
EXECUTIVE SUMMARY

Serving the Waco community since 1967, Caritas of Waco exists to provide urgent support to people in need. The organization's vision is to eliminate hunger in McLennan County. Caritas offers emergency assistance in the form of food, clothing, household items, travel assistance and more. Caritas' case management program helps clients address difficulties in their lives and take steps to become self-sufficient. Caritas also provides free GED and ESL classes, as well as a gifts-in-kind program and two retail store locations.

This public relations campaign will focus on the retail stores, called Hidden Treasures by Caritas. Because of the wide variety of services, recent rebranding and location change of the stores, the community is not as knowledgeable about what Caritas has to offer in terms of retail. Many view Hidden Treasures as just "thrift stores" and are unaware of the quality of merchandise inside. As a result, the locations are not reaching as many people as they could.

Our campaign aims to increase awareness of the stores, expand the customer base and boost the Hidden Treasures social media presence. We also aim to change the perception of the retail stores by showcasing the high-quality items available.

Target audiences include donors and potential donors, and members of the Waco community who might be interested in discounted merchandise. Our campaign includes the creation of a new annual event, Back to School Bash, to unite the community and bring attention to the Hidden Treasures brand. To advertise the event and spread the word about the stores, we will use a combination of social media, print ads, video and pitching to local media to communicate our message to these target audiences.

We plan to utilize the "Hidden Treasures by Caritas" Facebook pages and create content the target audiences will find engaging to increase interest in the stores and the Back to School Bash. We will also create a flyer to distribute in new strategic locations, as well as a public service announcement that can be used to showcase Hidden Treasures and raise awareness for the new event. Caritas has great relationships with local media outlets, and we plan to continue developing them by pitching stories to highlight the work Caritas is doing in Waco.

The keys to success for this campaign include creating engaging content and utilizing all the communication tools available to us to reach our target audiences. Through this campaign, we hope to get the community excited about Hidden Treasures and the items it has to offer. Caritas is a well-known and respected member of the community, and there is great potential for Hidden Treasures to expand its reach and boost its brand name through this campaign.
