Crossroads Pregnancy Center

Public Relations Research Campaign

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9. Executive Summary

 Crossroads Pregnancy Center is a Christian-based, nonprofit organization. The organization offers an array of services to men and women facing unplanned pregnancies. The purpose of this campaign is to create awareness of Crossroads Pregnancy Center and the services that are offered there. In addition, general awareness of teen pregnancy is also to be achieved. Aside from awareness, it is hoped that teen pregnancy in the Mount Union, Pennsylvania area will ideally be lowered and at least not increased. These goals will be achieved through different strategies such as revamping of the Crossroads Pregnancy Center websites, updating and creating of social media accounts, an expansion of the R.E.A.C.H. Program and a small campaign entitled, “Could You Take Care of You?” In addition to using the strategies that will be further discussed in this plan, tactics including word of mouth, flyers with QR codes and current communications will be used. The key publics of this campaign are high school students at Mount Union Area High School. Since this is a public campaign, a general outreach will also be occurring.

1. Situation Analysis

Crossroads Pregnancy Center offers help, hope and healing for those faced with unplanned pregnancy. Crossroads offers a variety of services to men and women at no cost to clients. Run strictly on volunteers and donations, Crossroads Pregnancy Center has grown to have four offices in Huntingdon, Juniata and Mifflin counties. This campaign will focus on the Mount Union office.

**Mission Statement**

 Crossroads Pregnancy Center is a life-affirming, non-profit organization. The mission is “*To provide Christ centered counseling and educational services with regard to abortion alternatives, pregnancy, parenting, post abortion healing and sexual integrity empowering individuals to make choices that cherish every human life*.”[[1]](#footnote-1) Parallel with Crossroads’ vision statement, which is “Crossroads Pregnancy Center will be a trusted first option for those with needs related to unplanned pregnancy,”[[2]](#footnote-2) Cindy Mansberger, Executive Director, says that Crossroads goals are to become a primary outlet for those experiencing unplanned pregnancy. Crossroads would like to assist those in need in any way possible, including counseling. In addition, CPS also has a goal to help financially, through the Reach Program.[[3]](#footnote-3) All goals are attainable.

**History**

 Crossroads Pregnancy Center was opened on March 19, 1985 by four women, who had a desire to reach girls faced with unplanned pregnancies. The first office opened was in Lewistown, Pennsylvania. In order to expand services, the Huntingdon, Pennsylvania office was opened on August 11, 1987. A third office was opened in Mount Union, Pennsylvania on August 20, 2007 and a fourth in Juniata County on September 1, 2009. Since then, Crossroads Pregnancy Center has become affiliated with Heartbeat International, a life-affirming organization for pregnancy centers and NIFLA (National Institute of Family Life Advocates). Crossroads has grown to have over 100 volunteers, some having dealt with the consequences of unplanned pregnancy themselves. The board of directors consists of men and women committed to upholding the principal of the sanctity of human life. As a non-profit, interdenominational, Christ centered ministry, Crossroads Pregnancy Center continues to grow.[[4]](#footnote-4)

**Faculty**

 Crossroads is an organization that is run on volunteers. In addition to the Board of Directors, CPC has 11 other types of volunteers. An in-office counselor meets one on one with clients on a regular basis. Each counselor serves three hours, once a week. A hot-line counselor speaks to clients via telephone. This person will have calls taken on his or her home or cell phone during hours that the office is closed. Shifts are overnight, mornings or weekends. This ensures that clients are always able to be counseled, even if the office isn’t open. R.E.A.C.H. Speakers train to teach teens about abstinence and how to build healthy relationships. These speakers go to schools and youth groups to deliver these messages. Church liaisons serve as a contact person between CPC and one’s church. This is very important to the organization, as it is a faith-based ministry. Fundraising assistants help in various ways during fundraising events. Hospitality volunteers help by providing and preparing food for certain small events such as open houses or other events that promote the Crossroads ministry. “Baby boutique” volunteers help organize and maintain the “baby boutique” used in “Earn while you Learn.” One day a month, newsletter preparation volunteers help to prepare Crossroads’ monthly newsletter. Maintenance volunteers help keep offices clean, while “handy men” help do tasks such as heavy lifting, simple maintenance and repairs. Finally, technology volunteers help maintain Crossroads’ technological needs such as fixing computers, keeping the websites up to date and updating social media. Each volunteer is important in running each center and it is stressed that Crossroads Pregnancy Centers would not be able to operate without them.[[5]](#footnote-5)

**Funding**

 In addition to being ran by volunteers, Crossroads Pregnancy Center remains in business through the help of donations. CPC receives no state or federal funding. Crossroads relies on donations from churches that support its ministry. Also, Crossroads uses donations from individuals and private donors. Funding is also accepted from the Huntingdon and Mifflin counties United Way.[[6]](#footnote-6)

**Current Communications and Tactics**

 Crossroads uses a variety of communications and tactics. Cindy Mansberger stated that Crossroads is listed in surrounding areas’ yellow pages. Crossroads also has two websites and has a Facebook page. A newsletter is sent out monthly to 1400 people and churches in the communities where offices are located. The CPC uses flyers and posters to promote its services. Mansberger believes one of the most impactful and successful strategies is simply from word of mouth of satisfied clients and volunteers.[[7]](#footnote-7)

**SWOT Analysis**

 There are various strengths and weaknesses of Crossroads Pregnancy Center. Crossroads offers many valuable services to those facing unplanned pregnancy. The services are all at no cost to clients, which is impressive since Crossroads receives no state or federal funding. Crossroads is able to fundraise effectively. The center has no problem retaining volunteers. This is extremely important since the entire organization is run on and by volunteers. Crossroads has grown to use four offices in four towns in three counties, a large accomplishment from what started as a small vision of four women. Although many programs have been successful, there are still a number of young people coming in the office that are pregnant. Personally, I have never seen a flyer or poster promoting Crossroads. I believe the websites and Facebook page are weak and outdated. Although the R.E.A.C.H. Program is implemented in local schools, it seems as if some young people are just missing the message. In addition, the program focuses on abstinence, and realistically, it should also focus on safe sex. Crossroads has opportunities to reach greater audiences within each community where each office is located. By promoting their services more, awareness of Crossroads Pregnancy Center could be more ample. Also, by obtaining younger volunteers, clients could feel more comfortable knowing someone close in age has gone through a similar situation. With the way the economy is, donations could potentially diminish. Also, volunteers could potentially become sparse due to having less free time or inability to afford fuel to get to the office(s).

**Problem statement**

Crossroads Pregnancy Center wants to reach a greater high school audience in Mount Union, PA, in hopes of encouraging fewer teen pregnancies. This is an issue because of the rising number of pregnancies within the student population. Less teen pregnancies will result in, hopefully, a better future, not only for those who could be pregnant but for babies that would be coming into the world in the care of people who are still children themselves. By expanding the R.E.A.C.H. Program and creating a greater awareness of other services and programs that Crossroads offers, this is an attainable goal.

1. Key Publics

 They key publics for this campaign are high school students. A survey was given to the senior high students at Mount Union Area High School. Out of 307 surveys used, 173 students, both male and female, had never heard of Crossroads Pregnancy Center. Out of the 134 students that had heard of CPC, 86 were unaware of the services offered, 104 were unaware of the location of Crossroads and 71 were unaware that the services offered through Crossroads were confidential.[[8]](#footnote-8) In addition to the survey, an interview with school nurse, Glennette Heaster, provided facts stating 22 female students have been pregnant within the last five years. Of those 22 females, four of them have given birth to multiple children while in high school. The school offers counseling for these students but that is the extent of what is done to benefit them.[[9]](#footnote-9) This research proves that there is a serious need for more awareness of Crossroads services and also more awareness of premarital sex.

1. Strategy

 This campaign will have multiple strategies. These strategies will include revamping company websites, updating and more use of social media, expanding R.E.A.C.H. Program and a small campaign entitled “Could You Take Care of You?”

*Revamping of Websites*

Knowing that the key publics of this campaign are part of the generation that spends a great amount of time on the internet, it is important to have websites that are appealing to the eye, while not losing the quality of the information that is shown on the sites. It should be considered to only have one website, as opposed to the two that are currently used. One website should include all necessary information about Crossroads and the services offered. Multiple tabs can be placed on the page to give information about different areas of interest. It should be taken into consideration that websites should be more modern looking and give more information on pregnancy.

*Social Media*

Social Media can play a major role in awareness of pregnancy and Crossroads Pregnancy Center. Many people in the key publics utilize different forms of social media and CPC should take advantage of this. The Facebook page should be updated more often and have more information on it. Daily updates about different events going on within CPC or even simple pregnancy facts would be an effective step in the right direction. Twitter should also be used in the same manner. Each social network could be used to promote the other. The links to these social media pages can be posted throughout the community on QR codes.

*Expansion of R.E.A.C.H. Program*

The R.E.A.C.H. Program is a program geared toward high school students. This program is designed to promote abstinence through relationship education and healthy sexual choices. Realistically, it should also be important to explain the importance of safe sex. Although CPC is a Christian-based organization and premarital sex is considered a sin, it should be explained that sins are forgiven. Sex at a young age should not be promoted, but if teens want to have sex, they will. The R.E.A.C.H. Program should consider discussing the proper use of condoms and other forms of birth control in a non-judgmental sense. It is not a topic that needs a lengthy amount of time to go over, but it should be, at the very least, touched upon.

*Could You Take Care of You?*

The "Could You Take Care of You?" Campaign is intended to provide information, in a creative and modern way, and create awareness of Crossroads Pregnancy Center and teen pregnancy. The campaign will include a series of videos that will be posted to YouTube. After the videos are on YouTube, QR codes will be printed with the link embedded. The codes will be hung up in various locations such as bulletin boards within the community, the school nurse’s office, CPC website(s), and any other desired location. Videos will all be different. A total of three videos will be used. One video will be facts about teen pregnancy regarding expenses; what is costs a parent to raise a baby, what it costs taxpayers for a teen to raise a baby, etc. Another video will host different young women that had children as a teen. These women will be using one word adjectives describing their lives since having a child at a young age, then how their life plans have been altered. The third video will consist of other teen pregnancy facts. Each video will begin the same. The question, “Could you take care of you?” will be immediately asked upon the beginning of each video. Following that question, viewers will be asked to mentally add up the amount of money he or she uses per day. It will be noted to add up costs of food, clothing, shelter, electricity, cell phones, automobiles, etc. After a pause, the question, “Could you take care of you?” will be asked again. (It is to be noted that this is a campaign geared towards high school students and it is assumed that most, if not all, are still under the financial care of a parent or guardian.) At the end of each video, there will be an information pause showing a link to the Crossroads Pregnancy Center website, address and phone number.

 It is noted that the videos will be available for those without smartphones by linking the videos to Facebook page, Twitter page and possibly putting a tab on CPC website.

V. Goals, Objectives and Tactics

**Goal 1**: To create more awareness of Crossroads Pregnancy Center within the high school age group.

 **Objective**: Gain 5 followers on Facebook and Twitter each week.

**Tactics**: Use word of mouth, flyers and QR codes posted within community.

**Objective**: Increase knowledge of Crossroads Pregnancy Center and services by 15%.

 **Tactics**: Use strategies from campaign and current communication tactics.

 **Goal 2**: To lower teen pregnancy rate in Mount Union, PA.

 **Objective**: Have no increase in pregnancies to student ratio.

**Tactics**: Implicate “Could You Take Care of You?” campaign, continue with R.E.A.C.H. Program, reach target audience through social media.

 **Objective**: Have a decrease in pregnancies to students’ ratio.

**Tactics**: Implicate “Could You Take Care of You?” campaign, continue with R.E.A.C.H. Program, reach target audience through social media.

VI. Timeline and Budget

**Timeline**

The timeline for this campaign will ultimately be up to the organization. It is suggested that websites and social media accounts be updated and/or made immediately. The expansion of the R.E.A.C.H. Program should be implemented at the start of 2013-2014 school year. This will give ample time to discuss the approach that will be taken to include new material and what specific material will be introduced. The “Could You Take Care of You?” Campaign will be able to begin once all videos are completed, approved, uploaded to YouTube (or other video hosting website,) linked to a QR code, printed and distributed/hung. The amount of time for each QR code to be posted within the community is up to the discretion of CPC. It is suggested that they remain posted for a minimum of four months. This will allow for more impressions.

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| Objective | Date to be completed by | Cost |
| *Revamping of Websites* | May 2013 | No cost if suggestion is used |
| *Social Media* | February 2013 | None |
| *Expansion of R.E.A.C.H. Program* | State of ’12-’13 school year | No cost unless printing new info sheets. ($0.04/copy) |
| *Could You Take Care of You?* | March 2013 | No cost to make videos. $0.04/copy of QR code  |

**Budget**

Each strategy has a different budget.

*Website Reconstruction*

The website reconstruction could be free of cost if a volunteer is able to combine the sites. It is suggested that if no current volunteer is able to do so, contact area colleges. Students can use this as an opportunity to create portfolio items within the graphic design or web design field.

*Social Media*

No cost.

*Expansion of R.E.A.C.H. Program*

No cost unless distributing materials such as information sheets.

*“Could You Take Care of You?” Campaign*

No cost for videos.

Printing for any strategy was priced at CopyRite in Huntingdon, P.A. at $0.04 per black and white copy. The amount of copies is at the discretion of CPC.

VII. Evaluation and Contingencies

*Evaluation*

 This campaign will be able to be evaluated in different ways. After all strategies have been executed, the goals set will be able to be measured. For example, social media accounts will be able to be checked on a regular basis to see if there are new followers or people liking the page. Also, a survey similar or identical to the survey that was already conducted could be sent to the high school again to measure the awareness of Crossroads Pregnancy Center and its services. The survey can be evaluated and CPC would be able to see if there was an increase in awareness of the center and it’s services. In addition, statistics could be gathered from the school nurse to evaluate if pregnancy rates have not increased and/or decreased since the implementation of the campaign. The results from these evaluations will show whether or not the strategies used within this campaign were effective on the chosen key targets.

1. Appendices

Crossroads Pregnancy Center

*Please remain anonymous unless you would like additional information.*

**For the following questions, please circle the best answer.**

What is your gender? Male Female

How old are you? 15 16 17 18 19 Other (Please specify) \_\_\_\_\_\_

Have you heard of Crossroads Pregnancy Center? Yes No

If yes, do you know where it is located? Yes No

If yes, do you know what types of services are offered? Yes No

Do you know all services through Crossroads are confidential? Yes No

**Please rate the following in order of importance to you. 1-Most important 4-Least important**

\_\_\_\_ Graduating high school

\_\_\_\_ Having a job in high school or immediately after high school

\_\_\_\_ Starting a family

\_\_\_\_ Graduating college or other post-secondary school

*If you would like more information, please provide your name, phone number or email address to be contacted.*

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

**Cindy Mansberger interview questions**

What are the goals of this company?

What more can you tell me about the services that are offered?

What type of funding does Crossroads receive?

What types of current communications and tactics do you use?

Are there many clients under the age of 18?
What services do these people typically use?

Is there any more information you can provide me with that will be beneficial to my campaign?

**Glennette Heaster Interview Questions**

How many students have been pregnant within the last 5 school years?

Have any students been pregnant multiple times?

Are there services offered through the school to benefit these students?

1. Crossroads Pregnancy Center Website [www.cpcforlife.org/support](http://www.cpcforlife.org/support) [↑](#footnote-ref-1)
2. IBID [↑](#footnote-ref-2)
3. Interview with CPC Director, Cindy Mansberger 10/17/12 [↑](#footnote-ref-3)
4. Crossroads Pregnancy Center website [www.cpcforlife.org/support](http://www.cpcforlife.org/support) [↑](#footnote-ref-4)
5. Crossroads Pregnancy Center website [www.cpcforlife.org/support](http://www.cpcforlife.org/support)

and

Interview with CPC Director, Cindy Mansberger 10/17/12 [↑](#footnote-ref-5)
6. Interview with CPC Director, Cindy Mansberger 10/17/12 [↑](#footnote-ref-6)
7. IDBC [↑](#footnote-ref-7)
8. Survey administered to MUAHS 10/22/12 [↑](#footnote-ref-8)
9. Interview with MUAHS nurse, Glennette Heaster 10/21/12 [↑](#footnote-ref-9)