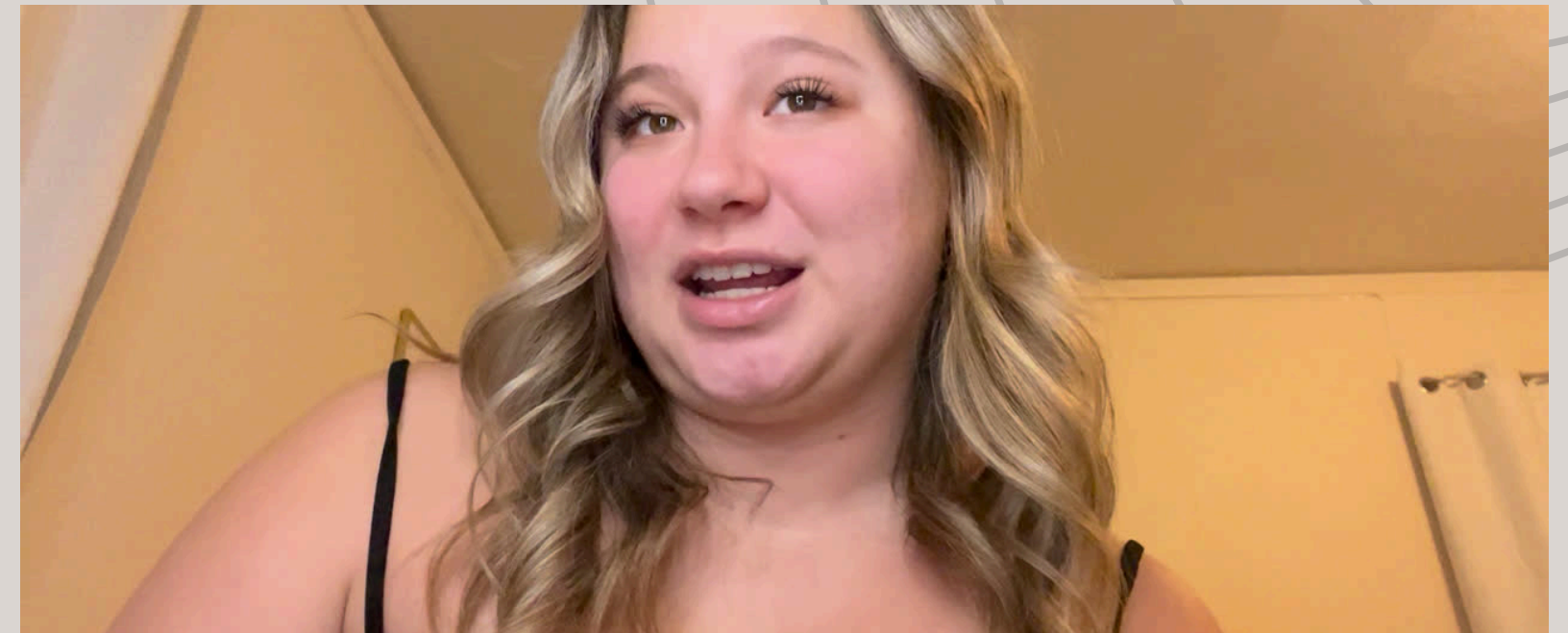Team Assignment 3

Discover Pullman

Emily Hagberg, Ainsley Lawrence, JoJo Maestas

Objective

- Lack of student engagement with community activities
- Make a bigger connection with students and give them a sense of community
- Fostering personal growth and civic responsibility for students.
- Creating social media accounts to help spead the word about events


Presented by Emily Hagberg

Target Audience

- Who?
  - College students at large universities, like WSU
- Current Attitudes
  - Can't find service opportunities so they are not involved in the community
  - They only participate in community events if they have to (clubs, greek life, classes, etc)
- Barriers to Persuasion
  - How they view community service
  - Lack of incentive
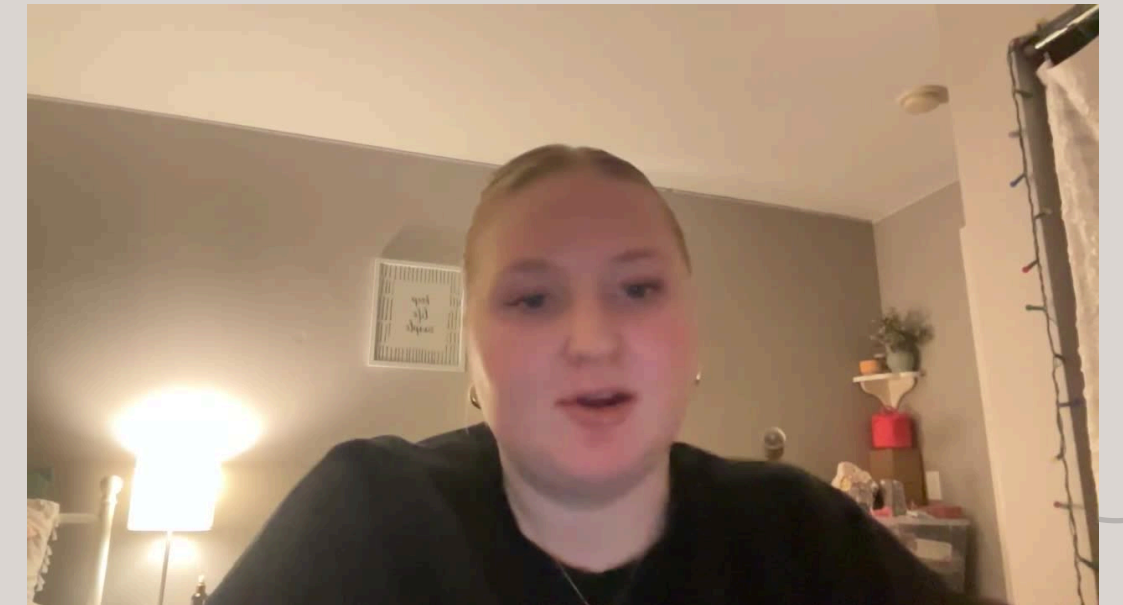
Presented by Ainsley Lawrence

Campaign Objectives

- Overall Goal: Make community service opportunities more accessible and engaging to college students
- Theoretical Approach: Social Identity Theory
  - If students see this as a time to make connections and work with other students, they may be more inclined to participate in community engagement
  - By making community service more socially engaging, students will be more willing to be involved
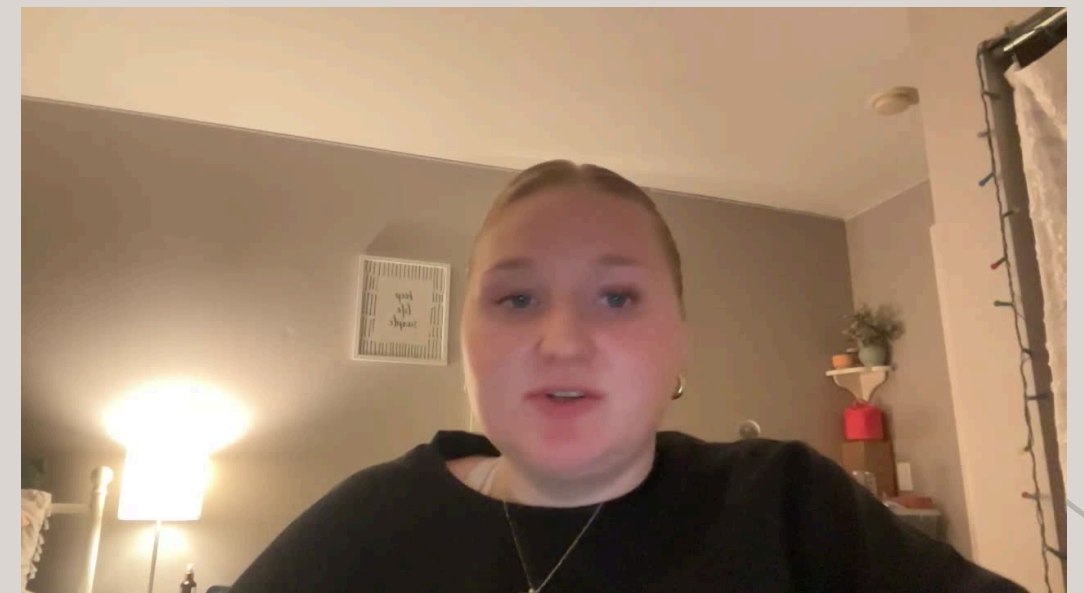
Presented by Ainsley Lawrence

Campaign Strategies

- **Reach Audience**: Use targeted communication to engage WSU undergraduate students, especially those who aren't involved in community service.

- **Content**:
  - Promote group identity & social connections
  - Highlight student stories & community impact
  - Showcase the fun, rewarding side of service
  - Offer rewards & recognition for participation

Effective Strategies:

- Inspired by UC Berkeley's GivePulse and NYU's Volunteerism as a Social Activity campaigns using peer influence, social proof, and recognition to increase engagement.

Presented by JoJo Maestas

Campaign Proposal

By utilizing Social Identity Theory, the "Discover Pullman" initiative seeks to enhance student involvement in community service. We will market service as a group activity that builds social ties in order to reach undergraduate students, especially those who are not already active. The main topics of the content will be group identification, student narrative sharing, social advantages, and providing incentives such as praise and awards. Next semester, the campaign will begin and last for three months.

Presented by JoJo Maestas

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