.

In Gen Y, born between 1981 – 1995, there are about 32.8 million donors in the United States, which is about 60 percent of the generation. The annual gift size from this group is \$481. This group averages supporting 3.3 charities. While they donate the least

amount of money, this group has been seen to be the most generous with their time and most willing to share information about the charity they support.

Born between 1965 – 1980, Gen X has about 39.5 million donors which makes up 59 percent of the generation. On average this generation supports 3.9 charities and has the average annual gift size of \$732.

Baby Boomers were born between 1946 – 1964. About 72 percent of this generation donates to charity, which equals 51 million donors. Their annual gift averages at \$1,212 and they usually support 4.5 charities.

The oldest group, Matures, were born in 1945 and earlier. 27.1 million individuals in this age group, 88 percent, donate to charities. Their average annual gifts are the highest at \$1,367 and on average they support 6.2 charities.

These four generations have four main reasons they give: help with basic needs, matching gifts, tax deductions, and satisfaction.

2.10 Overview Secondary Research, Target Audience: “Who Gives Most to Charity”

Who Gives Most to Charity, written by for PhilanthropyRoundTable.com (Who Gives, 2019), discusses demographics and behavioristics of donor to charities. In 2014 Americans donated \$358 billion to charities. It would seem right to believe most of that money was from the wealthy, big businesses, or grants, but of that amount a mere 14 percent was from grants and 5 percent was from corporations. 81 percent of giving came from individuals or families in the middle class, most living in rural, conservative, and religious areas.

The article also touches on which regions of the United States are the most charitable. The ranking of regions from most to least charitable are:

1. Mountain
2. East South Central (TN, AL, MS, KY)
3. West North Central (SD, ND, IO, KS, MN, MO, NE)
4. West South Central (AR, TX, OK, LA)
5. South Atlantic
6. Pacific
7. East North Central
8. Middle Atlantic (NJ, PA, NY)

Broken down from region to states, the 10 least charitable states are Louisiana, New Mexico, Alaska, Rhode Island, Hawaii, Vermont, New Hampshire, Maine, North Dakota, and West Virginia. The 10 most charitable states are Utah, Wyoming, Georgia, Alabama, Maryland, South Carolina, Idaho, North Carolina, Tennessee, New York.

2.11 Overview Secondary Research, Target Audience: “2018 Online Giving Statistics, Trends & Data: The Ultimate List of Giving Stats”

Published on NonprofitsSource.com, this list is made up of statistics on demographics, psychographics, and behavioristics of donors in 2018 or before (2018 Online, 2019). The statistics are broken down by categories.

Charity Statistics in 2017.

Thirty-one percent of donors around the world donate to charities, NGOs or NPOs outside of their country of residence. Individuals made up the majority of giving in 2017 with an overall donation amount of \$281.68 billion (72 percent of all donations). Foundations, bequests, and corporations made up the other 28 percent.

General Charitable Giving Statistics

30 percent of annual donations are made during the month of December with 10 percent of the annual donations being made in the last days of the month. The majority of people, 77 percent, believe everyone can make a change by donating to cause, but 69 percent of the U.S. population gives. 64 percent of all charitable donations are given by women. On average, a person supports 4.5 charities.

YouTube for Nonprofits

On average, 80 percent of people between 18-49 years old will watch YouTube in a month. For Millennials specifically, YouTube makes up 2/3 of “premium online video” consumed across all devices. The most highly viewed brand videos on YouTube are between 31-60 seconds. Very few nonprofits are on YouTube, 28 percent, but 6 billion nonprofit videos were watched in 2016 and 57 percent of those viewers went on to make a donation to the charity.

General Social Giving Statistics

Of those who engage with a nonprofit on social media, 55 percent of them will take some sort of action with the nonprofit and 59 percent will donate to the nonprofit. In regard to which the social media platforms used, nonprofits have said that Facebook is the most important social media platform, followed by Twitter and YouTube.

Email Fundraising Statistics

In 2017, email campaigns and messaging consisted of 28 percent of online revenue for nonprofits.

General Email Marketing Statistics

Overall, the open rate for emails sent from nonprofits is between 15 – 18 percent. 13 percent of these emails are opened within the first five minutes after receiving it.

Charitable Giving Demographics – Millennials

Millennials make up 11 percent of total giving in the United States. 16 percent of millennial donors donate through the Facebook fundraising tool. These donors are active on their phones and respond well to text messages and social media. This group rarely checks their personal email or responds to phone calls.

Charitable Giving Demographics – Generation X

Of all the generations, Gen X is most likely to fundraise for a cause they are passionate about, pledge donations, and volunteer. They prefer text messages and phone calls, but they regularly check their emails and are up to date on their social media feeds. Emails have proven successful with this generation as they make up 31 percent of online donations.

Charitable Giving Demographics – Baby Boomers

Twenty-one percent of Baby Boomers give through fundraising or donating tools on Facebook. 72 percent of this age group donates to charity. Baby Boomers typically answer telephone calls, check their emails, and use text messages and social media. This age group is also the most likely to make repeated monthly, quarterly, or yearly donations.

Charitable Giving Demographics – Greatest Generation

This age group donated roughly 25 percent more often than the generations below it. Eighty-eight percent of this generation gives to some sort of charity. This group responds best to direct mail as they have been late in adopting email or social media.

Instagram for Nonprofits

Instagram is a powerful tool for nonprofits. Research shows that 30 percent of nonprofits use Instagram in some way to raise awareness and increase donations. After seeing an Instagram advertising post, 75 percent of users took some sort of action.

Facebook for Nonprofits

Facebook fundraising tools have been used by 18 percent of donors around the world. The majority of users, 84 percent, will share posts in order to support a cause or increase awareness of an issue. According to this article, engagement on Facebook is 18 percent higher on Thursdays and Fridays.

2.12 Overview of Secondary Research, Target Audience: “The Women’s Philanthropy Institute – Research that Grows Women’s Philanthropy”

In a graphic done by the IUPUI Lilli Family School of Philanthropy Women’s Philanthropy Institute (IUPUI, 2019), the researchers say that their research has proven that women are more likely to donate to charity over men. No matter the age or income level, women are more likely to donate, and donate more, than men. Their research shows that across generations, women are more likely to donate than men but that younger

women have more influence within their household than older women when making decisions regarding donations.

The institute also researched why men and women give. Their conclusion was that men give more often out of self-interest, whereas women give out of empathy toward those they are supporting.

2.13 Overview of Secondary Research, Target Audience: “Where Do Men and Women Give? Gender Differences in the Motivating and Purposes for Charitable Giving”

This study conducted by the IUPUI Lilli Family School of Philanthropy Women’s Philanthropy Institute (Mesch, 2015), members of the Lilli Family School of Philanthropy Project Team researched what motivates men and women to donate to charities and their purpose behind their donations.

In their secondary research, the team discovered a study which said that nonprofit marketing which emphasized helping others appealed more to women, while men were more drawn to nonprofit marketing which emphasized the benefits to the donor. They also found that women are more likely to donate to charities when they believe their money will make a significant difference and where they know the money is being used effectively.

The first question the researched asked was “how does men’s and women’s giving vary by charitable subsector?” (Mesch, 2015, 7). Three of their key findings were as follows:

1. Single women will donate to 10 out of 11 subsectors and usually donate more than single men.
2. When women are the decision makers in a household, the nonprofits focused on were youth and family, health, and international causes. Households where men were the decision maker focused on religion and education.
3. Households with a high net worth and a woman making decisions focused on youth and family services as well as religious causes.

The second question was “how do men and women prioritize key issues facing society?” (Mesch, 2015, 8). The key findings were as follows:

1. In households of all income levels general and above, single women, as opposed to single men, support women’s rights and are less likely to support economy and veteran’s issues.
2. Households where the woman is the decision maker, animal welfare rights are more likely to be prioritized.
3. In high-net worth households, if the husband is the decision maker then matters of the economy will be prioritized over poverty. If the wife is the decision maker, then human rights will be a priority.

The third, and final, question researched was “how do men and women differ in their motivations for charitable giving?” (Mesch, 2015, 8) The two key findings that were relevant was as follows:

1. When the wife is a decision maker in a couple, they are more likely to donate because of a spontaneous response to an immediate need, a belief that the

donation will make a significant difference, or out of political or philosophical belief.

2. When the husband is the decision maker in a couple, giving in order to set an example for younger generations, for religious beliefs, or for personal satisfaction is less significant than to couples who make joint-decisions.

2.14 Overview of Secondary Research, Target Audience: “How Women and Men Give Around Retirement”

In this study conducted by the IUPUI Lilli Family School of Philanthropy Women’s Philanthropy Institute (Osili, 2018), members of the Lilli Family School of Philanthropy Project Team researched the impact of retirement on charitable giving.

Their key findings include:

1. After retirement, both men and women maintain their charitable giving.
2. Single women and married couples are more likely to donate more around the time of their retirement and their giving is more stable than that of single men.
3. Volunteering and the stability of volunteering increases in single women and married couples in retirement in comparison to single men.

The study also found that married couples give more than single individuals. In regard to generational giving, women in the baby boomer or older generations are more likely to give than men in the same age range.

SECTION 3: PRIMARY RESEARCH: SURVEY ADMINISTERED TO CLIENTS OF FAMILY EXPEDITIONS LLC.

The purpose of this survey was to gain a better understanding of the attitudes and practices of hunters in regard to hunting practices and charitable giving. The survey was distributed to clients of Family Expeditions LLC., a company which plans hunting, fishing, and photo safari trips around the world.

The survey first asked respondents basic questions such as age range, income range, and place of residence. It then moved into asking respondents to provide details about their use of social media and preferences on used social media platforms. Next, respondents answered questions about their charitable giving practices and beliefs, both in supporting hunting-related charities as well as other charities. The final questions related to the respondents' views on hunting practices, whether they have visited Africa, and their preference is for a possible tag line.

Survey Exposure Information	Data
Number of People Who Received Email Blast from Family Expeditions LLC.	800
Total Amount of People Who Had the Opportunity to Take the Survey (It is unknown who may have sent the email to others, this number is based on email blast recipients alone.)	800
Surveys Started	82
Surveys Finished	75
Response Rate	9.38%

Table 1 A Survey Administered to Clients of Family Expeditions LLC Information

3.1 Survey Distribution

This survey was distributed via email blast to clients of Family Expeditions LLC. and was open from January 3, 2018 - February 27, 2019. The survey conductor created a typed message to be put into the email blast which conveyed the purpose of the study and asked recipients of the email to take the survey.

Some receivers of the email blast forwarded the message to friends and colleagues who presumably took the survey as well, allowing for further survey reach.

3.2 Analysis of Results

In analyzing *Figure 3 A Survey Administered To Clients Of Family Expeditions LLC.*, result showed respondents varied in age from 18-70+. Fifty-four percent of respondents were in the 55-69 age range, 22 percent were 70 or older, 19 percent were

40-54, 4 percent were 25-39, and 1 percent 18-24. This is depicted in *Figure 3 B Age of Respondents*.

This data is similar to results found in the U.S. Fish and Wildlife Service and U.S. Census Bureau 2016 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (Fish, 2018) in relation to the percent of hunters by age group (which can be seen in *Figure 2 D*). In both studies, the highest percentage of those involved were around the age 55-69.

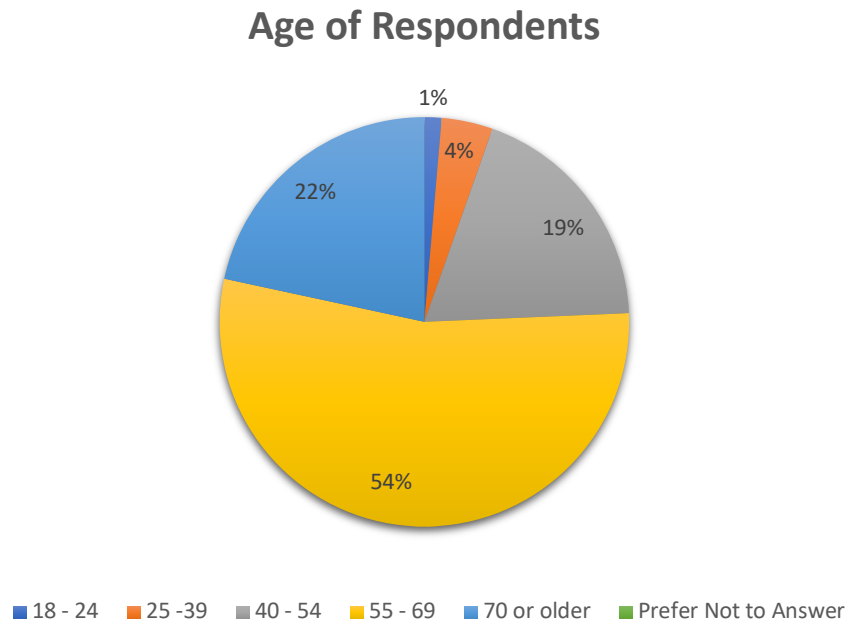


Figure 3 B Age of Respondents

Respondents of the survey were predominately male with men at 89 percent and women at 11 percent. This also aligns with the information gathered from U.S. Fish and Wildlife Service and U.S. Census Bureau 2016 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation which stated that 90 percent of hunters were men and 10 percent of hunters were women (Fish, 2018).

The ethnicity of respondents was 89 percent white. Three percent were Native American or American Indian, 3 percent were other, 3 percent preferred not to answer, and 1 percent was Hispanic or Latino.

The income level the respondents was relatively high with 56 percent having an annual income of \$150,000 or more. Sixteen percent had an annual income of \$100,000 - \$149,000, 12 percent had an annual income of \$50,000 – \$99,999, and 1 percent had an annual income of \$20,000 - \$40,000. Eleven respondents, 15 percent preferred not to answer this question.

Based on these survey results, the most common survey respondent was a white male between the ages of 55-69 who had an annual income of \$150,000 or more.

The state of the respondent was also given in this survey, but because the states were not equally surveyed, this information would not be valuable for determining which states are the most charitable or hold the most hunters.

When asked which media forms were regularly consumed, the top three answers were television, internet/websites, and radio. Social media was the fourth choice and was significantly further behind in usage than the first three, and blogs were the least consumed. The high use of television, internet/websites, and radio would most likely be explained by the age of the respondents. As most were older than 55, it is more likely for them to use traditional forms of media more than new platforms such as social media and blogs.

Respondents who were 18-24 said they used radio, internet/websites, and social media regularly. The most popular social media platform was Instagram followed by YouTube. Those between the ages of 25-39 said the media they regularly consume was

internet/websites and social media (tied for the most usage), television, and then radio. The most popular social media platform was Instagram followed by Facebook and then YouTube. For respondents between 40-54, television was the most consumed media, followed by radio/internet/websites, social media, and blogs. The most popular social media platform in this age group was Facebook. The next most popular platform was Instagram, followed by Twitter. Those between 55-69 said the media platform they use the most is television. The next most used was internet/websites, radio, social media, then blogs. Their top social media platform was Facebook followed by LinkedIn and YouTube. The eldest group, 70+, used television as their main media, followed by internet/websites and radio. Social media trailed behind these three. The social media platforms most used were Facebook, then YouTube, and LinkedIn.

When broken down by gender, television, internet/websites, and radio were the top three media platforms in that order. Social media was a distant fourth as a third of the number of uses as the top three. For social media, Facebook was the majority favorite, followed by YouTube, LinkedIn, and Instagram. Females used television, internet/websites, radio, and then social media for media consumption. Their social media platforms in order of use were Facebook, Instagram, YouTube, and Twitter.

Overall, respondents ranked Facebook as their most viewed platform. The second most viewed platform was LinkedIn, third was YouTube, and fourth was Instagram. Twitter and Reddit were other social media platform options, but both were used at very low rates.

On Facebook, respondents indicated they most liked posts with single photos attached to them. Posts containing multiple photos and then videos were liked in this

order. Infographics and articles were appreciated the least. This information infers that viewers on Facebook want personal posts, rather than being bombarded with information.

For Instagram, answers suggest single-photo posts are the most popular posts viewed. Multi-photo, video, and Instagram stories are fairly evenly matched in approval from users. This result could be the result, once again, of the older group who responded to the survey. The majority was 40 or older. Many of these viewers may struggle more with the multi-photo, video, and Instagram story features on the app as it is configured to be intuitive to a younger audience.

Interestingly, when respondents were asked if seeing an advertisement for a nonprofit on a social media would increase or decrease their trust in the nonprofit, the greatest responses were “indifferent” or “increase trust” in the nonprofit. According to many people in the general public, a large amount of the trust they put in a nonprofit aligns with where the money the nonprofit is given goes. Purchasing advertisements on a social media platform would seem like a potential waste of finances that could go to the cause, but respondents did not mind the advertisements or would be more interested in the nonprofit due to them.

When given the option of hunter, angler, both hunter and angler, outdoorsman (meaning someone who spends and enjoys time in the outdoors or participates in outdoor activities), or none of the above, 40 percent of respondents considered themselves to be hunters. 3 percent described themselves as anglers, 35 percent were both hunters and anglers, 19 percent considered themselves outdoorsmen, and 3 percent said they were none of the above. Outdoorsmen, in this survey, was given as a test to see if respondents would consider themselves to be something beyond hunters and anglers, but almost a

more “well-rounded” person who goes into the outdoors. Those who chose to describe themselves as hunters or anglers are most likely generally interested in the outdoors (as their hunting and fishing would be in the outdoors) but are more focused on that aspect of their time in the outdoors rather than those who chose outdoorsmen.

The women described themselves as follows: two hunters, two hunters and anglers, zero outdoorsmen, two anglers, and two who were none of these.

The two respondents who described themselves as anglers and the two respondents who were none of the above were all four women. Two of the hunters and two of the hunters and anglers were also women. No women described themselves as outdoorsmen. This result, paired with how few women participated in the survey, shows that the women are far less involved in hunting and fishing than the men.

The next questions asked respondents to describe their charitable giving. Forty-four percent of respondents donate \$10,000 or more to charity each year. This is a high number, but not when analyzed with the annual income of the donors.

Figures 3 C Charitable Donations According to Annual Income shows the correlations between annual income and giving practices of respondents.

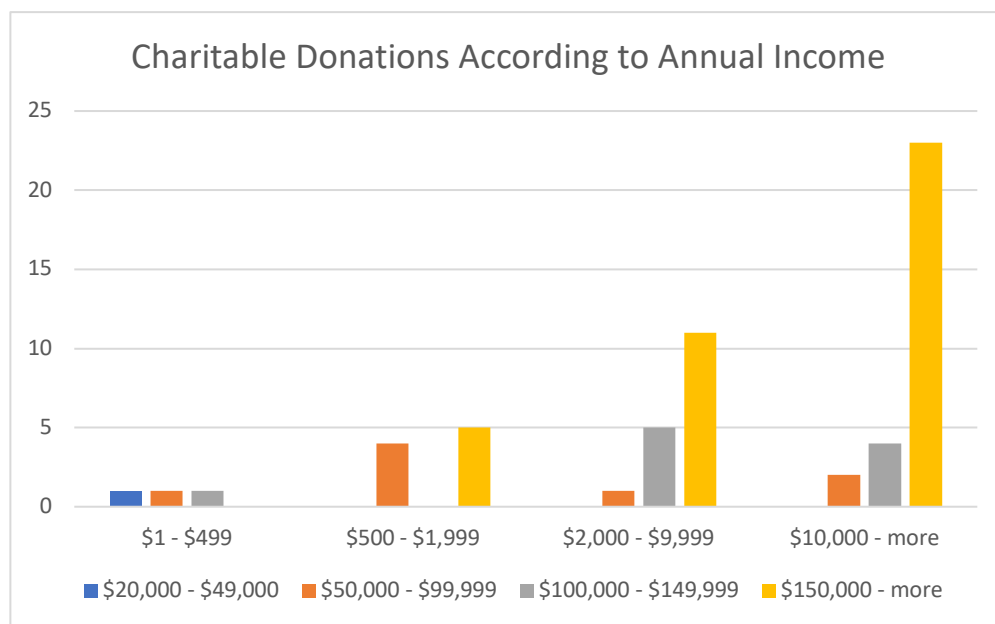


Figure 3 C Charitable Donations According to Annual Income

Most of those who receive an annual income of \$150,000 or more donate more than \$10,000 a year to charities. Even if \$10,000 or more is not donated, in each group, besides the \$1 - \$499 donation amount, there are more donors in the \$150,000 or more income group than the other income groups. Based on responses, those who make \$150,000 or more tend to donate more.

An analysis was made to see if there was a correlation between age, income, and charitable donation per year in order to support secondary research which states that certain generations donate more than others. Based on the data collected from the survey, no correlation was able to be made. This could have been the result because there were not enough respondents or because income and charitable donation amounts were not specific past certain dollar amounts.

Respondents were also asked if they donate to local or international nonprofits. Most, 63 percent, donate to local charities and 15 percent donate to international charities.

When asked why they donate to local charities, respondents cited reasons such as “seeing their donation in action; international has little oversight and is subject to fraud,” “I know about the needs” “greater exposure to the organizations,” and “take care of our own first.” Those who donated to international charities gave reasons such as “personal knowledge of sponsors” and “have made friends internationally and like to help their causes.”

Many of these answers allude to skepticism about donating abroad to charities that the donor cannot see in action and of the person(s) who are running the organization. If the organization has a known leader, respondents seem to be more likely to support it.

Of the many different types of charities available to these respondents, the three most popular charity types donated to were hunting and conservation, disaster relief, and child sponsorship. Humanitarian charities were the fourth most important type of charity out of the five.

The next questions ask respondents to rank their level of agreement with different statements relating to hunting and hunting related giving. When asked to rank their level of agreement with the following statement: “It is important to support the community where I hunt/fish/travel,” 83 percent answered with somewhat or strongly agreeing with the statement. In answer to if they felt it was important to support philanthropies of lodges visited, 47 percent indicated they were indifferent to this statement and 18 percent said they either somewhat or strongly agreed. When the previous two statements and answers are analyzed together, an inference can be made that visitors connect more so with the community around them and its needs rather than a lodge’s particular

philanthropy. But, if the lodges' philanthropies coincided with the local community's needs, it may see greater success in gaining attention from visitors.

From the statement "It is important to maintain a relationship with the lodge(s) I hunt/fish/travel with," all of the responses were either indifferent, somewhat agree, or strongly agree. No answers with "disagree" were selected. The same was true for the next statements: "Giving back to those involved in my hunting experience is important to me" and "It is important to maintain a relationship with the communities around the areas I hunt/fish/travel," except two answers in the later were "somewhat disagree."

When looked at together, these answers imply that most respondents find it important to stay connected to the people who provided them with a great experience, whether it is the lodge itself or the communities around them. Since they want to keep up relationships with the lodges they have visited, using these important relationships to promote the home would be beneficial and effective when raising support to those who have visited the Otjivero community or Hunters Namibia Safaris. Showing visitors that it is also the communities which have provided them with their experience could increase their willingness to donate to the home, which is supporting the community.

The next questions ask respondents to rank their level of agreement with different statements relating to hunting philosophies. The two questions pertaining to hunting philosophy were "supporting/conserving the nature around me is important" and "giving back to those involved in my hunting experience is important to me." The first received an answer range of 89 percent being strongly agree or somewhat agree with a 3 percent response of neither agree nor disagree. The second had an answer range of 77 percent

being strongly agree or somewhat agree and 13 percent responding neither agree nor disagree.

The first hunting philosophy question, when paired with the survey question about the importance of different types of charity – in which wildlife conservation ranked as the most important – makes it clear that participants of the survey consider wildlife conservation as vastly important to their participation in hunting.

The second hunting philosophy question somewhat contradicts the response from the survey questions about the importance of different types of charity as humanitarian charities ranked fourth out of five. Participants say they value the communities they hunt in and want to support them, but their ranking of importance does not agree.

The final question in the survey was a concept test for taglines. The question asked respondents to choose which tagline made them most want to donate to a children's home in Namibia. The tagline options were "Conservationists Embracing Community", "Outdoorsmen Embracing Community", "Giving Back to Community", and "Hunters Embracing Community." *Figure 3 D Tag Lines* shows how respondents voted for the taglines.

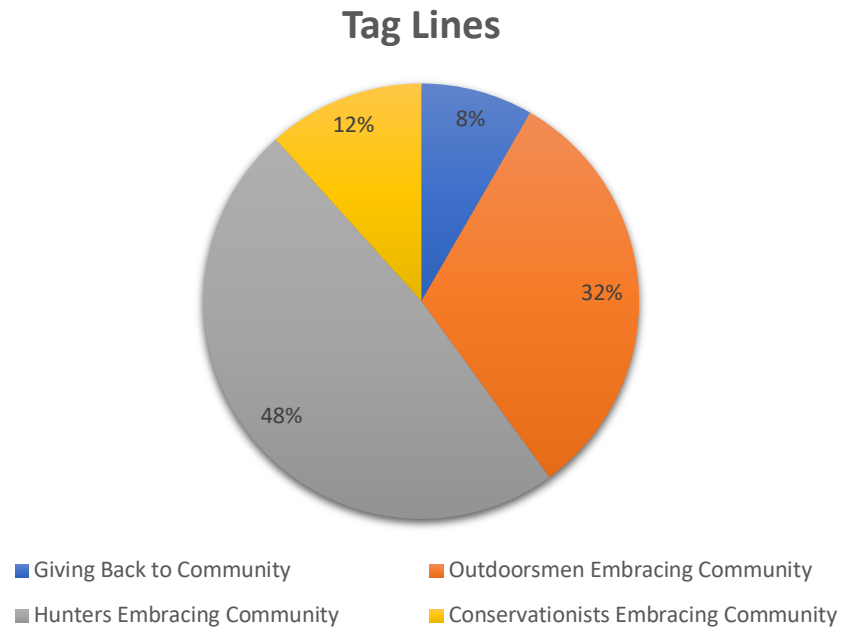


Figure 3 D Tag Lines

In these groups, women voted as follows: “Giving Back to Community” – 2, “Outdoorsmen Embracing Community” – 3, “Hunters Embracing Community” – 1, and “Conservationists Embracing Community” – 2.

The top two were “Hunters Embracing Community” and “Outdoorsmen Embracing Community”. *Figure 3 E Top Two Taglines by Respondent Description* shows the breakdown of voting between the two taglines by the categories with respondents chose to describe themselves by earlier in the survey.

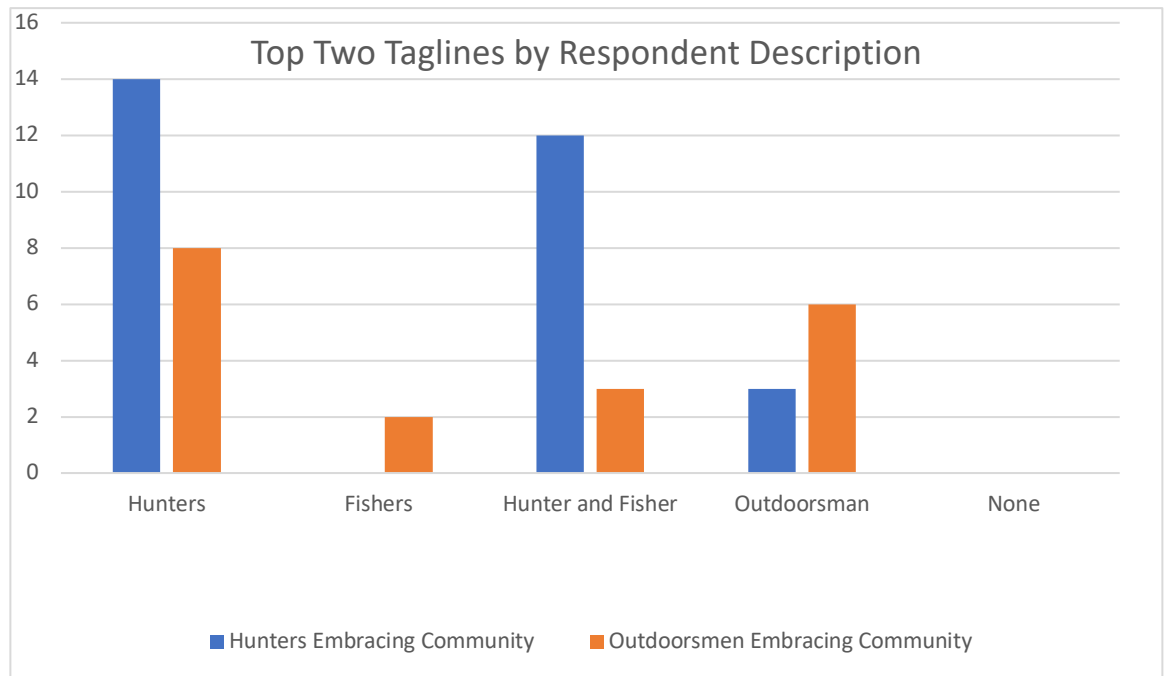


Figure 3 E Top Two Taglines by Respondent Description

Each of these taglines was voted on by each of the groups except hunters embracing community was not voted on by the two anglers, who were both women.

SECTION 4: PRIMARY RESEARCH: INTERVIEWS

Interviews were conducted to better understand the thought process behind respondents' survey answers. Each of the interviewees had previously taken the survey distributed through Family Expeditions LLC and agreed to offer additional observations.

Interviews were 15 to 20-minute conversations with the study's author, one respondent at a time. Interviewees were advised their responses would not be quoted or directly attributed to them.

Four interviews were conducted, three men and one woman. The questions in the interview followed the same format as the survey; asking about charity and hunting habits and beliefs. If an interviewee did not have an answer to a question or had an answer that made other questions irrelevant, questions were skipped at the interviewer's judgment.

4.1 Interview Analysis

Based on the answer from respondents, hunters/outdoorsmen do not have a preference when it comes to donating to hunting-related charities versus other charity types (humanitarian, disaster relief, etc.). Each of the respondents seemed to value well-rounded donation practices.

When asked whether they would donate to the philanthropies of lodges, the majority said they would if they were asked or if a lodge ever brought up a philanthropy. One responded that they had never run across a lodge that had a philanthropy. One respondent had an interesting answer saying that they believed that lodges should have philanthropies which are focused on conservation and promoting hunter advocacy.

These respondents donate to nonprofits such as the Dallas Safari Foundation, Outdoors of Tomorrow, Cal Farley's Boys Ranch, and Every Soul's Important. These four nonprofits vary from hunter advocacy, outdoor education, and conservation (DSCF and OTF) to traditional humanitarian and mentorship programs (Cal Farley's Boys Rank and Every Soul's Important). They also believe that each of these nonprofits have good marketing. The common theme in the marketing of each, according to the respondents, was their transparency in where the funds went and clarity on how they are helping the people or causes they work with.

Respondents were clear that they value when a nonprofit makes it clear where their donations go and find it important that the majority of donations go to the cause, not to someone's paycheck. They also did not appreciate when nonprofits "bombed" them with phone calls but were more open to nonprofits sending several emails.

When asked what they would want to know in order to donate to a children's home, the responses included where the money goes, the history of the nonprofit and why it was started, and pictures of those the money would be affecting.

Finally, respondents were asked what it means to them to call themselves a hunter. Those who responded agreed that calling themselves a hunter meant they had an appreciation and love for the outdoors and the experiences that hunting allows them to

have. To them, it was more important to enjoy time with others or enjoying the outdoors than it was harvesting an animal. One respondent said hunting brought comradery and allowed for connections to other people. It was a “culmination of things” (ethics, comradery, love of the outdoors) and “until you understand the culmination of things,” someone cannot understand hunting.

SECTION 5: SWOT ANALYSIS

A SWOT analysis is an analysis of an organization, in this case the nonprofit home, strengths, weaknesses, opportunities, and threats. The strengths and weaknesses are internal problems which the company/nonprofit can control, while the opportunities and threats are outside of the company/nonprofit's control and pertain mainly to the market in which the company/nonprofit sits. The strengths and opportunities are positive attributes or aspects of the industry, while weaknesses and threats are negative attributes or aspects of the industry.

The purpose of a SWOT analysis is to discover the differences between the company/nonprofit which can be used to differentiate it from competition; to find the big idea/sweet spot.

5.1 SWOT Analysis of Hunters’ Home: A Home of Hope

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> - Marina Lamprecht’s involvement - Hunters being involved - Children are being helped - No government influences - 1st world facility already built (electricity, running water, etc.) - The children are excited about the home - An intersection of hunting and changing children’s lives 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> - In this community, things are not always done in at a fast pace (can be a strength or weakness) - The home is still not open - No way to keep track of the child you are sponsoring, as of now if a sponsorship model were chosen
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> - Very few lodges are marketing their nonprofit work in a way that merges hunting supporting other types of charity besides conservation - Very few nonprofits of this type market to hunters - No other children’s homes in the area 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> - There are many other places for people to donate money to help children - Many hunters are reaching retirement age; they don’t have as much money to donate - Very low U.S. tourism in Namibia

5.2 Analysis of SWOT Analysis

The SWOT analysis reveals that one of Hunters’ Home: A Home of Hope’s biggest strength’s and opportunities is that there are few other nonprofits like the home which specifically target hunters and seek to show how hunting positively impacts the communities around it through the conservation of its rising generations. This is a niche in which Hunters’ Home: A Home of Hope is one of the first of its kind.

The largest weaknesses and threats are that there, as of now, is no way for donors to track the child they are specifically sponsoring, and few U.S. tourists go to Namibia.

From 2015 to 2018, the number of U.S. citizens traveling to Africa increased from

350,572 to 431,745 (Monthly, 2019), but that is still a low number when dispersed throughout all of Africa. The Visa Office of Namibia reports 28,669 Americans visited in 2016, and the trend is an increase from 21,884 in 2013 (Wikipedia, 2018).

SECTION 6: CAMPAIGN OBJECTIVES

The goal of this campaign is to increase awareness and funds for Hunters' Home through strategic marketing practices through the use of different promotional media. Because the home is new, this campaign must heavily emphasize the purpose of the home and connect how hunters and outdoorsmen's activities and donations will contribute to preserve and improve the community. The secondary and primary research provides insights as to the most effective ways of creating the campaign by taking into account target audiences characteristics, views on charity, and probable giving practices.

As this campaign is for a nonprofit that does not currently have funding, the budget for the campaign will stay as low as possible and will have a heavy emphasis on free forms of spreading awareness such as social media, email blasts, and articles. While primary research showed television, websites, and radio as the top three media resources for respondents, these three would require funds that are not available now but may be in the future.

The different vehicles of communication chosen will relay messages which the primary research has found consumers want to know about nonprofits. This information includes where donations will go and how they will be used, the excitement the children have about living in the home, and tangible evidence that donor funds are being used effectively.

SECTION 7: CAMPAIGN TARGET AUDIENCE

7.1 Target Audience

Hunters in Africa, on average, spend more time in a specific location in comparison to photo-safari or other tourists. Due to the uncertainty of hunting, most hunters spend at least ten days if not more at a specific lodge. While photo-safari tourists may spend that amount of time in a country, they will most likely move to different areas during their trip. Due to the extensive time in one place, the hunters who have visited this specific area in Namibia, or Africa in general, are typically very involved in the communities through the bonds they create with their trackers and other house and grounds staff members who are usually natives of a nearby community.

As hunters, who can also be known as big game hunters, are the main visitors to this area, those in closet association with Lamprecht and the most welcomed group in the community, it is logical to target them. Those in the hunting community who have been to the Otjivero community would have experienced the village and its children who they would be providing for. These visitors would have created an emotional connection to the community and would see the need for the home. They would also have been a part of the meat delivery process, which allows them to see how the small gift of the meat they have provided better the children's lives. Hunters who have not visited the Otjivero

community specifically, but Africa in general would have experienced other communities similar to the one Hunters' Home is working with and would understand the needs of the community. These hunters would also have a connection to the home through the founder, Lamprecht, as she is a well-respected individual in the hunting community. Her connection to the home provides a convergence of passion and trustworthiness which could lead to donations from previous visitors and non-visitors alike.

Supporting the home also allows hunters to be a part of a project that provides a positive light on an activity that is often looked down upon. It would give donors a place to point to in order to show how their passion is making a difference in children's lives, which in turn makes the hunter and the activity look better.

As previously discussed, 90 percent of Lamprecht's clients are U.S. citizens and most of her current marketing takes place in the United States. Because the majority are located in the USA, this campaign will target United States citizens. Residents of other countries will be able to donate to the charity if they wish to but will not be targeted in this campaign.

It is likely that the majority of donations will come from Lamprecht's past clients who speak with her about the project and see it on her social media pages. It is expected that big game hunters who have been to Africa, and may be familiar with Lamprecht, will be the second-largest donor pool for the home. This group is the target audience of this campaign; past clients of Hunters Namibia Safaris will be a secondary audience.

This group has been chosen as the target audience because it is believed that Lamprecht's past clients will find it more important to hear about the cause from Lamprecht, rather than seeing other marketing platforms. So as the marketing content

which will come from Lamprecht's social media targets hunters who have not visited her, the past clients will be automatically drawn in.

The hunters being targeted are a part of the Baby Boomer generation (roughly 55-75). They have traveled to Africa before for big game hunting, specifically to Namibia or the region around the Otjivero community. They are from the United States and live in the west south central, east south central, or west north central regions. While the majority of men are the hunters in the United States, women who hunt, or go on hunting trips, will be more heavily targeted over the men, as they are the ones most likely to donate to causes and be drawn in to hear more about charities. The target audience income is \$150,000 or more a year, of which they donate \$10,000 or more to international and local charities every year.

7.2 Target Audience Persona

Sally is a 60-year-old woman from Oklahoma City, Oklahoma. She is married to, Ray, and they have two children who are in their 20s. Sally and Ray have an annual income of \$278,000 a year. They use this income to support themselves, travel the world hunting big game and sometimes fishing, and support charities that are dear to them.

Sally is a hunter and angler. Her husband is a more avid hunter than she is as she sometimes likes to stay in for a day or two to be pampered when they are on a trip to a game lodge. She enjoys getting to know the staff and going into towns or nearby villages to see the culture and communities around them.

They have been involved in Dallas Safari Club for several years and support both it and its causes of hunter advocacy, conservation, and hunter education. While Ray wants to support those who he has hunted with in the past, Sally is the one who feels deeply connected to the people they travel with and wants to support them.

Both Sally and Ray enjoy decorating their house with mounts and skins of animals they have hunted or with replica patterns which remind them of the animals they love. Sally regularly wears fur coats or vests and other clothes which have animal prints on them. When the couple sees photos, patterns, or skins of African animals on anything that is not their own they become excited and point them out to one another.

Sally and Ray are people who value southern hospitality and want to share their passions with others.

When travelling, Sally is usually more interested in knowing the details of the trips. While she enjoys trying new things, she wants to have someone guide her through what the experience will be like. Ray is less concerned about the details but wants to make sure he and his family are traveling with reliable companies and that he is not being scammed out of his money.

SECTION 8: CAMPAIGN STRATEGY

8.1 Insights from Research

When deliberating the idea behind the campaign and how it would be delivered, heavy emphasis was put on the information gathered from the survey. The survey data was examined with the results from the interviews and cross-referenced with the SWOT analysis of the home in order to find the big idea, or sweet spot. *Figure 7 A Cross Reference of Insights and SWOT* demonstrates this analysis.

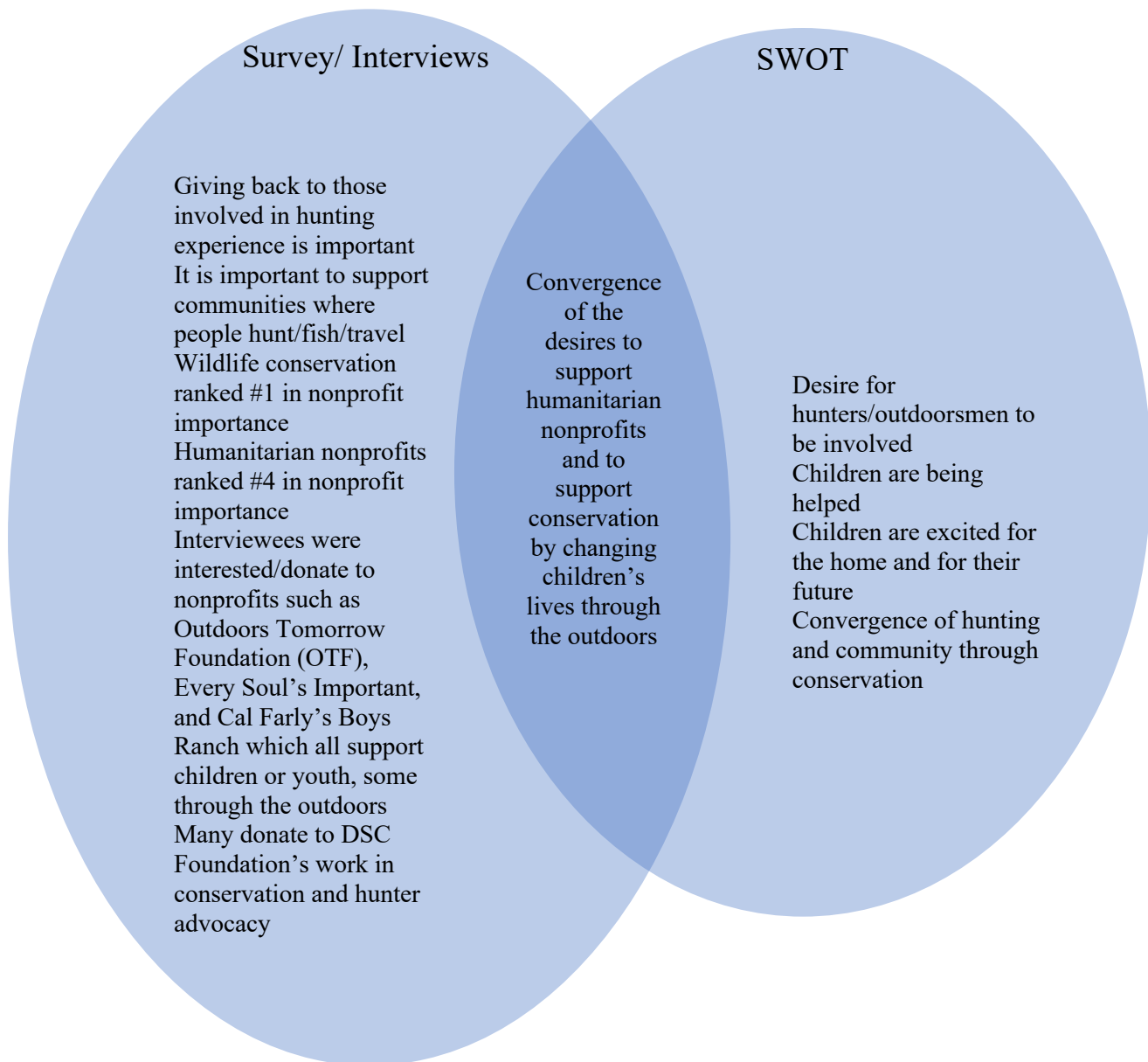


Figure 7 A Cross Reference of Insights and SWOT

As discussed earlier, it was observed that the hunting philosophy of “giving back to those involved in my hunting experience is important to me” and the statement of “it is important to support the community where I hunt/fish/travel” both received a heavy

majority of agreement from participants, but the respondents' ranking of humanitarian donating in relation to other hunting-related causes was poor.

In the interviews, the respondents said they support nonprofits such as the Dallas Safari Club Foundation which does work in conservation and hunter advocacy and Outdoors Tomorrow Foundation (OTF) which works with youth to teach them outdoor education and conservation practices. Both of these have roots in the hunting community and impact the future of the outdoors. Other nonprofits respondents said they donate to are Every Soul's Important and Cal Farly's Boys Ranch. Both of these nonprofits work with children to provide them with a future.

In designing a campaign idea, emphasis was put on discovering a way to bridge the gap between conservation and humanitarian work. Hunters and outdoorsmen want to support causes where their passion impacts people for good, but there are few nonprofits of this kind which connect hunting to making a difference in people's lives. The campaign should bridge this gap by explaining how supporting Hunters' Home is hunting and conservation changing the lives of children.

8.2 Campaign Title, Slogan, and Logo

Campaign Title: "Outdoorsmen Embracing Community"

This campaign title was created based on analysis of all data and research collected. The idea was rooted in the heavy involvement of Marina Lamprecht and hunters who visit the Otjivero Community. The involvement of individuals in the hunting

and conservation community is unique to this home and should be used to market to the target audience.

The campaign title is meant to share a message of inclusion of all people who enjoy outdoor recreation, while the name of the home highlights hunter's involvement in the project.

“Outdoorsmen” was used in the campaign title as the descriptor as opposed to “hunters” in order to include those who enjoy outdoor recreation such as hunting and fishing but not exclude those who do not directly participate or are avid participants in these activities. When asked to describe themselves as hunters, anglers, hunters and anglers, or outdoorsmen in the survey sent to clients of Family Expeditions LLC, the results showed the majority of respondents chose to describe themselves as a hunter or hunter and anglers, but many described themselves as outdoorsmen, which hunters and anglers fall into. When asked to choose a tagline, the taglines “Hunters Embracing Community” and “Outdoorsmen Embracing Community” were the two with the highest approval. “Outdoorsmen Embracing Community” received the most approval from women. As research shows that women donate more to charity than men, it was decided to follow the women's choice of “Outdoorsmen Embracing Community”. It is believed that men who hunt will be drawn to the name of the home: Hunters' Home, but the women would be drawn to the inclusivity of the campaign theme with “outdoorsmen”.

The “Outdoorsmen Embracing Community” campaign combines humanitarian and conservation work by showing potential donators how supporting Hunters' Home is conservation at its highest calling and by emphasizing the importance local communities play in the hunting experience.

Slogan: “Outdoorsmen Embracing Community Through Conservation at its Highest Calling”.

The slogan was chosen as a way to connect the conservation practices which hunters and outdoorsmen hold dear with the humanitarian work they want to be a part of. The campaign will focus on how support of the home is an elevated extension of the conservation work which hunters already do for the natural environments surrounding the areas in which they hunt.

The slogan is based on the Merriam-Webster dictionary definition of conservation: a careful preservation and protection of something (Definition, 2019). At the basis of Hunters’ Home is the desire to protect the children and create the possibility of a better future for them. This fundamental belief leads to an intersection of hunting, conservation, and humanitarian work with “Outdoorsmen Embracing Community Through Conservation at its Highest Calling”.

Logo:



8.3 Strategic Media Plan

To raise awareness and funds for Hunters' Home: A Home of Hope, a mix of strategic media channels will be used. This media will include social media, email, endorsements, articles, and flyers. These media channels were selected based on their cost effectiveness (many require no cost) and ability to reach the target audience.

8.4 Social Media Strategy

The primary research concluded that Facebook, LinkedIn, YouTube, and Instagram were the four most-used social media platforms overall. Facebook far outranked the others as the top platform.

For the baby boomers, Facebook is the most-used social media platform. LinkedIn and YouTube were the next most used platforms.

These platforms will be used to convey a cohesive message, but in different ways which align with the platform. As the home is new, the first social media posts need to focus on defining the home and its purpose as much as marketing it to the public. Across all social media posts, the first posts will include information as to what the home is and introducing the logo.

All social media will also be shared on Lamprecht's social media accounts to help gain followers and recognition

Facebook

Facebook is used most by the target audience. Based on research, Facebook users most enjoy posts with single photos, multiple photos, or videos attached to the posts. Facebook posts will be targeted to emphasizing outdoorsmen's involvement with the home by posting photos of visitors to the home, the meat from hunts being delivered to the children, and photos and videos of the children at the home and attending school. All posts should simultaneously emphasize the need for the home and how hunters can be involved.

The photos and videos on the Facebook page will not be unprofessional but will not always be perfectly curated. This will provide a real and tangible feel to the home. Photographs of visitors, meat deliveries, and other events will be posted whether they are "crisp and professional" or not as an aid to authenticity and donor ownership of the home's purpose.

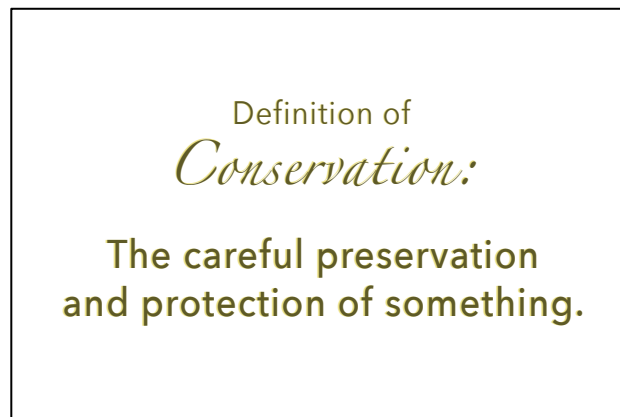
The profile picture for the page will be the logo and the cover photo will be a graphic which includes one or two photos of the home and the children, combined with the slogan of "Outdoorsmen Embracing Community Through Conservation at its Highest Calling".

The first post will briefly introduce the logo and the idea behind the campaign: "Outdoorsmen Embracing Community Through Conservation at its Highest Calling". It will be a multiple-photo post which will contain the logo and a short introduction. The second photo will be a graphic explaining the definition of conservation. The third photo

will be another graphic stating the slogan: “Outdoorsmen Embracing Community Through Conservation at its Highest Calling”.

Sample first post for Facebook:

Pictures with post:



Text:

“Conservation: a careful preservation and protection of something.

Hunters’ Home: A Home of Hope. Outdoorsmen Embracing Community Through Conservation at its Highest Calling.

Founded by Marina Lamprecht, we are a children’s home located in the Otjivero community in Namibia where vulnerable children are provided nurture, sustenance, and housing.”

The second Facebook post will introduce the children with photos of the children, home, and school. The text with this post will be a message from Marina Lamprecht herself, briefly explaining her role in the home and the need for it.

Sample second post for Facebook:

Pictures with post:





Sample text:

“Hello friends, my name is Marina Lamprecht and I am the owner of Hunters Namibia Safaris and founder of Hunters’ Home: A Home of Hope. Over the past 15 years I have worked with the Otjivero community to provide food for the children who attend the primary school. Upon recent discovery of a heartbreaking number of child-headed homes in the community, I decided to work with the community again to create this home.

As hunters, outdoorsmen, and conservationists, we all work together to give back and protect the nature we enjoy while we hunt or travel, and this home is an extension of that conservation. In fact, it is conservation at its highest calling. It is protecting the next generations from exploitation, destruction, and neglect by providing them with nurture, sustenance, and housing. This lends itself to the increase in these children’s education and hopes for a successful future.

My heart behind this project is that hunters and outdoorsmen alike will come together to support the children of this community who provide so much to the experience of hunting in Africa.”

The Facebook posts following this will be a mix of photos of the home, children, and community as well as videos with interviews with Marina, teachers from the school, and the home’s superintendent. Highlights on certain children can be done in a positive fashion which explain the child’s accomplishments in school, hobbies outside of school, and dreams for the future. They will all have captions and texts which promote positivity and hope for the children, while also explaining the need for the home and how outdoorsmen can come along side Marina to help conserve the children of the community.

As “10 Awesome Marketing Ideas for Nonprofits” (Burger, 2017) in section 2.4 discussed, Facebook Live is an effective tool that can be used by nonprofits. When in the Hunters Namibia Lodge this tool could be utilized by visitors to the home, but when out in the community, WIFI is limited and Facebook Live would not work.

Instagram

Instagram is less used by the target audience but is important for providing credibility to the nonprofit and staying relevant on users’ minds. Instagram will be used to create a relationship with users and stay relevant, as suggested by the article “Two Social Media Channels Your Nonprofit Should be Leveraging” discussed in section 2.2 (Crossland, 2018). The content on this page will be curated, but not so much so that the

content seems fake. The photos will be of good quality and will focus on the same topics of Facebook: photos of visitors to the home, the meat from hunts being delivered to the children, and photos and videos of the children at the home and attending school.

The profile picture will be the logo of Hunters' Home. The biography on the top of the Instagram page will contain the basic information and how to donate.

The biography would read as:

“Hunters' Home: A Home of Hope. Outdoorsmen Embracing Community Through Conservation at its Highest Calling. Providing children nurture and a home.”

Sample first posts for Instagram:

The first 18 posts on Instagram will be a breakdown of the logo and other graphics into six parts each. Each post will be a section of the logo or graphic so that they will all fit together to make a larger logo or graphic. Each photo will have a section of the text of the Facebook message in it but will be in a different order from the Facebook post. This will create interest to the page and not pack too many words into each of the posts.

Photo broken down into 18 pictures:



Text for each post creating the logo will be: “Hunters’ Home: A Home of Hope.

Outdoorsmen Embracing Community.”

Text for each post creating the conservation graphic:” Conservation: a careful preservation and protection of something. Outdoorsmen Embracing Community by providing vulnerable children with nurture, housing, and sustenance.”

Text for each post creating the slogan graphic: “Founded by Marina Lamprecht, we are a children’s home located in the Otjivero community in Namibia where vulnerable children are provided nurture, sustenance, and housing.”

After these posts have been created, the following posts will be the same content as on Facebook. Clips of videos, photos of the children, home, and community will be posted. The photos on the Instagram will be more curated than that on Facebook, only high-quality photos will be put up. As similar with Facebook, posts highlighting certain children would be posted.

YouTube

The introduction of Hunters’ Home: A Home of Hope will be made on YouTube through a video which introduces the home. This video will include interviews with Marina Lamprecht, the superintendent of the home, and one of the teachers at the school. It will briefly explain the importance of the home while highlighting how outdoorsmen can help.

As the home begins and more content is gathered, more videos will be created to explain how to donate, what is happening at the school, and footage from visitors or donors.

LinkedIn

A LinkedIn page will be created for the nonprofit. The purpose of the platform will be to build credibility and professionalism around the home as discussed in section 2.2 by “Two Social Media Channels Your Nonprofit Should be Leveraging” (Crossland, 2018). Articles and videos will be posted here, but they will be professional and insightful while including photos of the home and children.

The first post here will mimic that of Facebook. The first post will be the same, but the second post will be a longer version of what Marina will post on the Facebook page. This second post will resemble that of an article rather than personal post on a social media page.

Future posts on each of these platforms would include posts of the children, videos of the children, and articles written by Lamprecht and Josie Slaughter. Articles could also be posted relaying what is happening politically in Namibia, how the community affects the hunting experience in Namibia, and highlights of individual children.

8.5 Email Campaign Strategy

At the beginning of the campaign, before an email list would be formally set up, email blasts will be sent out to Marina Lamprecht’s former and current clients. The purpose of this email would be start spreading the news to the outdoor world about the

home. As these people would have visited the lodge and most likely the Otjivero Community, they are the outdoorsmen most likely to donate to the cause.

This email would be addressed from Marina, their friend and hostess, as a request to help the community which has been a part of their memories at her property. It would explain the purpose of the home, introduce the logo, and explain why their help is needed.

As a formal email list is created, emails will be sent out to those who donate to the home to keep them apprised of where their money is going, keep them updated on the progress of the children in the home, and send them photos of the outdoorsmen visiting the home.

As suggested by the article discussed in section 2.4 “10 Awesome Marketing Ideas for Nonprofits” (Burger, 2017), emails will be personalized to the receiver. Marina’s first is a first step to this personalization as she is someone her past clients are very familiar with and she will be reaching out to them as a friend.

As clients or others who hear about the home begin submitting their emails to sign up for emails, a list will be formed and follow up emails will be sent out.

8.6 Endorsement Strategy

Three people who could particularly help increase attention and articulate the purpose of the home are Barbara Crown, Craig Boddington, and Mitchell Zuckoff. Crown and Boddington have close ties to Lamprecht and have been heavily involved in

conservation and hunting, while Zuckoff is a world-renown writer who will be involved in upcoming hunts on Lamprecht's property.

Barbara Crown was the former editor-in-chief of *The Hunting Report*. She is well regarded throughout the outdoor industry as she spent around 20 years investigating hunting-related stories around the world (SCI, 2018). She is working with Safari Club International as an Information Service Liaison for members of the club. Crown would be an excellent person to write a story about the purpose of the home and its ties to conservation, as well as explain the need for the home within the Otjivero community. As she now works for SCI, an article written by her could be published on their site where it would garner attention from those who are members of the club. Crown would also be able to put her piece in the *The Hunting Report*.

Craig Boddington is an internationally-renown personality in the hunting industry. He has been the editor of several hunting and outdoors sports related magazines such as *Guns & Ammo* and *Petersen's HUNTING*. He was host of the *Guns & Ammo TV* and *Petersen's Hunting Adventure TV* as well as host of his own show *The Boddington Experience* which is on The Sportsman Channel (About, 2019). For many years he has supported Lamprecht's company and has a close friendship with her and her family. Since his name is so well-known in the hunting industry, Boddington could write or film a story explaining how the home is "conservation at its highest calling." His story would focus heavily on how the Otjivero community has been a part of the hunting experiences in the area, as well as at Hunters Namibia Safari's, and why it is important for hunters and outdoorsmen to embrace and support communities around them such as Otjivero. A short film highlight could be used as a clip on his show *The Boddington Experience*. A

written piece could be published in one of the magazines he has been previous editor of but would also be a piece which many other magazines would be interested in due to his name garnering attention from their readers.

Mitchell Zuckoff is the author of *13 Hours: The Inside Account of What Really Happened in Benghazi*, which later became the movie *13 Hours: The Secret Soldiers of Benghazi*, *Frozen in Time*, and *Fall and Rise: The Story of 9/11*. He spent numerous years as part of the *Boston Globe* Spotlight team where he was a finalist for the Pulitzer Prize for investigative reporting (The Author, 2019). In the coming year, Zuckoff will be hosting two hunts to Lamprecht's lodge with two different groups which were auctioned off at the Dallas Safari Club show in January 2019. During his time at Hunters Namibia Safaris, video footage could be taken of him and his guests experiencing the home and the children in it. This footage could be released both on the home's social media platforms, but also by DSC as a highlight from one of the auction sales. A written article could then be published by Zuckoff detailing his experience at the home, explaining the purpose of it, how it is indeed conservation, and how it impacted his overall experience of hunting. DSC would also post this as a follow-up from their auction sale and as a highlight of the Dallas Safari Club Foundation which is working with the home to collect donations.

Each of the promotions done by these Crown, Boddington, and Zuckoff would also be promoted on the home's social media platforms with links to articles and posts of the videos or photos taken of these three people at the home and with the children.

8.7 Article Publication Strategy

Introductory emails with articles written by Maria Lamprecht would be sent to the Dallas Safari Club Foundation and the Safari Club Foundation. Both of these organizations would potentially want to feature these articles on their websites or magazines in order to promote the good which outdoorsmen are doing in worldwide communities. DSC would have a higher interest in the article because the foundation is working with the home as the collector of donations.









The articles would articulate what the home is, how it relates to conservation, and the importance of hunters/outdoorsmen embracing communities.

Articles would also be sent to *The Hunting Report*, *Field and Stream*, *Gray's Sporting Journal*, and *African Hunting Gazette* and other magazines that would regularly publish related content.

8.8 Brochures

Tri-fold brochures will be printed out for the trade shows that Hunters Namibia Safaris goes to from January to February. The flyers will serve as an introductory pamphlet which will describe what Hunters' Home is and why it is important. It will be a call to action to hunters and will explain how Hunters' Home connects embracing community with conservation. The brochure will also have information about social media platforms and how to donate.

The design of the brochure is meant to draw in hunters with its patterns and coloring. The layout will invite readers to open the pages one by one, which will explain to them the logo, the definition of conservation, and finally the convergence of the logo, definition, and slogan.

<p>What is Hunters' Home?</p> <p>Hunters' Home is a boarding home for vulnerable children of the Otjivaro community near Windhoek, Namibia.</p> <p>In this community, 50% of the children are orphaned and from child-headed homes where they must fend for themselves and their siblings.</p> <p>At Hunters' Home these precious children will be given nurture, housing and sustenance.</p>		<p>Where is my donation going?</p> <p>Your generous donation will help cover:</p> <ul style="list-style-type: none"> • Children's 'starter packs' including: basics such as a towel, toothbrush, toothpaste, etc., • Food • School supplies • Shelter • Other home costs <ul style="list-style-type: none"> • Nurturing staff • Maintenance
	<p>HUNTERS' <i>home</i></p> <p>A HOME OF HOPE</p> <p>Outdoorsmen embracing community through conservation at its <i>highest calling</i></p>	
<p>Our Purpose</p> <p>Created by Marina Lamprecht of Hunters Namibia Safaris, this home will provide a safe place for children to be just that, children.</p> <p>We need your help. By donating, you are providing these children with more than much-needed supplies, but hope for a brighter future.</p> <p>Hunters, we ask you to embrace this community. To be a part of conserving the generations to come. To use your passion to help children find their's.</p>		<p>Follow Us At</p> <p> Hunters Home</p> <p> @Hunters.Home.Namibia</p> <p> Hunters Home</p> <p> Hunters Home</p>

Conservation:
The careful
preservation and
protection of something

How much do I donate?

Every donation, no matter the amount, is appreciated and helps tremendously. For reference, \$2,400 sponsors one child's food, boarding, and supplies for one year.

How do I donate?

Log onto dscf.org and click the 'Donate' tab. In the 'For the benefit of' space, please enter in **Otjivaro Boarding School Trust**.



Contact

Marina Lamprecht
marina@huntersnamibia.com
+264 81 303 3010

HUNTERS'
home
A HOME OF HOPE

SECTION 9: CAMPAIGN BUDGET

As the home does not yet have funding, the goal of the campaign budget is to stay as low as possible. This is why most of the media platforms used – social media, emails, and articles – were selected. The two media platforms in the campaign that would or could potentially cost money are the endorsements and the tri-fold brochures.

The cost related to the endorsements would fall on the side of travel to the Otjivero community for Crown, Boddington, and Zuckoff. For Zuckoff, his travel to Hunters Namibia Safaris is guaranteed in the next year, and with his personal connection to Lamprecht, it is expected he would write an endorsement as he will already be in the area and experiencing the home.

Crown and Boddington's endorsements would most likely wait until they were in the area near the Otjivero community for other travels. When this occurs, they would most likely do their stories and endorsements free, once again because of their relationship with Lamprecht, but would be given free stay at Hunters Namibia Safaris for the duration of their time visiting the home. This cost would be \$280 per night. The coverage of this cost could be absorbed by Hunters Namibia Safaris or covered by donations to Hunters' Home.

Tri-fold brochures are the final expenditure for the campaign. As the flyers would be used at the trade shows to give to potential donors, an approximate number of 750

would be printed. This would cover all of the trade shows that Hunters Namibia Safaris would be present at. The cost of these flyers would be \$218.75 plus shipping.

These costs are shown in *Table 8 A Campaign Costs*.

Media Platform	Estimated Cost
Endorsements of Barbara Crown and Craig Boddington	Estimated \$280 per night spent at Hunters Namibia Safaris
Brochures	\$218.75 for 750

Table 9 A Campaign Costs

SECTION 10: CAMPAIGN TIMELINE

The campaign would begin as soon as the home is ready to begin accepting funding and out of government interference. It would last for the next year, including one trade show circuit of Hunters Namibia Safaris. This first year would allow the campaign to have solidified what Hunters' Home is and to have built its integrity. At the one-year mark celebration, there will be a new campaign will begin.

- Month 1-2 strategic plan
 - Introduce Hunters Home on all social media platforms and begin first posts described in section 7.2
 - After the first posts, begin regularly posts other content which aligns with campaign
 - Have articles introducing Hunters Home sent to all magazines listed in section 7.5
 - Begin working towards planning the endorsement articles and media coverage by Crown or Boddington.
 - Order brochures in preparation for trade show season
 - Send out introductory email blast to Hunters Namibia Safaris clients
- Month 3 strategic plan
 - Continue social media plan of regularly posting content which aligns with campaign
 - Begin posts which highlight particular residents in the home
 - Share video content
 - Publish new articles to LinkedIn
 - Brochures will be received
 - Send out follow up emails to Hunters Namibia Safaris client with an update on the home and requesting introductions to client's friends who may be interested in the project
 - Formation of an email list
- Month 4 strategic plan

- Continue social media plan for regularly posting content which aligns with campaign
 - Share new video content
 - Highlight the caretakers at the home
- Continue gathering emails
 - Create a formal way for people to give their emails
- Near solidifying endorsement plans with Crown and Boddington
- Begin preparation and content creation for Zuckoff endorsement

- Month 5-6 strategic plan
 - Continue social media plan for regularly posting content which aligns with campaign
 - Create new video content of Lamprecht and the home
 - Announce a visit from Crown or Boddington coming soon
 - Begin preparation for trade shows
 - Announce on social media that Hunters Home will be at the trade shows with Hunters Namibia Safaris
 - Have formal platform for email gathering created
 - Have an endorsement planned

- Month 7 strategic plan
 - Continue social media plan for regularly posting content which aligns with campaign
 - Publish article on LinkedIn about Crown or Boddington and their relationship to hunting, Lamprecht, and how the trip was (after visit)
 - Endorsement visit
 - Create content – video and photographic – from trip

- Month 8 strategic plan
 - Have article by Crown or Boddington published
 - Continue social media plan for regularly posting content which aligns with campaign
 - Promote the article via social media platforms
 - Send email blast to the email list about the endorsement visit

- Month 9-10 strategic plan
 - Continue social media plan for regularly posting content which aligns with campaign
 - Promote Zuckoff coming to the home soon
 - Work to have an article written by Lamprecht about the progress of the home and its impact on the community published
 - Continue sending updates to email list

- Month 11 strategic plan

- Continue social media plan for regularly posting content which aligns with campaign
 - Announce a visit from Crown or Boddington coming soon
 - Create content from visit by Crown or Boddington
 - Publish an article on LinkedIn about Crown or Boddington and their relationship to hunting, Lamprecht, and how the trip was (after visit)
- Second endorsement visit by Crown or Boddington
- Send email blast to the email list about the endorsement visit

- Month 12 strategic plan
 - Continue social media plan for regularly posting content which aligns with campaign
 - Promote the created content from Zuckoff visit on social media platforms
 - Zuckoff endorsement visit
 - Create content – video and photographic – from trip
 - Publish an article on LinkedIn about Zuckoff and his relationship to hunting, Lamprecht, and how the trip was (after visit)
 - Promote the article via social media platforms
 - Begin preparation of new campaign and one-year anniversary
 - Creation of a recap of the year
 - Prepare email blast for one-year anniversary explaining the progression of the home, how it has contributed to conservation, and how hunters have made a difference in the children’s lives

SECTION 11: CAMPAIGN IMPLEMENTATION AND EVALUATION

11.1 Implementation

The marketing campaign outlined has not been implemented.

Hunters' Home: A Home of Hope is not open as the Otjivero Boarding School Trust, through which the home would receive the private funds, has not been approved by the Namibia government. Once it is approved, the home will be able to accept private donations from donors and the marketing campaign will be implemented.

11.2 Evaluation of Campaign

As the campaign has not been put into effect, it cannot be evaluated. When the home has government approvals to move forward in accepting funds, the campaign will begin.

Once the campaign has begun, evaluations will be made based on funds raised, click through rates and number of followers on social medias.

11.3 Conclusion

Based on the secondary and primary research conducted in this study, the target audience has a passion for conservation, but also wants to support humanitarian nonprofits, such as those who work with children. Because of these desires, there is a market for a children's home with the target audience of hunters and outdoorsmen. Hunters' Home: A Home of Hope, seeks to enter this market through the campaign "Outdoorsmen Embracing Community" which would be communicated through the campaign slogan "Outdoorsmen Embracing Community Through Conservation at its Highest Calling." The campaign would use social media, emails, brochures, endorsements and article publication to increase awareness and funds for the home.

REFERENCES

2018 Online Giving Statistics, Trends & Data: The Ultimate List of Giving Stats. (n.d.).

Retrieved April 8, 2019, from <https://nonprofitssource.com/online-giving-statistics/>

About | Craig Boddington. (n.d.). Retrieved April 11, 2019, from

<https://www.craigboddington.com/about>

Agrawal, A. J. (2016, February 12). 5 Marketing Tips for Nonprofits to Reach Donors.

Bilson, A. (2017, November 6). The babies who suffer in silence: how overseas

orphanages are damaging children. *The Daily Telegraph*. Retrieved from

<https://www.telegraph.co.uk/health-fitness/body/babies-suffer-silence-overseas-orphanages-damaging-children/>

Bucharest Early Intervention Project | Newton, MA 02459. (n.d.). Retrieved April 8,

2019, from <http://www.bucharestearlyinterventionproject.org/index.html>

Burger, E. (2017, September 7). 10 Awesome Marketing Ideas for Nonprofits. Retrieved April 8, 2019, from <https://www.nonprofitpro.com/post/10-awesome-marketing-ideas-nonprofits/>

Calories in Ace Mealie Meal and Nutrition Facts. (n.d.). Retrieved April 8, 2019, from <https://www.fatsecret.co.za/calories-nutrition/ace/mealie-meal/100g>

Crossland, L. (2018, January 17). Two Social Media Channels Your Nonprofit Should Be Leveraging. *Forbes Magazine*. Retrieved from <https://www.forbes.com/sites/forbesnonprofitcouncil/2018/01/17/two-social-media-channels-your-nonprofit-should-be-leveraging/>

Definition of CONSERVATION. (n.d.). Retrieved April 11, 2019, from https://www.merriam-webster.com/dictionary/conservation?utm_campaign=sd&utm_medium=serp&utm_source=jsonld

Fish and Wildlife Service (U S). (2018). *2016 National Survey of Fishing, Hunting and Wildlife-Associated Recreation*. Government Printing Office. Retrieved from <https://market.android.com/details?id=book-oo9MCbk3eMAC>

Home - Lumos. (n.d.). Retrieved April 8, 2019, from <https://www.wearelumos.org>

Hughes, V. (2013a, July 29). Romanian orphans – a human tragedy, a scientific opportunity – Virginia Hughes | Aeon Essays. Retrieved April 8, 2019, from <https://aeon.co/essays/romanian-orphans-a-human-tragedy-a-scientific-opportunity>

Hughes, V. (2013b, July 31). The Orphanage Problem. *National Geographic*. Retrieved from <https://www.nationalgeographic.com/science/phenomena/2013/07/31/the-orphanage-problem/>

IUPUI Women’s Philanthropy Institute. (n.d.). Our Research Proves It: Gender Matters in Philanthropy. Retrieved from <https://philanthropy.iupui.edu/doc/institutes/wpi-research-overview2019.PDF>

Jacobs, D. L. (2013). Charitable giving: Baby boomers donate more, study shows. *Forbes*. *Forbes Magazine*, 8.

Lin, B. (2017, February 28). The Ultimate List of 50 Nonprofit Marketing Ideas – Nonprofit Megaphone. Retrieved April 8, 2019, from <https://nonprofitmegaphone.com/ultimate-list-50-nonprofit-marketing-ideas/>

- Maushe, F., & Mugumbate, J. (2015). "We Are On Our Own": Challenges facing child headed households (CHH), a case of Seke Rural Area in Zimbabwe. *African Journal of Social Work*, 5(1), 33–60. Retrieved from <https://www.ajol.info/index.php/ajsw/article/view/127960>
- Mesch, D., Osili, U., Ackerman, J., & Dale, E. (2015). Where Do Men and Women Give? Gender Differences in the Motivations and Purposes for Charitable Giving. Retrieved from <https://scholarworks.iupui.edu/handle/1805/6985>
- Minitzer, F. (2015, August 4). Delta Airlines Will No Longer Ship Some Taxidermy From Africa -- But There Is More To The Story. *Forbes Magazine*. Retrieved from <https://www.forbes.com/sites/frankminitzer/2015/08/04/delta-airlines-will-no-longer-ship-some-taxidermy-from-africa-but-there-is-more-to-the-story/>
- Mogotlane, S. M., Chauke, M. E., van Rensburg, G. H., Human, S. P., & Kganakga, C. M. (2010). A situational analysis of child-headed households in South Africa. *Curationis*, 33(3), 24–32. <https://doi.org/10.4102/curationis.v32i3.954>
- Monthly Departures to International Destinations. (n.d.). Retrieved April 12, 2019, from <https://travel.trade.gov/view/m-2015-O-001/index.html>

Morris, C. (2016, December 29). America's 10 most charitable cities. Retrieved April 8, 2019, from <https://www.cnbc.com/2016/12/29/america-10-most-charitable-cities.html>

Omitara. (n.d.). Retrieved April 20, 2019, from <https://www.google.com/maps/place/Omitara,+Namibia/@-22.2907144,18.0043065,16z/data=!3m1!4b1!4m5!3m4!1s0x1c0a2a4eef71ada7:0xe900e9d816172c16!8m2!3d-22.2902992!4d18.0080018>

Osili, U., Mesch, D., Ackerman, J., Pactor, A., Han, X., & O'Connor, H. (2018). How Women & Men Give Around Retirement. Retrieved from <https://scholarworks.iupui.edu/handle/1805/16758>

Pickles, M. (2018, April 11). JK Rowling wants happy ending for orphans. *BBC*. Retrieved from <https://www.bbc.com/news/business-43698073>

Poverty and Education | ChildFund. (n.d.). Retrieved April 8, 2019, from <https://www.childfund.org/poverty-and-education/>

SCI Launches Hunter Information Service As New Member Benefit | Safari Club. (2018, November 11). Retrieved April 11, 2019, from <https://www.safariclub.org/blog/sci-launches-hunter-information-service-new-member-benefit>

The Author — Mitchell Zuckoff. (n.d.). Retrieved April 11, 2019, from
<https://www.mitchellzuckoff.com/about>

Video Library – DSC Foundation. (n.d.). Retrieved April 8, 2019, from
<https://www.dscf.org/video-library/#single/0>

Weir, K. (2014). The Lasting Impact of Neglect: Psychologists are studying how early deprivation harms children — and how best to help those who have suffered from neglect. *American Psychological Foundation*, 45(6). Retrieved from
<https://www.apa.org/monitor/2014/06/neglect>

Wikipedia contributors. (2018, July 6). Tourism in Namibia. Retrieved April 11, 2019, from https://en.wikipedia.org/w/index.php?title=Tourism_in_Namibia&oldid=849141660

Who Gives. (n.d.). Retrieved April 8, 2019, from
<https://www.philanthropyroundtable.org/almanac/statistics/who-gives>

Who Gives the Most to Charity and Where Does It Go? (2015, March 5). Retrieved April 8, 2019, from <https://www.motif.com/blog/who-gives-the-most-charity>

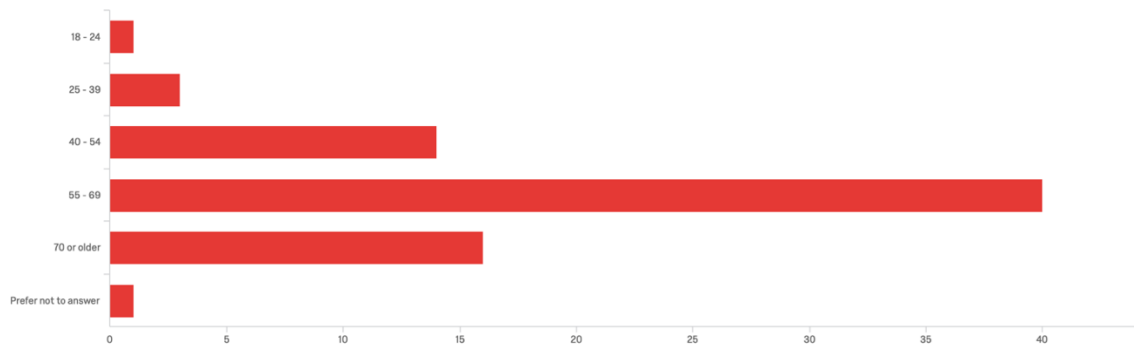
Zylius, C. (2018, April 13). 20 Nonprofit Marketing Campaign Case Studies - Nonprofit Megaphone. Retrieved April 8, 2019, from <https://nonprofitmegaphone.com/nonprofit-marketing-campaign/>

APPENDIX

A.1 Survey Administered and Results

Q2 - What is your age?

Page Options ▾

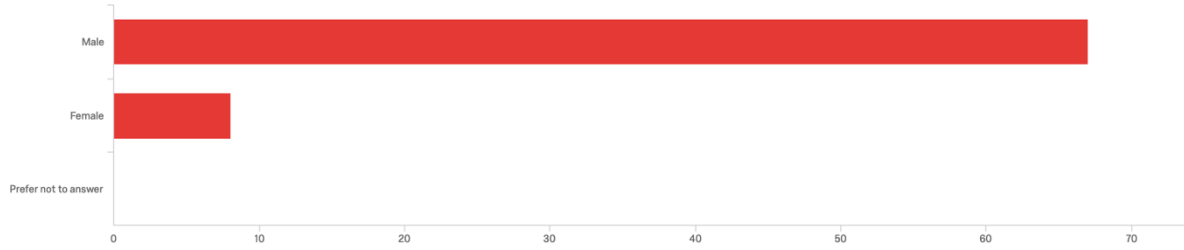


#	Field	Choice Count
1	18 - 24	1.33% 1
2	25 - 39	4.00% 3
3	40 - 54	18.67% 14
4	55 - 69	53.33% 40
5	70 or older	21.33% 16
6	Prefer not to answer	1.33% 1

75

Q3 - What is your gender?

Page Options ▾

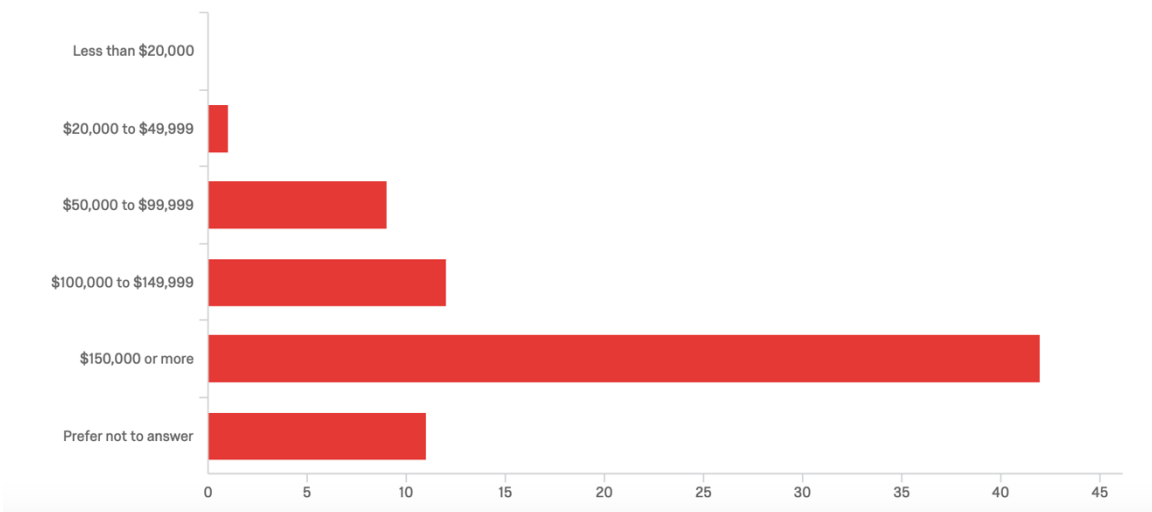


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your gender?	1.00	2.00	1.11	0.31	0.10	75

#	Field	Choice Count
1	Male	89.33% 67
2	Female	10.67% 8
3	Prefer not to answer	0.00% 0
		75

Q4 - What is your income level?

Page Options ▾



Q5 - What country do you reside in?

What country do you reside in?

USA

U.S.A.

US

United States

USA

US

Usa

United States

United States

USA

U.S.

Usa

USA

United States

United States

US

USA

United States

United States

usa

USA	
United States	
USA	
USA	
United States of America	
United States	
United States	
USA	
usa	
United States	
usa	
United States	
USA	
USA	
USA	
USA	
USA	
USA	
usa	
USA	
USA	
USA	
USA	
USA	
USA	

Usa	
USA	
USA	
USA	
USA	
usa	
USA	
United States of America	
USA	
USA	
Usa	
USA	
United States	
USA	
USA	
USA	
United States of America	
United States	
us	
Usa	
USA	
Usa	
USA	
USA	

USA	
USA	
USA	
US	
United States	
USA	

Q6 - What state/province do you reside in?

What state/province do you reside in?

texas

texas

texas

al

al

WI

Va

Tx

Tx

Tx

Tx

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Texas

Tennessee

TX,

TX

TX

TX

TX

TX

TEXAS

TEXAS

Okishoma

New York

New Mexico

NY

Ms

Michigan

MS.

MN

Indiana

Georgia

Georgia

Ga

Ga

Florida

Florida

Ca

Arizona

Alabama

Alabama

Alabama

Alabama

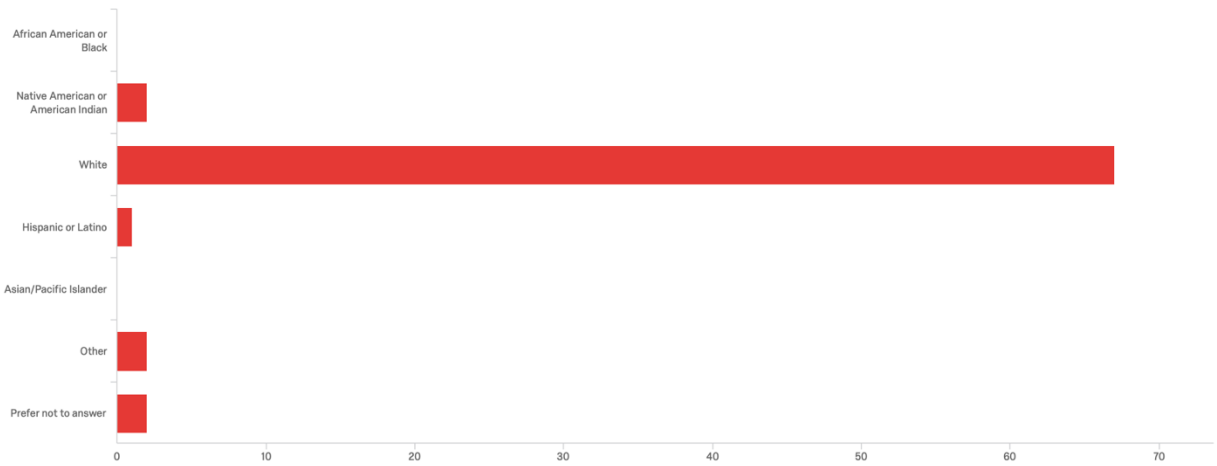
Alabama

Al

AL
AL
AL
AL
AL
AL

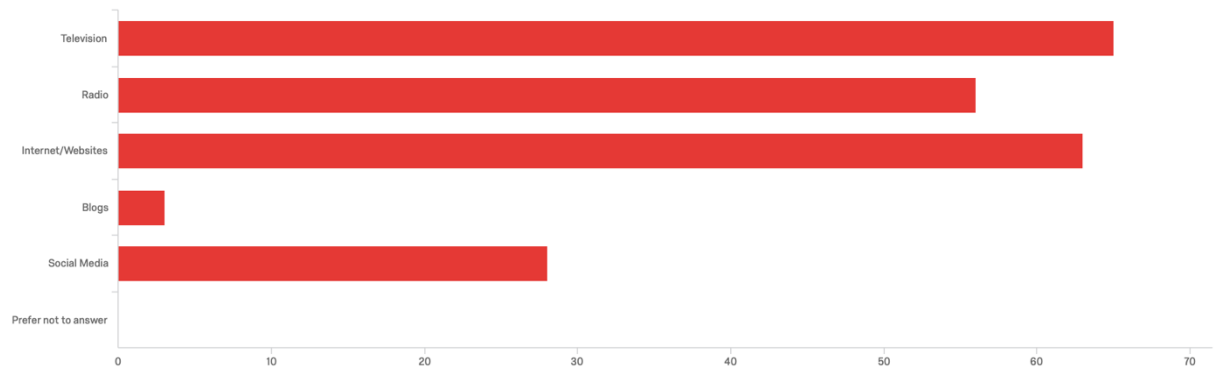
Q7 - What ethnicity do you identify with?

Page Options

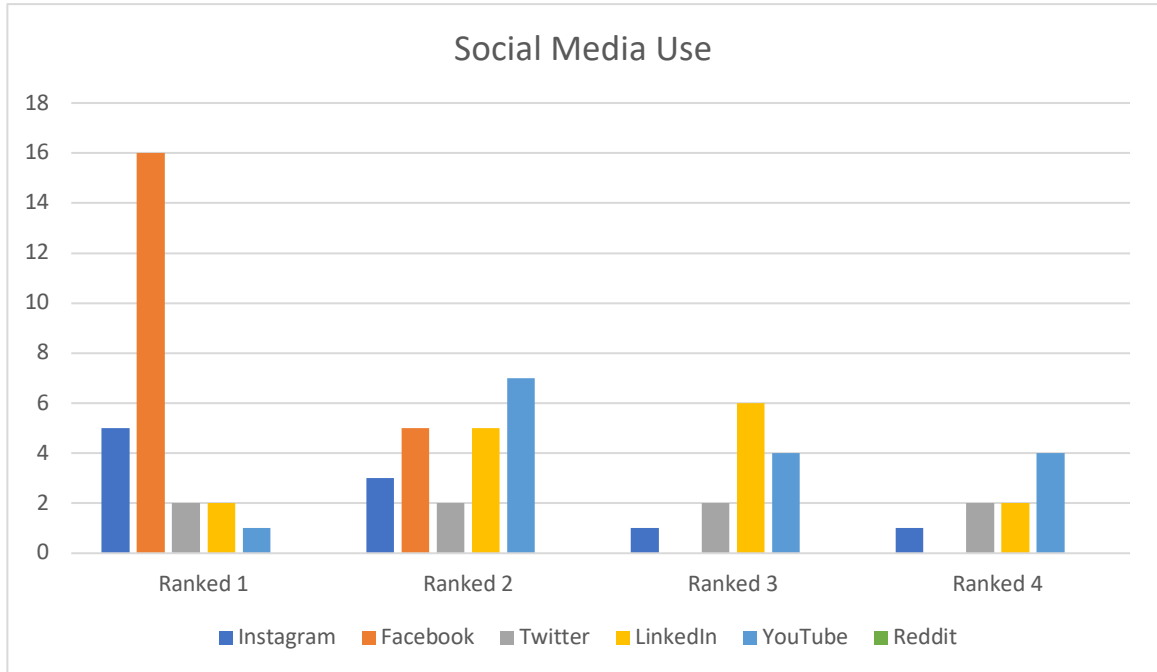


Q8 - Which of the following media types do you regularly consume? Select all that apply.

Page Options

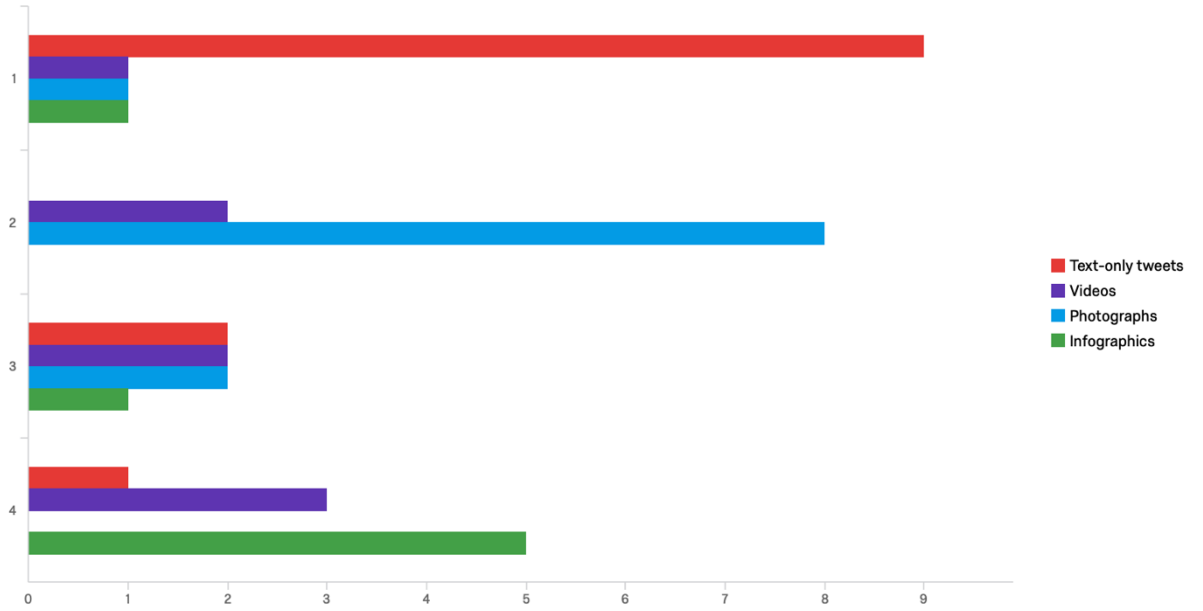


Q9 - Rank the following forms of Social Media in order of use. (1 being used the most, 6 being the least used. If you do not use a form of social media listed below, please leave blank.)



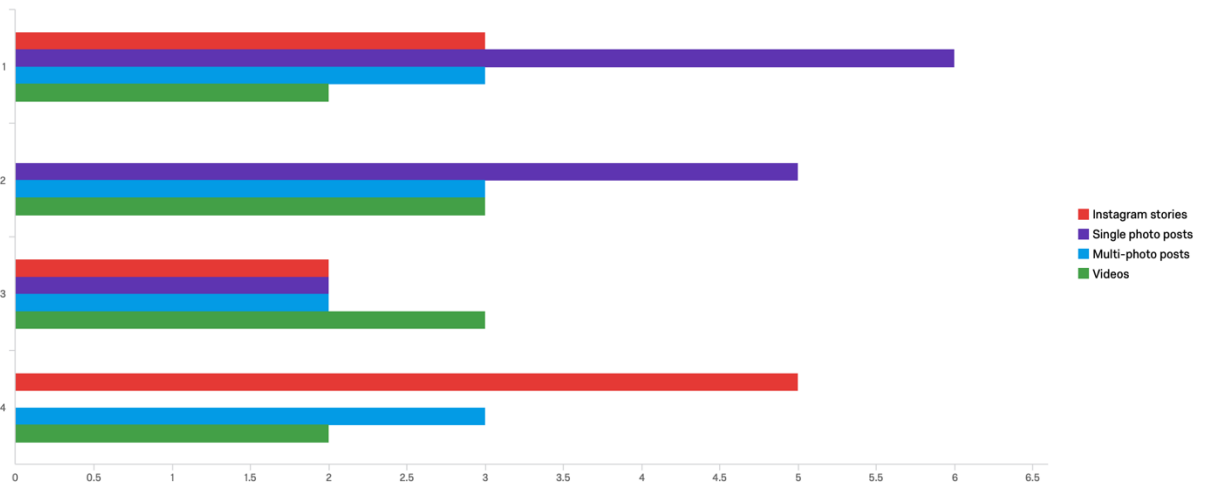
Q10 - Rank the following forms of Twitter content based on your enjoyment of them. (1 being enjoye...

Page Options ▾

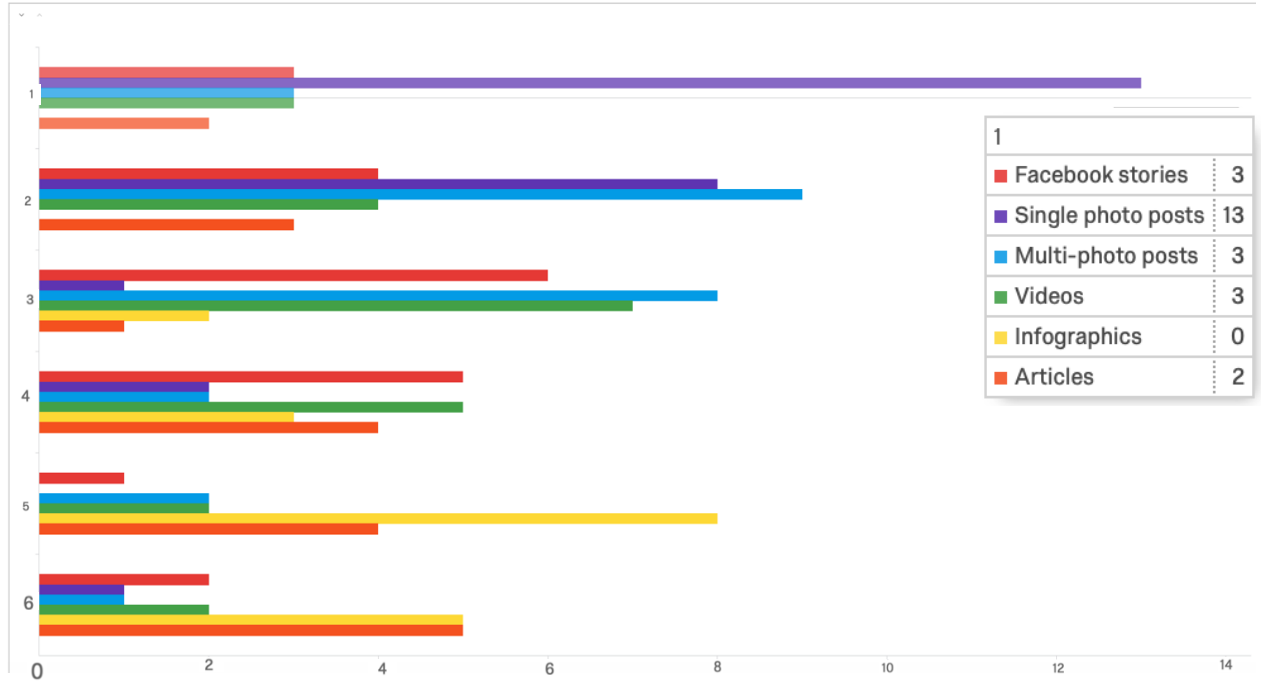


Q11 - Rank the following forms of Instagram content based on your enjoyment of them. (1 being enjoyed most, 4 being enjoyed least)

Page Options ▾

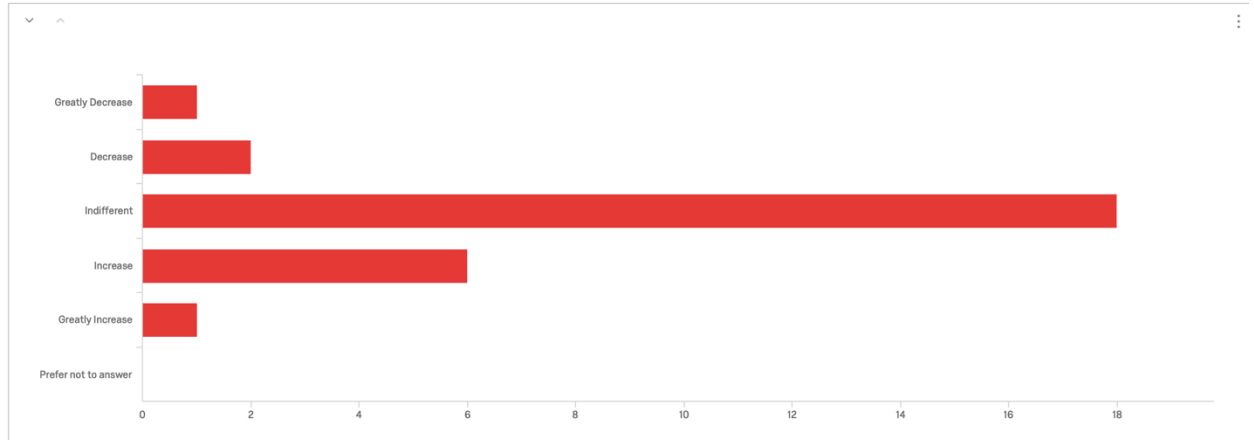


Q12 - Rank the following forms of Facebook content based on your enjoyment of them. (1 being enjoyed most, 6 being enjoyed least)



Q13 - Would seeing an advertisement for a nonprofit on a social media platform increase or decrease your trust in the nonprofit?

Page Options



Q14 - What is a non-profit that has marketed to you in an interesting/desirable way?

What is a non-profit that has marketed to you in an interesting/desirable w...

St Jude Hospital

SPCA and Scottish Rite

Parkinson's

SCI, DU, NAHC

TBS

West Dallas community school

Dallas Safari Club Foundation

Ithembra trust

Boys and Girls Club of Central Alabama

Hunting/Conservation groups

Childrens Harbor

Outdoors Tomorrow Foundation

United Way

NRA

Fundraisers

Outdoors Tomorrow Foundation

nra

Nra

Outdoors Tomorrow Foundation

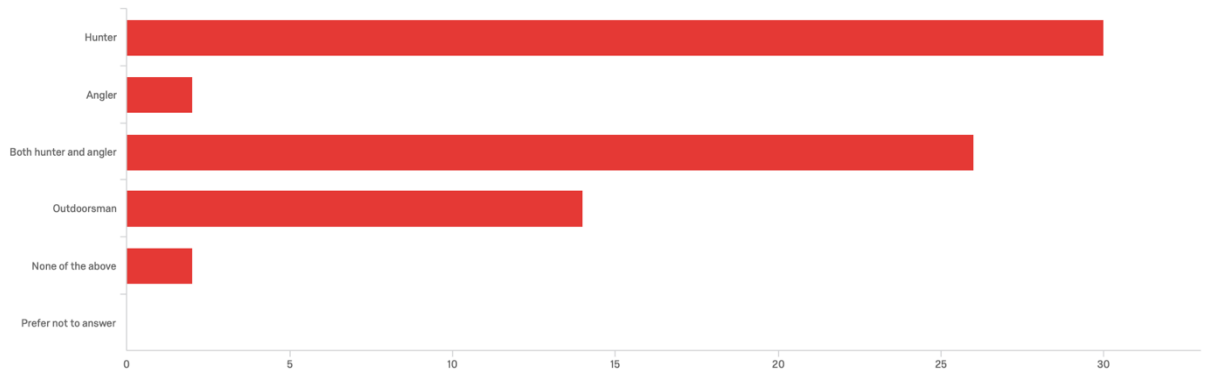
Big Oak Ranch

thourhg an affiliated resource...Church

Texas Lions Camp

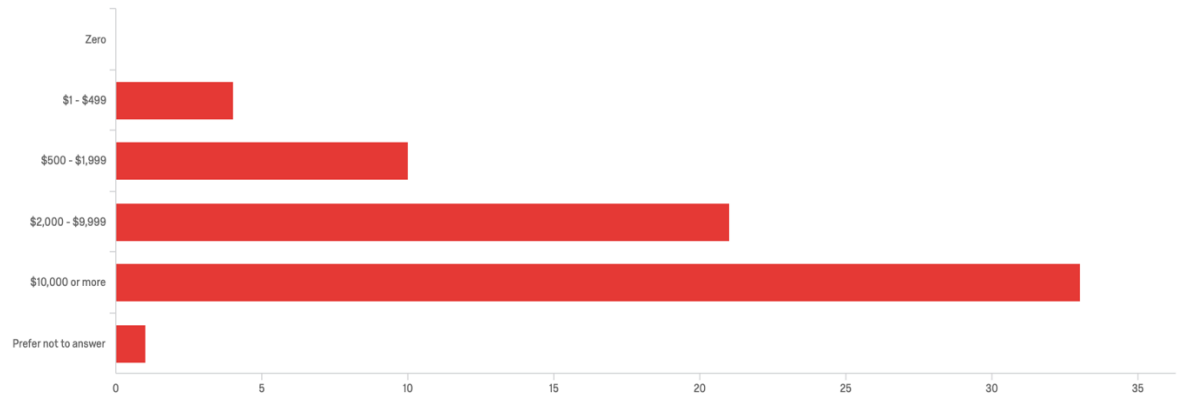
Q15 - Which of the following describes you best?

Page Options ▾



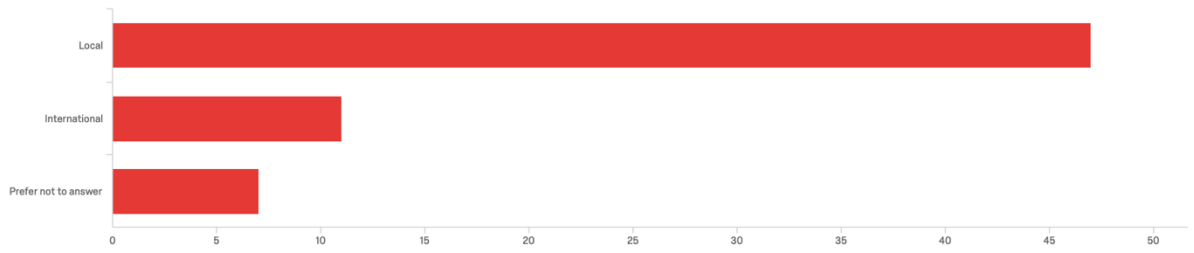
Q16 - How much money do you donate to charity every year?

Page Options ▾



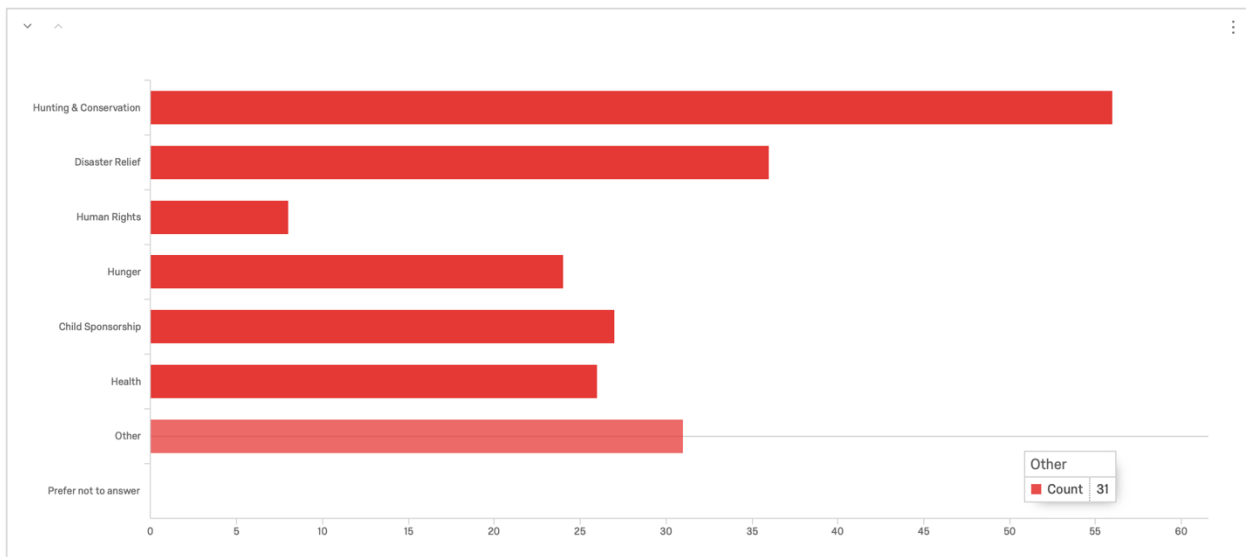
Q17 - Have the charities you donated to been local or international? Why?

Page Options ▾



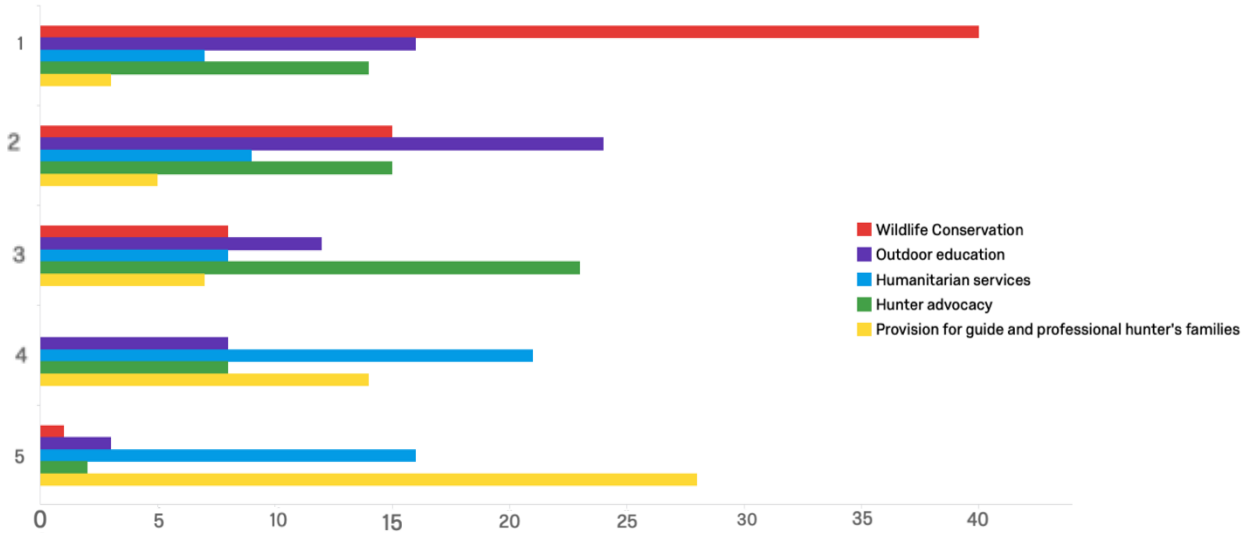
Q18 - Which of the following charity types have you donated to in the past? (Please select all that apply)

Page Options ▾



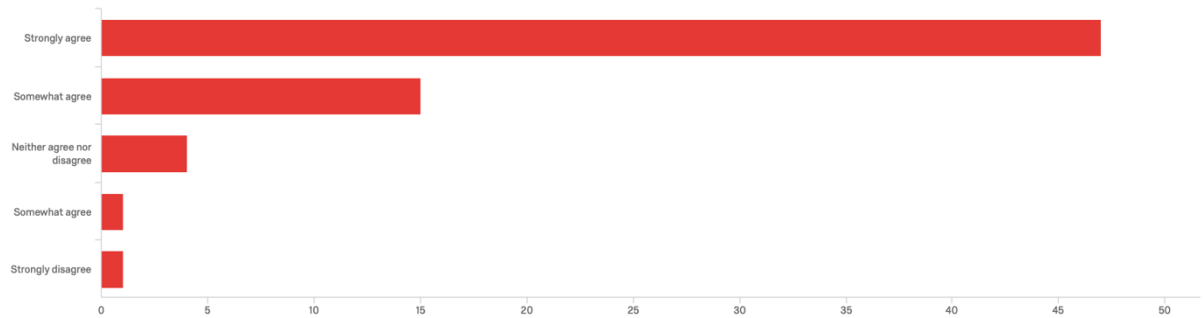
Q19 - Please rank the importance of these hunting-related causes to you. (1 being most important, 5 being least important)

Page Options ▾



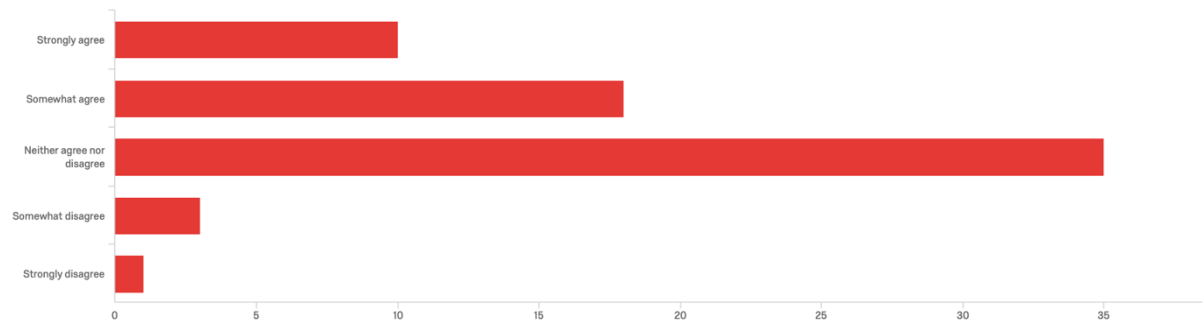
Q20 - Rank your level of agreement with the following statement: It is important to support the community where I hunt/fish/travel.

Page Options ▾



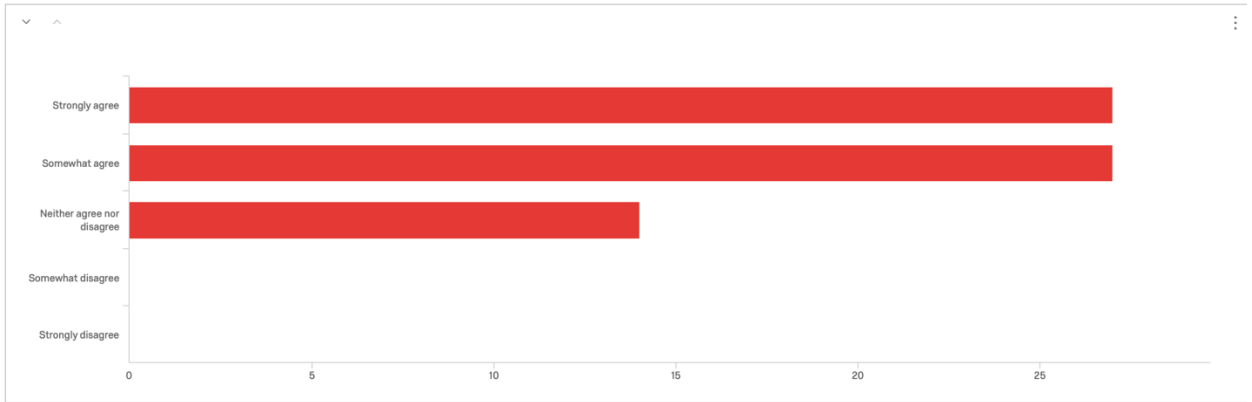
Q21 - Rank your level of agreement with the following statement: It is important to support the philanthropies of the lodges I visit.

Page Options ▾



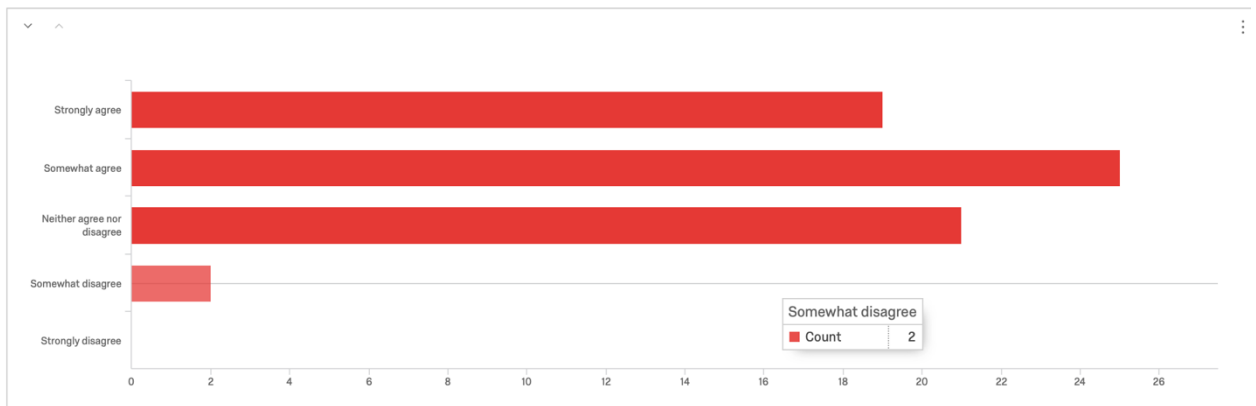
Q22 - Rank your level of agreement with the following statement: It is important to maintain a relationship with the lodge(s) I hunt/fis...

Page Options ▾



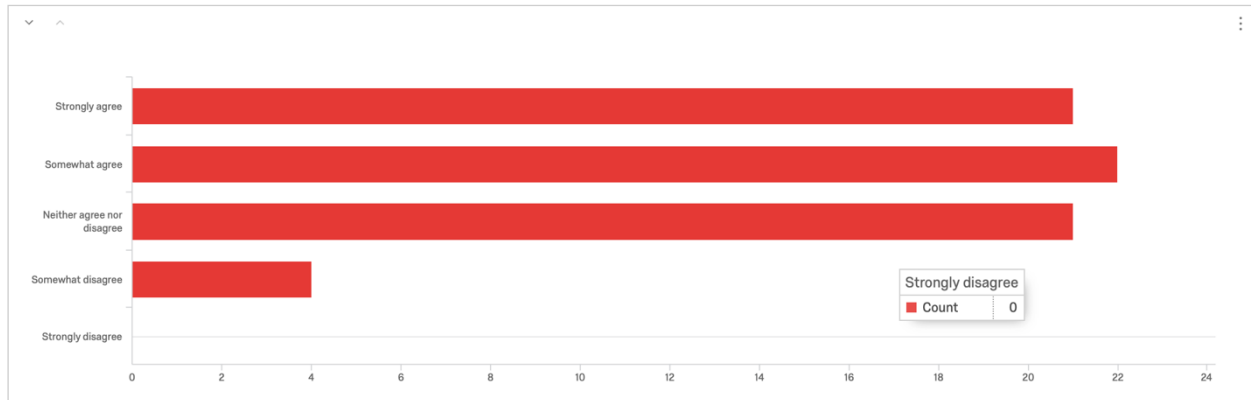
Q23 - Rank your level of agreement with the following statement: It is important to maintain a relationship with the communities aro...

Page Options ▾



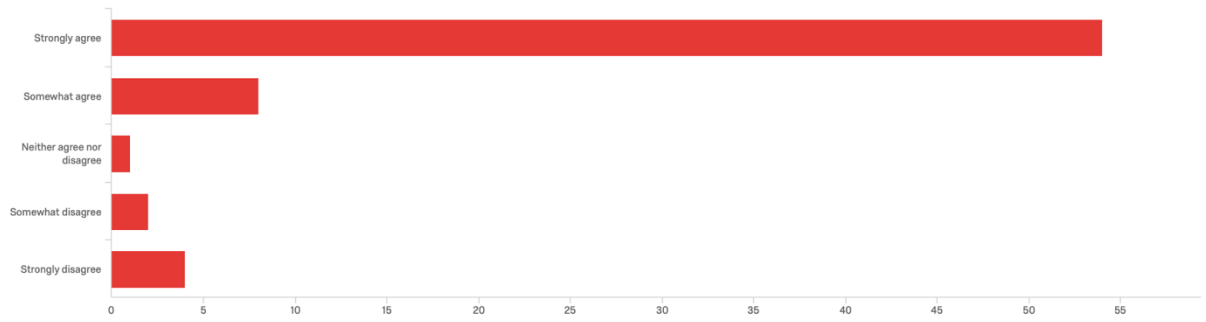
Q24 - Rank your level of agreement with the following statement: It is important to maintain a relationship with the travel company I ...

Page Options ▾



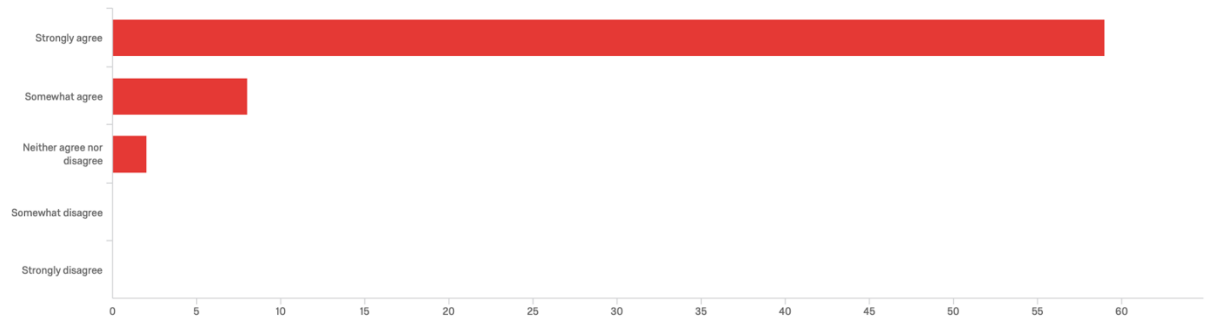
Q25 - Please rank the following statement on hunting philosophy according to your agreement with it: I want to leave little to no mark...

Page Options ▾



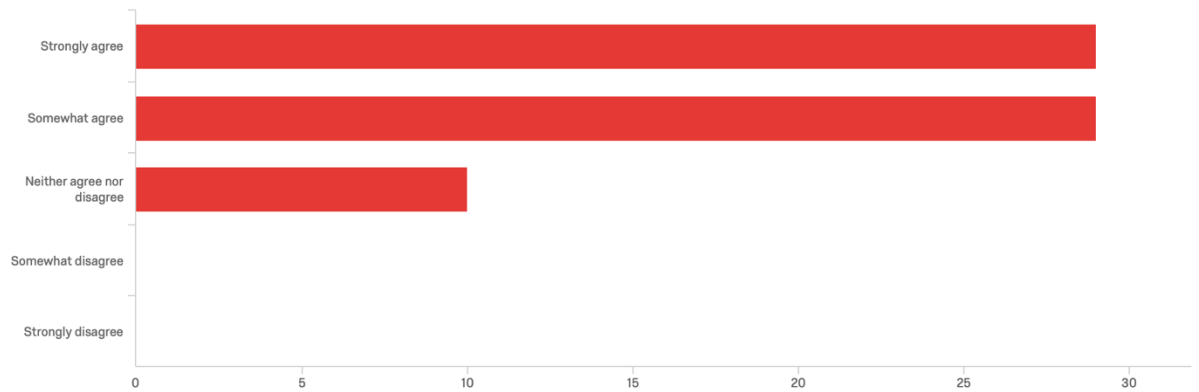
Q26 - Please rank the following statement on hunting philosophy according to your agreement with it: Supporting/conserving the na...

Page Options ▾



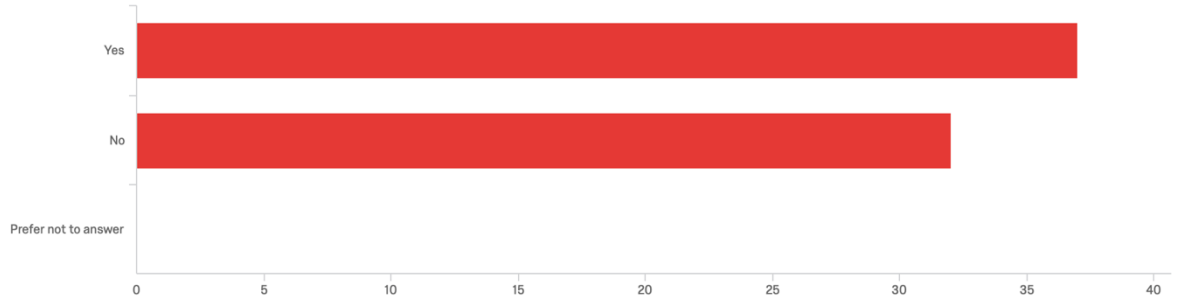
Q27 - Please rank the following statement on hunting philosophy according to your agreement with it: ...

Page Options ▾



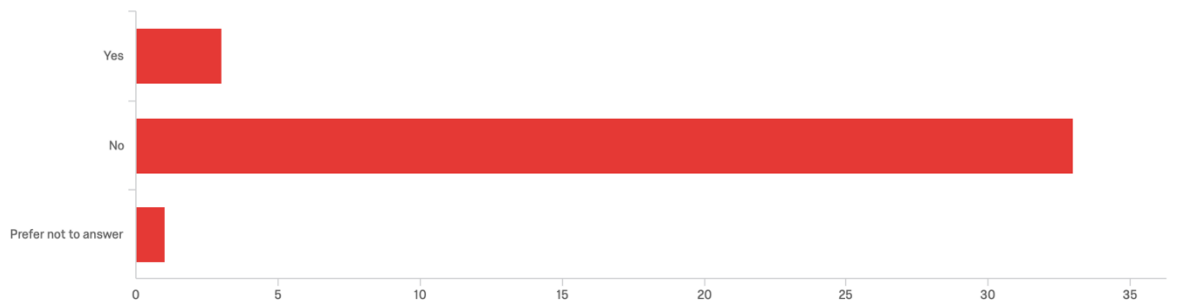
Q28 - Have you ever been hunting in Africa?

Page Options ▾



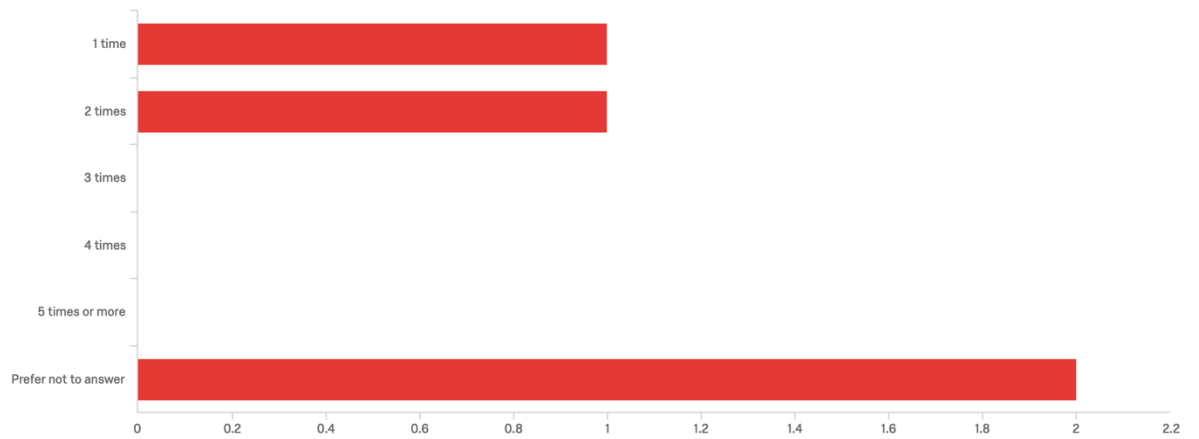
Q29 - Have you visited Hunters' Namibia Safaris?

Page Options ▾

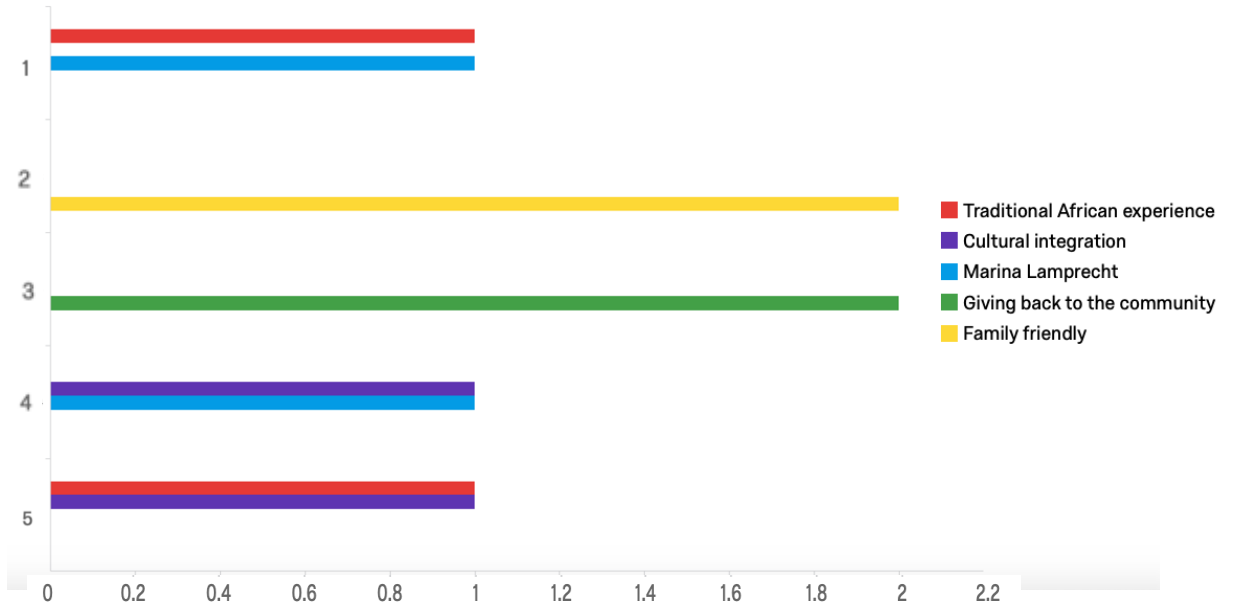


Q30 - How many times have you visited Hunters' Namibia Safaris?

Page Options ▾



Q31 - Please rank the following characteristics of Hunters' Namibia Safaris in the order of importance to your experience there. (1 being most import... Page Options ▾



Q32 - Which of these slogans would make you the most interested in donating to Namibië Home of H... Page Options ▾

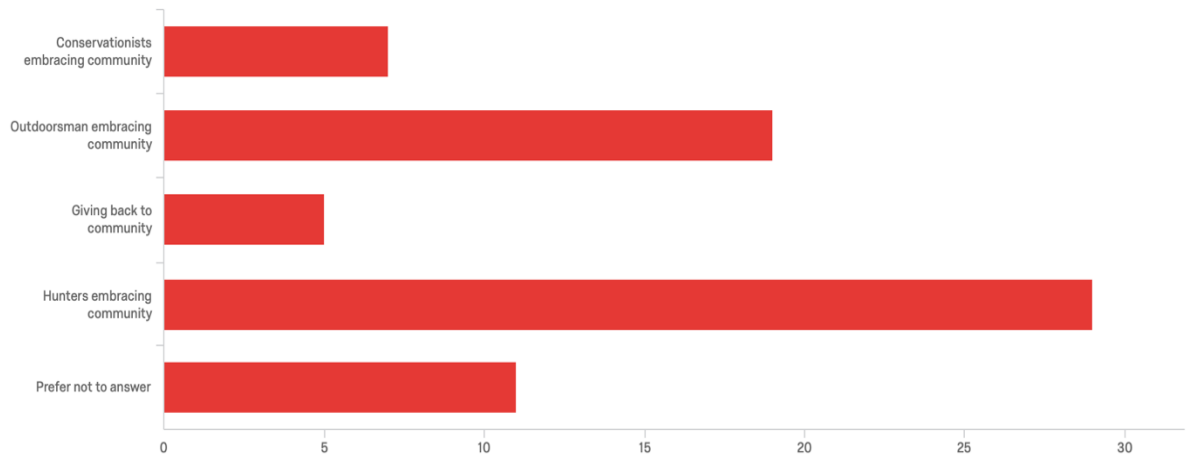


Figure A 1 Survey Administered to Clients of Family Expeditions LLC.

INTERVIEW ORAL INFORMATION SHEET

Title: Honors College Thesis Research

Investigator

Josie Slaughter
Integrated Marketing Communications
Student
Farley Hall
The University of Mississippi
(205) 503-3129

Advisor

Charles Mitchell
School of Journalism and New Media
Farley Hall
The University of Mississippi
(662) 915-7146

Description

Through research and evaluation of current and experimental nonprofit marketing methodologies and practices to both raise awareness and attract donors, this project's purpose is to define and create a successful marketing strategy for a children's home, named Hunters' Home, in Namibia. Unique strategies will be used to target the audience of hunters and specific needs of the home, which was founded by Marina Lamprecht; a person widely known and respected by participants in professional game hunting.

Cost and Payments

This interview will take approximately 15 minutes of your time.

Risks and Benefits

We do not think that there are any risks.

Confidentiality

All responses are confidential and anonymous. Answers from this interview will be used in the thesis report.

Right to Withdrawal

You do not have to take part in this interview and you may stop participation at any time.

IRB Approval

This study has been reviewed by The University of Mississippi's Institutional Review Board (IRB). If you have any questions, concerns, or reports regarding your rights as a participant of research, please contact the IRB at (662) 915-7482 or irb@olemiss.edu.

Statement of Consent

I have listened and understand the stated information. By completing the interview, I consent to participate in the study.

By checking this box I certify that I am 18 years of age or older.

1. Do you prefer to donate to hunting/outdoor related charities/nonprofits or other charity types?
 - Why?
2. Do you believe it is important to donate to philanthropies of lodges you visit?
 - Why?
3. What information would you want to know if you were to donate to a children's home.
4. What is one non-profit that you believe has good marketing?
 - Why do you think it has good marketing?
5. What is a marketing tactic that nonprofits do that most turns you away from them?
6. What does it mean to you to call yourself a hunter? Who do you want to be as a hunter?
7. Have you ever visited Hunters Namibia Safaris?
8. Tell me about your experience at Hunters Namibia Safaris.
9. What were some of the highlights of your time there?
10. When you visited Hunters Namibia Safaris, did you visit the children of Otjivero Village, where Marina Lamprecht donates food?
 - (If so) What was your experience there?
 - What impacted you the most about your time with the children?

Interview 1

Do prefer to donate to hunting/outdoor related charities/nonprofits or other charity types? Why?

- Other types of charities
- Very involved in church – tithe
- More difficult to donate to hunting causes since retirement because there was more cash flow before.
- Ducks unlimited is a charity he donates to

Do you believe it is important to donate to philanthropies of lodges you visit? Why?

- Yes, they are friends of his that he has hunted with and would do anything for

What information would you want to know if you were to donate to a children's home?

- Who is involved and where the money is going

What is one non-profit that you believe has good marketing? Why do you think it has good marketing?

- OTF
 - o Know what is going on, the budget, and how much is spent in what areas

What is a marketing tactic that nonprofits do that most turns you away from them?

- When you donate a certain amount to a non-profit but only part of the money goes to the charity and most goes to people's salaries

What does it mean to you to call yourself a hunter? Who do you want to be as a hunter?

- Hunting is not going out and shooting an animal, it's about the experience of being in the outdoors & locating the animals and then possibly shooting them, possibly not

Interview 2

Do prefer to donate to hunting/outdoor related charities/nonprofits or other charity types? Why?

- No preference

- Any or both, depending on what he is interested in

Do you believe it is important to donate to philanthropies of lodges you visit? Why?

- N/A never goes to other lodges

What information would you want to know if you were to donate to a children's home

- No answer

What is one non-profit that you believe has good marketing? Why do you think it has good marketing?

- Carry the load non-profit
 - o Gathers money in order to donate to first responders
 - o Groups walk from D.C. to Dallas; walk as far as you want and raise money
 - o Everything is volunteer except one person who does publicity
 - o Every dollar of it goes to the first responders

What is a marketing tactic that nonprofits do that most turns you away from them?

- No answer

What does it mean to you to call yourself a hunter? Who do you want to be as a hunter?

- Never received negative feedback to telling people he is a hunter
- Never encountered anything negative

Interview 3

Do you prefer to donate to hunting/outdoor related charities/nonprofits or other charity types? Why?

- Well-rounded donating practices
- First donations is for church (tithe)
- Understand that there are more needs beyond the church
- DSC, OTF, park cities quail, red cross, wounded warriors
- Not all money goes to one place
- Donate to local and international charities
- "Every souls important" charity started by close friends
- Had teachers do a presentation to talk about the charity
- They were specific as to what the money was going towards

Do you believe it is important to donate to philanthropies of lodges you visit? Why?

- Maybe, not run across lodges that are involved in things
- Lodges are not really asking for donations

What is one non-profit that you believe has good marketing? Why do you think it has good marketing?

- DSC's promotion of hunter's advocacy and conservation/education
 - o Opened her eyes to how hunters help the world to preserve the world's animals and nature
- OTF, when she really learned how they help children learn all about the outdoors
 - o Learned how it gave children purpose
- Seeing where the money goes and hearing how it is truly making a difference matters the most

What is a marketing tactic that nonprofits do that most turns you away from them?

- Susan g Coleman
 - o So much of their money goes to a CEOs bonus or something
 - o People being paid too much to do their job
 - o Why isn't the money going back into research?

What information would you want to know if you were to donate to a children's home

- What Every Souls Important did
 - o Pictures of village kids who looked like they WANTED to learn
 - o Pictures of children who lived at the school in order to learn
 - Left their family for the week to go to school
 - Hearing the stories of how the children's lives have changed
 - Hearing what they want to be when they grow up
 - Truly making a difference
 - Project for an engineer to design a merry-go-round for the children to play on which also pumped water for the village
 - Plans to know where the money was going
 - Pay for kids schooling & any other needs
 - Got a Christmas card from the boy they sponsor on the merry-go-round
 - Sent pictures & letters to the donators

What does calling yourself a hunter/outdoorsman mean to you? Who do you want to be as a hunter?

- Outdoorsman
 - o Comradery of things I enjoy doing with my family & other women
 - o Allows for further connection to people
- Opened eyes to knowing where money from hunting practices and licenses goes to better nature and help populations
- Culmination of things
- Until you understand the culmination of things, they don't get hunting

Interview 4

Do prefer to donate to hunting/outdoor related charities/nonprofits or other charity types? Why?

- Both
- Non-hunting is through church
- DSC, OTF

Do you believe it is important to donate to philanthropies of lodges you visit? Why?

- Good ones are about conservation and promoting hunter's advocacy

What is one non-profit that you believe has good marketing? Why do you think it has good marketing?

- OTF
- Cal Farly's boys ranch – nonprofit organization
- They keep in touch and all about caring for other people

What is a marketing tactic that nonprofits do that most turns you away from them?

- The ones that continually bombard with phone calls are annoying
- Lots of emails are more ok

What information would you want to know if you were to donate to a children's home?

- History
- Where your money goes, is it going to the kids or other things

What does calling yourself a hunter mean to you? Who do you want to be as a hunter?

- I care about the environment and having the animals around and care about ethical hunting