



Strengthens Families. Protects Lives.



Pine Tree
Communications

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Our Mission

With fresh ideas developed through multifaceted analysis that seek to motivate community involvement, Pine Tree Communications provides customized and integrative communication strategies to accomplish our clients' goal in promoting constructive public health in East Tennessee.

Our Team



Juliet Quebatay

Event
Coordinator



Ty Murray

Creative Director



Sara Lamb

Public Relations
Research Specialist



Morgan Fisher

Media Relations
Manager



Jiyeon Kim

Communication
organizer



Susan Huddleston

Content Strategist



Executive Summary

Through research in our situational analysis, social media analysis and SWOT analysis, Pinetree Communications determined increased awareness and additional unrestricted funds are required to expand MDC's services and work toward accomplishing its mission. As drug abuse continues to rise in the East Tennessee area, MDC's services should be communicated more than ever.

A successful fundraising event for MDC needs to be simple and low-cost. Pinetree Communications believes that a raffle is the perfect way for MDC to raise funds, while also generating more public awareness.

Through research, we have determined MDC should target UT faculty and students, MDC board members and University of Tennessee football fans. A unifying factor between these three publics is Tennessee Football. Pinetree Communication suggests a fundraiser that will raffle two season tickets for the University of Tennessee's 2018 football season and host an alcohol-free tailgate to celebrate the winners.

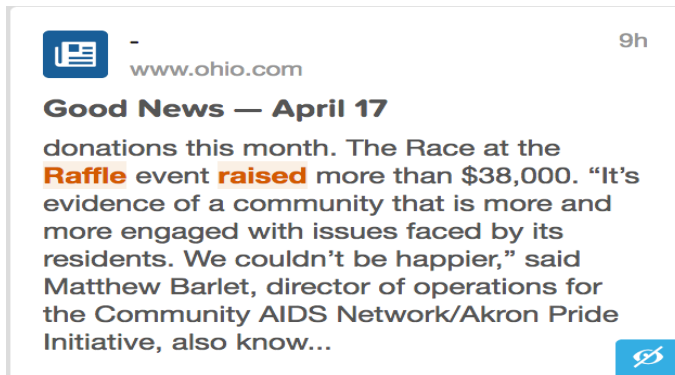
MDC will sell 1,000 raffle tickets at \$20 a ticket to raise \$20,000 for MDC. The campaign for season tickets will begin May 2018 and participants will purchase their raffle tickets until the middle of August, when the raffle winner is drawn. To buy raffle tickets, participants will go to a link posted on MDC's website, creating more website traffic.

The MDC UT football tailgate will have a donation box and welcomes friends and family of all board members, employees and the raffle winner. MDC should use this tailgate as a promotional event, handing out brochures and facilitating donations.

In order to promote the raffle, we will utilize connections with local media outlets by sending out press releases to media outlets across Knox County and creating a Letter to the Editor Campaign to address substance abuse prevention. We will also reach out to sponsors to support and promote the campaign.

Included is a timeline, budget and evaluation plan, as well as produced tactics in the appendix. At the end of the day, Pinetree Communications believes that we have developed a unique public relations campaign based on research and strategy, that will help Metro Drug Coalition continue to improve the lives of people in the Knoxville community

Situation Analysis



Primary research indicating the success MDC can have through conducting a raffle.

Client

Metro Drug Coalition (MDC) is a non-profit organization founded by Scott Dean in 1986. Employees maintain a positive community reputation, but have a heavy workload due to small staff size. MDC is represented by a total of 32 board of directors, comprised of government leaders, law enforcement and prominent Knoxville community members.

Service

Metro Drug Coalition serves as the informational hub for drug abuse prevention, professional training and public awareness of Knoxville and Knox County. MDC provides prevention information on bullying, unsafe sexual activity, opioid abuse and Neonatal Abstinence Syndrome (NAS). Currently, their services target the community, parents, students, teachers and businesses.

External Environment

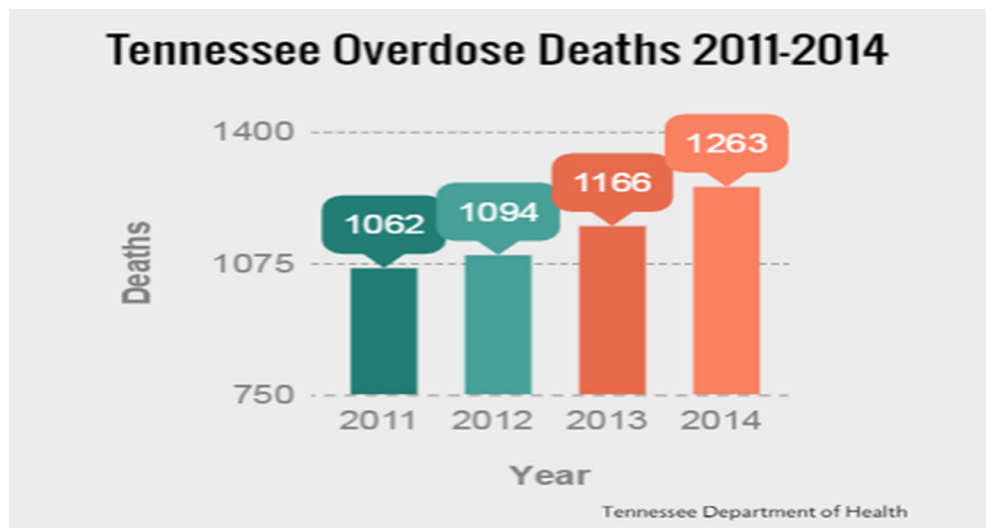
According to the 2015 report from the Tennessee Department of Health (TDH), Knoxville has one of the highest capita per death rates caused by overdose. The state department has focused on preventing drug issues by enacting a law that criminalizes drug use while pregnant. Despite the increasing attention, the size of individual community groups are unstable and small.

In 2016, two laws related to substance abuse prevention (H.R.6, S.524) were signed. The laws, H.R.6 (21st Century Cure Act) and S.524 (Comprehensive Addiction and Recovery Act), are to financially support and facilitate the processes of new medicine, medical equipment development and substance abuse prevention.

Situation Analysis

Industry

Tennessee is seventh in the nation for prescription drug overdoses and 8th in the nation for drug overdose deaths. Children are starting to abuse substances in Tennessee more than other states. The rate of prescription opioid abuse among young adults in TN ages 18-25 is 30% higher than the national average. Due to the drug epidemic in Tennessee, specifically Knox County, MDC has the ability to make a huge impact in the community.



Competition

East Tennessee serves as MDC's target audience. With Knoxville being the largest city in East Tennessee, and the third largest in the state, it provides a diverse area for MDC to serve. There are many community figureheads involved and educated in this topic that target and approach the community differently. Variations in socioeconomic classes play a role in raising awareness to change attitudes and habits of this situation. MDC's audience can advocate as their competitor at times.

Resources

MDC has served over 30 years in Tennessee, which can be beneficial for MDC's operation to increase awareness for the community. MDC's relationships with other organizations (e.g. YWCA, K-Town Youth Empowerment Network, Knoxville Police Department, WBIR, etc.) can help expand MDC's campaign operations.

Situation Analysis



Promotions

Some of MDC's current media relation contributions include: print and e-newsletters, interaction on Twitter and Facebook, The Rewind videos on the website, various social media platforms and blog postings.

MDC's current fundraising events include a Youth Metro Drug Coalition 5k Race on their anniversary date. September serves as Recovery Month where MDC has a heavy use of social media. Community members participate in Neonatal Abstinence Syndrome Month in October by wearing pearls and bowties for babies using the hashtag #NASMonthTN. Red Ribbon Week takes place in October, reaching millions of young people as the oldest and largest campaign. The Legislative Luncheon is held in November for the local, state and federal legislators. The Community Champion Awards Event takes place in December and honors seven community members who are making a difference in substance abuse preventions.

The Coalition Grant was renewed from July 2016 to June 2017 and focuses on the effects of youth tobacco use, prescription drug use and youth binge drinking. The renewal reflects the successes of their 2015 goals: decreasing binge drinking rates among 14-17 year olds by 4%, reducing the juvenile court citations for public intoxication of minors under 18 by 30% and decreasing past 30-day youth use of alcohol by 5%.

It is very important that the budget is met and earned back from fundraising events put on by MDC due to grants being their only source of money and the small amount of employees working on the events. 2013 is when MDC made the most money through their Golf Tournament spending \$6,306.18 and generating a net income of \$16, 658.82. Their biggest loss was in 2015 for the RADD 5k that costed \$6,212.33 and generated a net income of only \$3,663.67.



Situation Analysis

Market Research

Knox County has a population of 432,226 as of 2010. The majority of the population falls between the ages of 15 to 59. The largest age group by percentage is those who are 20 to 24 at 8.5 %. The majority of the population in Knox County is white at 85.6%, 8.8% are African American or Black, 1.9% are Asian, 1.9% are two or more races and all other races are under 1% of the population.

Income and Benefits

As of 2015, there are 81,073 household in Knoxville, Tennessee. The majority of Knoxville households make \$15,000 to \$74,999 in income and benefits. An estimate of 13,083 households or 16.1% of households make \$50,000 to \$74,999 in income and benefits (this is the largest percentage of those). The median household income is estimated at \$34,226. The mean of household income is \$50,613.

Social Characteristics

Of the 81,073 household in Knoxville, 39,086 are family households at 48.2%. 20.3% of households have children under 18. Knoxville has 41,987 nonfamily households. 9,565 households are nonfamily and are of the age of 65 or older.

48,460 people are enrolled in school in Knoxville. 28.6% are enrolled in elementary school, 13.6% are enrolled in high school, and 50.3% are enrolled in college or graduate school. 20.5% have completed high school or equivalent, 20.5% have completed some college but have not graduated and 17.9% have a bachelor's degree. 11.4% have a graduate or professional degree. 116,879 people 25 and over are educated.

Non-profit Sector

An increase in tax revenue discourages private philanthropy. Increased social spending supports nonprofits in the form of grants or subsidies, facilitating nonprofit activity. Nonprofit sectors respond to demand heterogeneity, as measured by population and urbanization.



SWOT Analysis

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> • Strong relationships with media partners that could lead to great publicity • Dedicated staff with strong leadership and a vested interest in seeing a community free of substance abuse • Board members are prominent leaders in the Knoxville community • Notable history in Knoxville with a focus on prevention and a positive reputation of concentrating on community needs • Major success with past golf tournament fundraiser • The Born Drug Free Tennessee Program has reached hundreds of thousands of individuals in the region • Maintains media presence with frequent newsletters and The Rewind videos 	<ul style="list-style-type: none"> • Recently changed their name, the general public still gets confused • Very small staff consisting of four members which hinders the scale of activities • The grants MDC receives are very restrictive and limit the extent of programming • Their new website was unveiled, but not promoted which took away from the traffic that could have been driven there • Fundraisers have not been consistent with making a profit or becoming iconic event in community • Effectively communicating and promoting who they are and what they do on a larger scale • Have a need for more resources including people and funding
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> • There is a healthy projection for an increase in charitable giving for 2017 (3.6%) and 2018 (3.8%) • Crowd funding can generate significant revenue streams and engage supporters with minimal impact on resources • Laws were passed last year in favor of financial support to facilitate substance abuse prevention • Tying on political support through state legislative representation • Developing more strategic community outreach strategies • Continuing to build a stronger task force • Launching more successful campaigns by utilizing network 	<ul style="list-style-type: none"> • Income is not fixed, the company depends largely on charitable contributions • Competition for supporters' donations and time • Harder to gauge impact of programs • Laws & policies working against prevention • Social norms & media promote use/abuse of substances • Prescription drug abuse indicators continue to climb • Misconceptions of prescribed medicines & substance abuse • The Affordable Care Act/Healthcare Reform • Knoxville shows one of the highest per capita death by overdose rates in Tennessee

Problem/Challenge Statement

MDC's lack in un-restricted funds and brand awareness in the East Tennessee community shows the organization's demand for an increase in awareness and unrestricted funds to improve health and to prevent drug abuse.



Goals and Objectives

Goals

- Raise unrestricted funds for MDC to utilize in promoting its mission.
- Increase awareness that will support MDC's raising unrestricted funds to improve health in the community and lower drug abuse.

Objectives

- Sell 1,000 raffle tickets at \$20 a ticket in order to raise \$20,000 for MDC by the end of August 2018.
- Increase website traffic by 25% when directing participants to the link for the raffle tickets from May 2018 to September 2018.
- Achieve an increase in social media engagements relat-



Audience Profiles

UT faculty and students (age 20 – 65)

Self-interest: Personal research areas and careers. Desire for restful times.

Relationship: This public have high interest and involvement in local issues and school projects including MDC's projects. They relatively have more information about MDC and more interest in UT students' projects for the organization.

Opinion leader: Peers, university staffs, other scholars, family, or students.

Channels: UT campus signs, meetings, or informal conversations with peers that have high opportunities to gain attentions from the public about MDC. Local television / radio / internet news, social media posts from their friends or students.



Board members (age 35 – 65)

Self-interest: Solving local health problems, high performance of MDC. Their own careers.

Relationship: The group are well aware of MDC and have high involvement, interest in MDC its projects as board members.

Opinion leader: Other board members, peers, leaders of partner (support) organizations, MDC employees, local news.

Channels: Meetings with board members or other organization leaders, informal conversation with MDC members, local television / radio / internet news, MDC newsletters.

Audience Profiles

Football Fans (age 35 – 55)

Self-interests: Enjoying to football games or having restful time to watch football games.

Relationship: The group may have low awareness about MDC but have high awareness about drug abuse problems. This public also has high interest in football games and related activities.

Opinion leaders: Peers, local news, sports news, family, or friends.

Channels: Local television / radio / internet news, informal conversation with their co-workers friends who are also football fans. Television sports channels.



Local Media (age 20 – 65)

Self-interest: Needs for interesting stories, issues, or events. Public awareness and getting advertising sponsor organizations.

Relationship: This group can be well aware both of MDC and its projects because this public has already actively maintained relationship with the organization since 2013. This group also has high interest and involvement in local issues.

Opinion leader: Employers, advertising sponsor companies, local city authorities (e.g. public servants, police or fire departments), local residents, or local organizations.

Channels: Direct contacts such as phone call, e-mail, interview, press release, video release.

Strategies and Tactics

Pinetree Communications believes that a raffle event is a quick and effective way to raise money. By selling tickets for \$20, we believe that \$20,000 is an attainable goal for MDC to achieve through raffle ticket sales.

By executing the campaign tactics, MDC will not only raise unrestricted funds but will increase visibility to the community. These tactics are:

- » Place raffle purchase link on MDC's website to increase website traffic
- » Utilize radio partnerships to broadcast the raffle and tailgate to the public
- » Use all platforms of social media to increase community awareness for MDC and the raffle to encourage ticket purchase
- » Send out press releases, flyers, etc. to media outlets gain free media coverage
- » Increase MDC's presence on UTK's campus to MDC's mission and raffle event
- » Host an alcohol-free tailgate during the first home game of the 2018 football season



This tweet portrays the ability for MDC to incorporate sports into a successful fundraising idea.

Strategies and Tactics



prime-living.com

4/17/2017, 6:12 AM

“Secret Garden” Heart Ball Celebrates Second Chances and Raises \$2.2 Million [Event Coverage]

to the research and efforts of the American Heart Association. Guests were treated to a spectacular evening as they stepped into a tucked-away, French-inspired garden complete with ivy trimmings, living human trees and aerialists. There was no shortage of surprises throughout the night, with the **raffle** of a...

Raffles have proved successful through many different industries.

Once the raffle winner is chosen, MDC will host an alcohol-free tailgate to acknowledge the winner and promote MDC’s work and importance to the community. All friends and family of board members, MDC employees and raffle ticket winners will be invited. Anyone is welcome to stop by the tailgate to learn more about MDC and its mission. In order to make this tailgate a success, the following tactics must take place:

- Create brochures to pass out during the tailgate as a promotional tool
- Have MDC employees facilitate a donation box and encourage those stopping by to consider donating
- Obtain sponsorships in Knoxville to donate food for the event

Through the research we conducted, we are certain that raffling 2018 UT football season tickets is a simple and low-cost campaign that would allow MDC to raise unrestricted funds.

We also believe that this campaign will appeal to different target audiences that MDC has not had much exposure to in the past.



Strategies and Tactics

Strategy 1: Because of MDC's strong relationships with media partners, we will utilize connections with these media outlets to advertise and market the raffle.

Tactics:

1. Send out press release to media outlets across Knox County.
2. Letter to the Editor Campaign to address substance abuse and how to prevent it.
3. Use radio partners to broadcast the fundraiser and event.

Strategy 2: Raise \$20,000 or more in unrestricted funds.

Tactics:

1. Raffle 2 University of Tennessee, Knoxville 2018 football season tickets to increase donations on MDC's website.
2. Incentivize/Raise social media activity by allowing one free extra entry if user shares MDC raffle advertisement post via Facebook or Twitter.
3. Target a larger audience in East Tennessee by having radio partners broadcast the raffle tickets 3 months prior to the drawing, 5 times a week starting in June 2018 ending in August 2018.
4. Attend local events, including those on UTK campus, to collect donation money for the raffle in person.
5. Host a tailgate during the University of Tennessee's first home football game where winners will be acknowledged and information about MDC will be promoted.

Strategy 3: Achieve 300 social media engagements (e.g. posts, tweets, retweets, etc.) including Facebook, Instagram, and Twitter about MDC's raffle event.

Tactics:

1. Utilize social media, Facebook and Twitter, to increase awareness for MDC and the raffle. In addition, using social media will aid in MDC's brand recognition and retention.
2. Secure flyer placements in UT Alumni, parent, student, faculty and staff newsletters. Post flyers and posters at local businesses and promote at local events.
3. Promote MDC tailgate through Facebook and Knoxville event websites.

Strategy 4: Reach out to sponsors to support and promote the campaign.

Tactics:

1. Pinetree Communications will utilize board member connections to sell raffle tickets because they are prominent leaders in the Knoxville community.
2. Sponsors will be advertised in flyers and at events in exchange for sponsorship.

Primary Message:

- » MDC strives to strengthen families and protect lives in a substance abuse free environment



Secondary Message:

- » MDC hopes to raise unrestricted funds through a University of Tennessee football raffle to continue its work of improving the health of the greater Knoxville area.
- » Proceeds from the raffle go towards accomplishing MDC's vision for a healthy and safe community, free of substance

Budget

Spending Budget for Campaign to Increase MDC Donations						
	Detail	Quantity	Per Item Cost	Total projected	Actual Projected	
Public: Knox County Population						
Strategy 1: Promote MDC and raffle to 20% of Knox County's Population.						
Tactic 1: Promote raffle on social Media	Use of MDC social media		\$0.00	\$0.00	\$0.00	
Tactic 3: Secure flyer placements	Buy Flyers from Uprinting	2,000	\$0.07	\$200.00	\$200.00	
Tactic 5: Start Instagram	Create Instagram account for MDC		\$0.00	\$0.00	\$0.00	
Tactic 4: Promote tailgate online	Use of Facbook events		\$0.00	\$0.00	\$0.00	
Public: Sponsors						
Strategy 2: Find sponsors						
Tactic 1: Personal Pitch	Personally meet with sponsors		\$0.00	\$0.00	\$0.00	
Tactic 2: Add sponors to Tailgate Flyer	Create and distribute new flyers	2,000	\$0.07	\$200.00	\$200.00	
Public: Media Outlets						
Strategy 3: Reach out to media outlets						
Tactic 1: Press Release	Send out Press Releases		\$0.00	\$0.00	\$0.00	
Tactic 2: Letter of the Editor Campaign	Submit Letter to the Editors		\$0.00	\$0.00	\$0.00	
Public: Knox County Population						
Strategy 1: Raise \$20,000 in unrestricted funds.						
Tactic 1: Raffle	Buy UTK football season tickets	2	\$1,000.00	\$2,000.00	\$2,000.00	
Tactic 2: Tailgate	Buy food and drinks			\$1,000.00	\$1,000.00	
	Rent tent 20x20 from Campbell Tent	1	\$210.00	\$210.00	\$210.00	
	Rent grill from GrillBillies BBQ	1	\$85.00	\$85.00	\$85.00	
	Campaign Total			\$3,695.00	\$3,695.00	
Revenue for Campaign to Increase MDC Donations						
	Detail	Quantity	Revenue per Item	Total projected	Actual Projected	
Public: Knox County Population						
Strategy 1: Promote MDC and raffle to 20% of Knox County's Population.						
Tactic 1: Promote raffle on social Media	Use of MDC social media		\$0.00	\$0.00	\$0.00	
Tactic 2: Secure flyer placements	Buy Flyers from Uprinting	2,000	\$0.00	\$0.00	\$0.00	
Tactic 3: Start Instagram	Create Instagram account for MDC		\$0.00	\$0.00	\$0.00	
Tactic 4: Promote tailgate online	Use of Facbook events		\$0.00	\$0.00	\$0.00	
Public: Sponsors						
Strategy 2: Find sponsors						
Tactic 1: Personal Pitch	Personally meet with sponsors	5	\$500.00	\$2,500.00	\$0.00	
Tactic 2: Add sponors to Tailgate Flyer	Create and distribute new flyers	2,000	\$0.00	\$0.00	\$0.00	
Public: Media Outlets						
Strategy 3: Reach out to media outlets						
Tactic 1: Press Release	Send out Press Releases		\$0.00	\$0.00	\$0.00	
Tactic 2: Letter of the Editor Campaign	Submit Letter to the Editors		\$0.00	\$0.00	\$0.00	
Public: Knox County Population						
Strategy 1: Raise \$20,000 in unrestricted funds.						
Tactic 1: Raffle	Donations from entering raffle	2	\$10,000.00	\$20,000.00	\$20,000.00	
Tactic 2: Tailgate	Donations from food and drinks served			\$1,000.00	\$1,000.00	
	Campaign Total			\$23,500.00	\$23,500.00	



Timeline

2018

March

- Begin reaching out to sponsors

May

- Continue Letter to the Editor Campaign
- Send out Press Release
- Begin promoting raffle via social media
- Begin online raffle

July

- Continue online raffle
- Continue radio broadcasts
- Begin promoting tailgate online
- Attend local events to promote raffle

September

- Continue radio broadcasts
- Continue promoting tailgate online and begin through flyer placements
- Host tailgate
- Evaluations

April

- Continue reaching out to sponsors
- Begin letter to the editor campaign

June

- Continue online raffle
- Secure flyer placements for raffle
- Begin radio broadcasts
- Attend local events to promote raffle

August

- Continue online raffle; end Aug 18
- Continue radio broadcasts
- Continue promoting tailgate online and begin through flyer placements
- Attend local events to promote raffle



Evaluation Plan

- » Measure if traffic to MDC's website has increased during the duration of the raffle by tracking how many times the link was used.
- » Measure if 1,000 raffle tickets were sold.
- » Measure which method of advertising worked best. This will be done by having a question when purchasing raffle tickets asking how the donor found out about the raffle.
- » Measure which method of advertising worked best. This will be done by having a question when purchasing raffle tickets asking how the donor found out about the raffle.
- » A survey will be sent out to all participants with a survey measuring the impact of the raffle in relation to their image of MDC and if the participant is a UT faculty, staff, or student.
- » Calculate the number of engagements (e.g. posts, tweets, retweets, etc.) found on Facebook, Instagram and Twitter that relate to directly to MDC. Pinetree Communications will utilize Social Studio to measure the increase or decrease of the use of MDC and related topics in social media as well as measure the change of retweets, likes, and comments.

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Appendix A



Flyer used as a promotional tool on UTK's campus and throughout Knoxville for the raffle.

METRO DRUG COALITION

UT FOOTBALL SEASON TICKET RAFFLE

**BENEFITING THE
METRO DRUG
COALITION**

Buy your raffle tickets
to enter to win season
tickets for the 2018
football season



**TICKETS ARE \$20
AND CAN BE BOUGHT
AT METRODRUG.ORG**

Booths will be set up
throughout campus and
at local events to
purchase tickets as well

METRODRUG.ORG

[@METRODRUG](https://twitter.com/METRODRUG)

- » Flyer used as a promotional tool on UTK's campus and throughout Knoxville for the alcohol-free tailgate.

METRO DRUG COALITION

MDC TAILGATE: UTK v TBA



September 8th
2018

UT's Circle Park
2-6 pm
Free



Sponsors:



Appendix C



A sample of the MDC twitter posting and an interaction with a raffle ticket buyer.



juliet @julietqbty · June 15

I just entered to win 2 @Vol_Football 2018 season tickets by donating to @MetroDrug! Donate to MDC here: <https://metrodrug.org/donate/>



Metro Drug Coalition @MetroDrug · May 21

Raffle #KickOff! Enter to win 2 @Vol_Football 2018 season tickets by donating to @MetroDrug using the link below!



Donate to MDC

Donate \$20 to Knoxville's Metro Drug Coalition to be entered to win 2 Vol Football 2018 season tickets!

metrodrug.org/donate



Appendix D

» Utilizing Visit Knoxville's prominence in the community to promote MDC and the raffle.

The screenshot shows the Visit Knoxville Tennessee website. The header includes the logo, navigation links (Meetings, Sports Commission, About, Media, 67°), and a search icon. A secondary navigation bar lists EVENTS, THINGS TO DO, DINING, HOTELS, and PLAN A TRIP. Below this is a red bar with the text "Book Your Stay". The main content area features a green "BACK TO EVENTS" button, the MDC logo, and the event title "Metro Drug Coalition Tailgate: UTK v TEAM" with the location "Knoxville, TN 37996" and a "VISIT WEBSITE" button. An "OVERVIEW" section contains the following text:

Come out and support the Metro Drug Coalition and our very own Vols! At the event, Metro Drug Coalition will be announcing two winners of 2 University of Tennessee, Knoxville 2018 football season tickets.

Donate to enter into the raffle here: mertodrug.org/donate/
More info about the Metro Drug Coalition can be found here: mertodrug.org

September 18th 2018
Locations: University of Tennessee
Time: 2-6 pm
Price: Free



Appendix E



This survey will be sent out to participants to identify future target audiences and demographics.

Invest in MDC

Suggested Amounts *

- \$20 (Enters you to win 2 University of Tennessee, Knoxville 2018 Football Season tickets)
- \$43 (provides one Alcohol & Drug Prevention class for middle & high school students)
- \$120 (provides 100 provider brochures for Born Drug-Free Tennessee)
- \$270 (provides one sponsorship for one MDC Prescription Drug Task Force meeting)
- \$390 (provides two prescription drug abuse television advertisements)
- \$700 (provides Accelerated Reader books for one school year at Richard Yoakley Alternative Learning School)
- \$935 (provides one sponsorship for one Addiction Screening training for medical professionals)
- Other

Total

\$0.00

Name *

First

Last



Appendix F

»» A press release announcing the raffle event and the tailgate that can be sent out to potential sponsors, partners, etc.

FOR IMMEDIATE RELEASE

Metro Drug Coalition
4930 Lyons View Pike
Knoxville, TN 3919
Phone: (865) 588-5550
Fax: (865) 588-0891



April 9, 2017

Contact: Deborah Huddleston
Office: (865) 558-5550 ext. 103
Cell: (865) 243-7878
dhuddleston@metrodrug.org

Metro Drug Coalition to hold raffle for University of Tennessee football tickets

KNOXVILLE, Tenn. - Metro Drug Coalition will hold a raffle for a chance to win 2018 University of Tennessee football season tickets. The raffle will benefit MDC's mission to improve community health and end drug abuse in the Knoxville area, and ultimately, across the country.

Beginning next month, raffle tickets can be purchased for \$20 online at www.metrodrug.org and at stations set up on UT's campus and other MDC events. There is not a limit to how many tickets can be purchased. The winner of the raffle will not only win two lower bowl season tickets for the 2018 football season, but will also be thrown a private tailgate for the winner's friends and family. This event will take place during the first home night game.

"Through this raffle, we hope to raise funds in order to facilitate MDC's support and long-term commitment to the Knoxville area. We want to continue to fulfill our mission and vision of creating a healthy and safe community and we believe this raffle will allow MDC to do more in this community," said Scott Payne, MDC Executive Director.

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Metro Drug Coalition is a non-profit organization established by a joint resolution of the city of Knoxville and Knox County to unite policy makers and leaders to address community substance abuse issues. It serves the community by education; advocating for treatment and prevention services; and providing a forum in which members from all sectors of the community come together to address alcohol, tobacco and other drugs. More information can be found at www.metrodrug.org.