

PR Plan for Goodwill Mass

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Team Members



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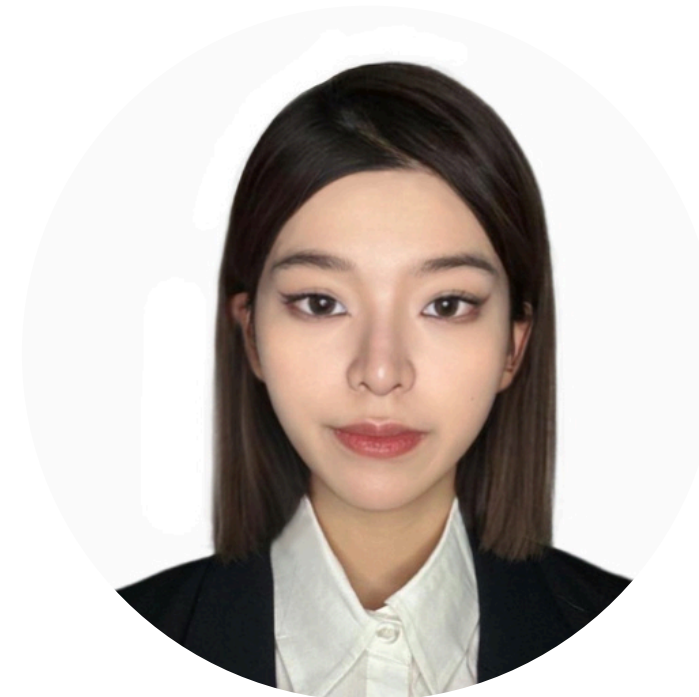
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Overview

1. Situation 2. PESO 3. Analysis 4. Objectives

5. Research 6. Audiences 7. Key Messages 8. Strategies

9. Tactics 10. Evaluation 11. Budget 12. Timeline

Situation

Goodwill Mass is a non-profit organization that provides job training, skill development and employment opportunities for individuals facing employment barriers. Through its retail stores, Goodwill Mass not only helps fund its mission but also promotes sustainability by encouraging second-hand shopping and reducing textile waste.

Goodwill Mass is collaborating with PRLab to develop a strategic public relations and communication plan. This initiative aims to expand its community outreach and fundraising efforts while positioning Goodwill Mass as a leading advocate for sustainable shopping and workforce development.

Media Audit: X



- Most recent tweet posted 2 months ago
- Supportive and engaging content, but infrequent updates
- Example: "Thank you to all our donors for making an impact in the community!"

Media Audit: TikTok

goodwill_mass



@goodwill_mass

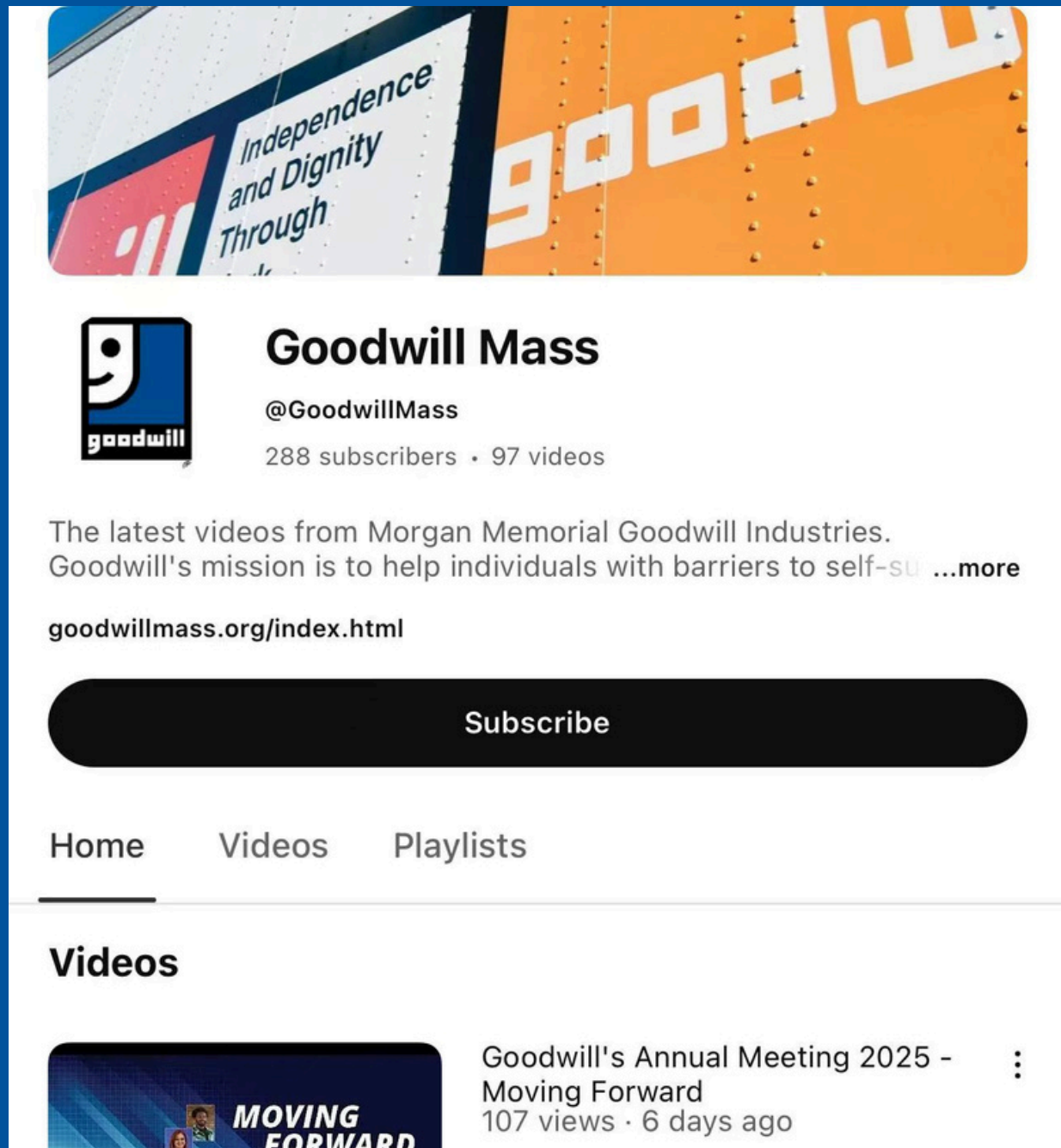
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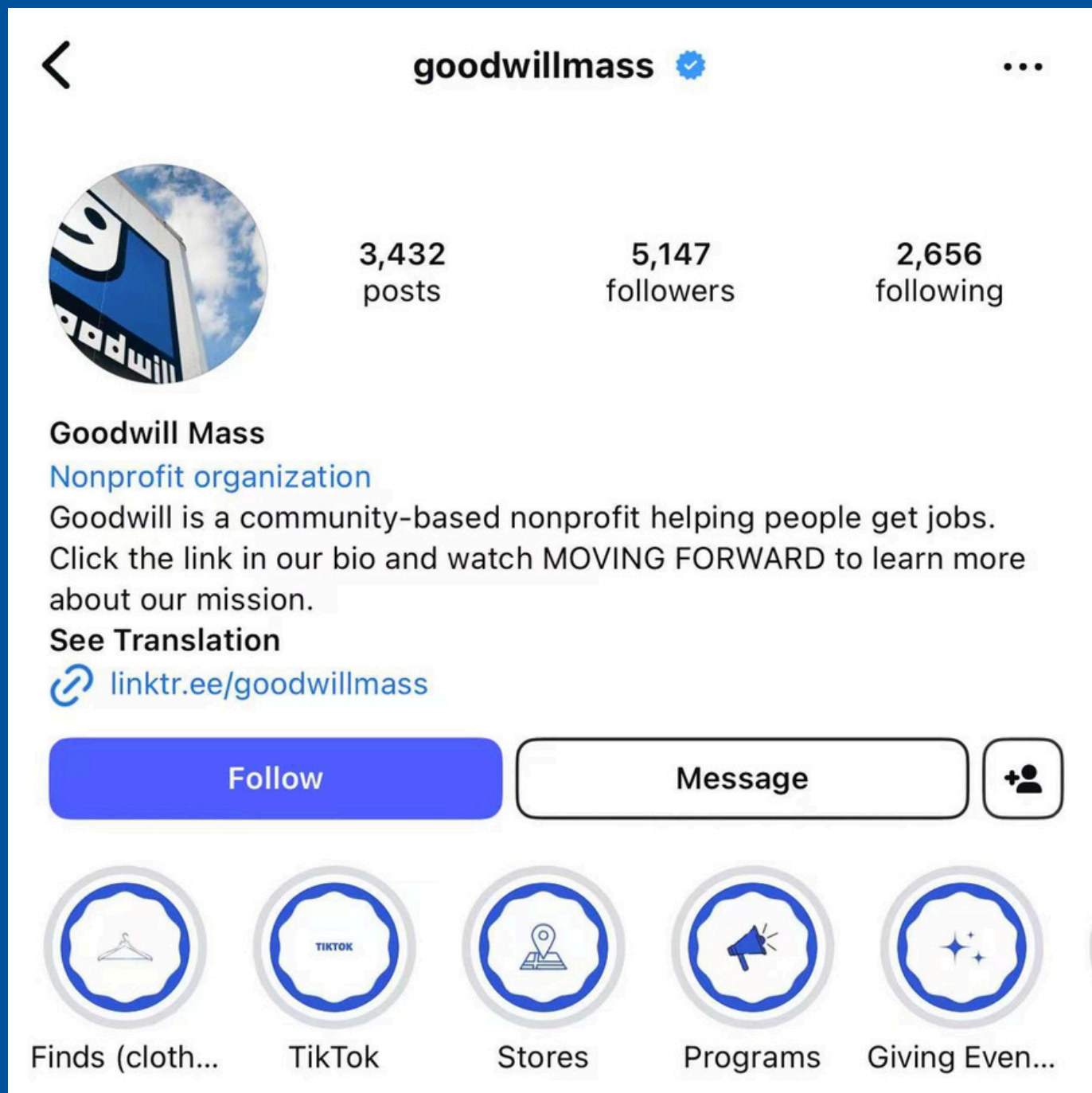
- The account @goodwill_mass is active, with recent content reflecting seasonal and community-focused themes.
- Example of recent posts:
 - "What Your Holiday Outfit From Goodwill Says About You" (Views: 2,383)

Media Audit: YouTube



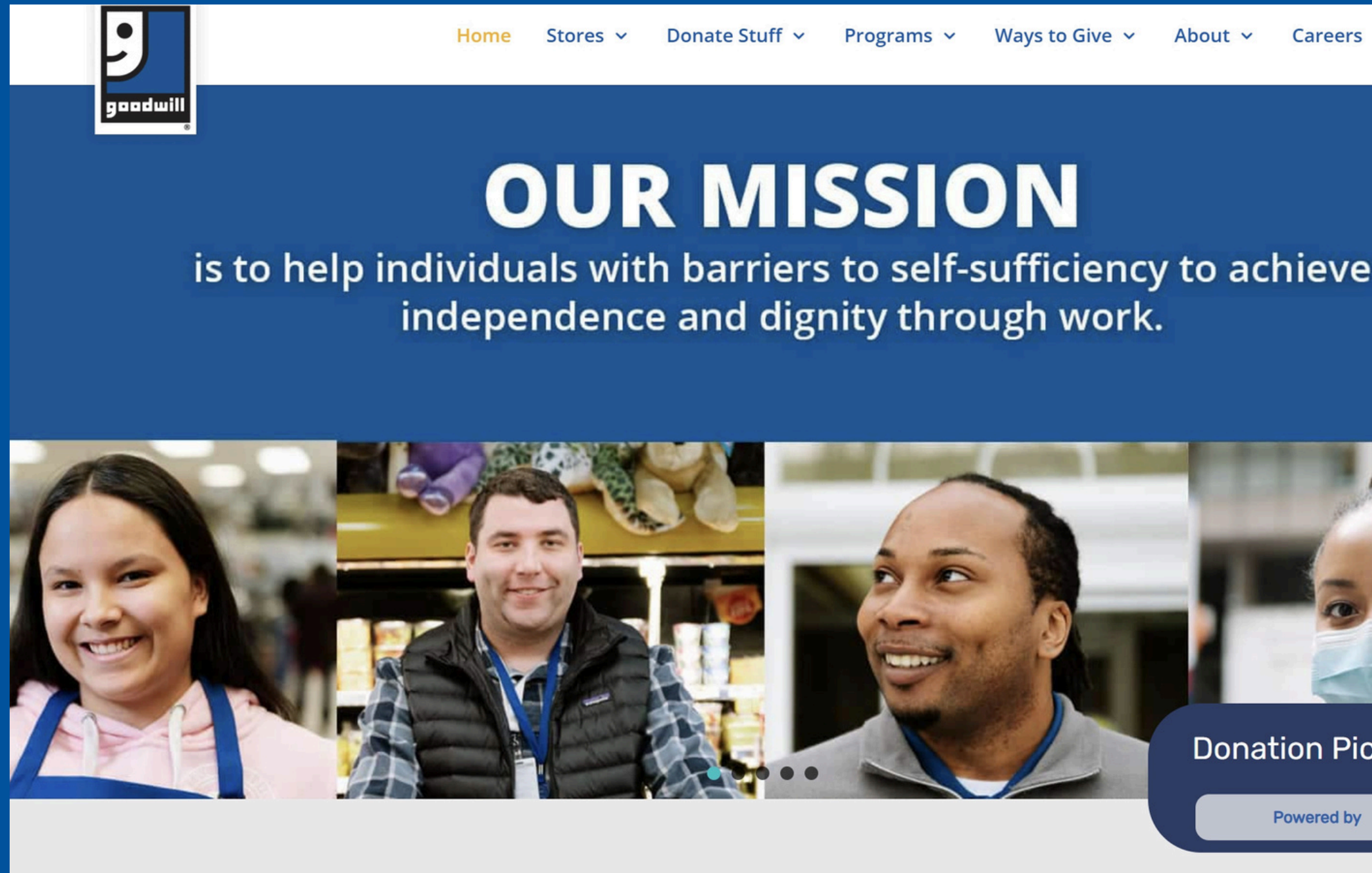
- Most recent video uploaded 3 weeks ago
- Mission-driven content, highlighting job training programs and community impact
- Example: "Goodwill's Mission: Helping Individuals Achieve Independence"

Media Audit: Instagram



- Regular posting (~2-3 posts per week), but moderate engagement (~25-30 likes per post)
- Content includes behind-the-scenes moments, thrift store finds, workforce training updates, and donation drives
- Example: Recent post showcasing a thrift store customer's unique finds

Owned Media Audit



Strength:

- Highlights success stories, showcasing the organization's impact.

Areas for Improvement:

- Some links need updates to ensure smooth navigation.
- The website structure could be enhanced for better user experience.

Suggestion:

- Adding a sample project timeline helps visitors understand the progression of initiatives and how they can contribute at each stage.

Owned Media Audit

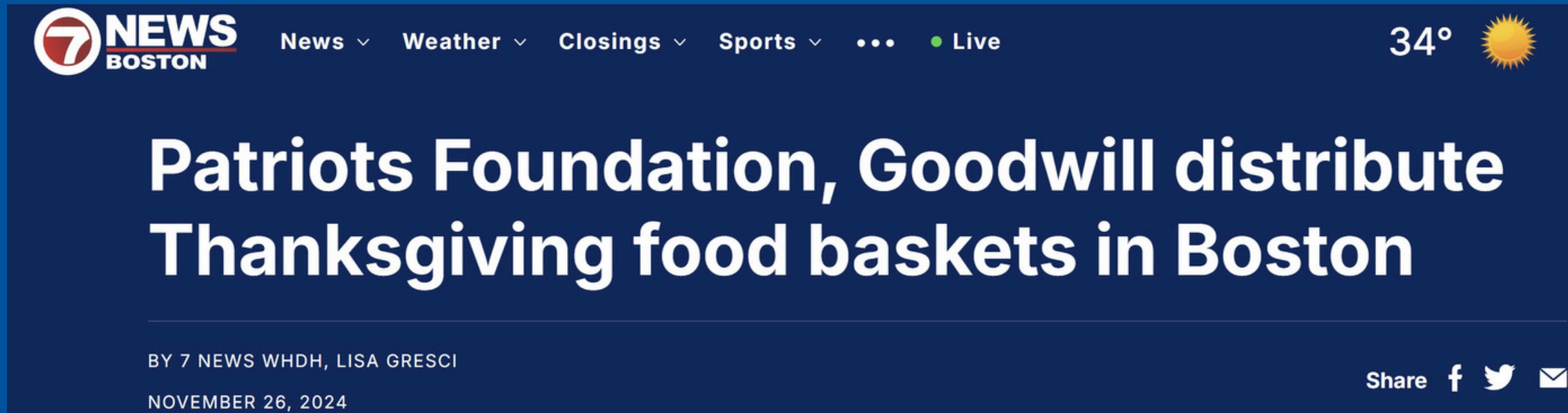
THE GOOD(WILL) NEWS

Morgan Memorial Goodwill Industries' new blog series. We hope you find our stories delightful, interesting, and inspiring. Our mission is to help individuals with barriers to self-sufficiency to achieve independence and dignity through work. Drive donations of goods, financial giving, and shopping at our stores — we help thousands of individuals every year experience Goodwill's many offerings, as well as peek into the back-door mechanics of what makes Morgan Memorial Goodwill Industries a leader in the community.

- **Promote Workforce Programs – Share success stories from job training graduates.**
- **Encourage Donations – Highlight fundraising for career services.**
- **Sustainability Impact – Showcase thrift store donations reducing waste.**
- **Community Partnerships – Recognize local business collaborations.**



Traditional Media Audit



Positive Coverage from Local Media:

- **Goodwill and Patriots Host Annual Thanksgiving Event – WCVB Channel 5 covered the annual Thanksgiving event where the Patriots Foundation partnered with Goodwill to distribute food baskets to families in need.**
- **Goodwill Donation Center Opens in Waltham – The Waltham Times reported on the opening of a new Goodwill donation center in Waltham, highlighting the organization's expansion effort.**

SWOT Analysis

Strengths

- Strong brand history and social impact
- Existing community support network
- Well-positioned in the sustainable shopping market

Opportunities

- Growing trend in sustainable shopping
- Increasing potential in digital and social media marketing
- Rising interest among young consumers in sustainability and DIY culture

Weaknesses

- Low social media engagement
- Underdeveloped influencer marketing strategy
- Limited Long-Term Partnerships

Threats

- Competition from other thrift stores and online resale platforms
- Economic fluctuations affecting consumer shopping habits
- Rising marketing costs on digital platforms

Objectives

- To help raise \$14,000 (\$7,000 per runner) for the 2025 Boston Marathon by leveraging media outreach, influencer partnerships, and social media campaigns.
- To increase social media engagement by 15% by the end of May 2025 through a focused content strategy on Instagram Reels and TikTok, influencer collaborations, and community-driven campaigns.
- To secure at least 3-5 media placements (print, digital, or broadcast) highlighting Goodwill Mass's impact, the Boston Marathon fundraising efforts, and the organization's mission by May 2025.
- To initiate influencer outreach and engagement campaigns by the end of March 2025, offering gift certificates and giveaway contests to connect with individuals passionate about Goodwill and secondhand shopping.
- To align content with seasonal trends, focusing on themes like spring cleaning, decluttering, and sustainable spring fashion, to resonate with the audience and increase engagement.

Research

1. Social Media Analytics

- **Current Engagement:** Analyze metrics across platforms to identify trends and areas for improvement.
- **Content Strategy:** Focus on creating Reels and TikTok content, emphasizing themes like spring cleaning, decluttering, and spring fashion.

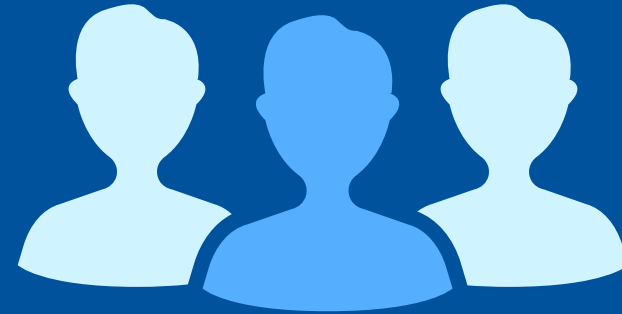
2. Donor Demographics

- **Funding Sources:** Goodwill Mass receives support from individual donors, government agencies, and corporate foundations.
- **Demographic Insights:** Utilize internal data to understand donor profiles and tailor outreach efforts accordingly.

3. Partnerships with Local Businesses and Organizations

- **Corporate Engagement:**
- **Volunteering:** Encourage local businesses to participate in volunteer programs.
- **Donation Matching:** Propose matching gift programs to amplify fundraising efforts.
- **In-Kind Donations:** Seek contributions of goods or services that support Goodwill's mission.

Key Audiences



- **Goodwill Mass's key audience is made up of college students and young to middle-aged adults (18-35 years old), with a strong female majority.**
- **Secondary audiences include thrifters, DIYers, social justice advocates, and eco-conscious shoppers, who actively engage with secondhand platforms like Depop, Poshmark, and ThredUp.**
- **Our goal is to strengthen customer loyalty, expand within existing audiences, and attract new consumers.**
- **We will leverage Instagram, TikTok, X, and Facebook as our primary media channels to achieve our goal.**



Key Messages



- **Goodwill Mass offers affordable clothing and household goods while connecting people to job opportunities and employment support.**
- **Shopping at Goodwill Mass supports sustainable fashion by reducing textile waste, lowering carbon emissions, and fighting the environmental impact of fast fashion by keeping usable items out of landfills.**
- **Donating to Goodwill Mass gives back to the community, reduces waste, and gives clothes a second life.**

Strategies

Aim 1:

Consistently create engaging, trend-driven short-form videos that resonate with the target audience, positioning Goodwill as the go-to for sustainable fashion and community impact.



Aim 2:

Implement a cross-platform strategy that tailors content to different audiences while reinforcing sustainability through educational and visually compelling posts. Drive conversations on secondhand shopping, waste reduction, and conscious consumerism to enhance brand loyalty and relatability.

Aim 3:

Increase visibility through influencer and community partnerships, creating direct audience engagement. Build long-term collaborations, events, and local initiatives to drive donations, and promote sustainable shopping.

Tactic #1

Impact Thrift Event

1

Partner with the Goodwill on Commonwealth Ave (BU Campus) to host a private “Greek Life Spring Cleaning” sponsored by Alpha Phi. The store will be closed up to two hours, allowing participants to shop donated items from their community, reinforcing sustainability and philanthropy.

2

Setup designated donation drop-off bins at the George Sherman Union or other central location for a week leading up to the event. Encourage participation from all on-campus organizations, particularly Greek organizations by promoting friendly competition (e.g., most clothes donated per chapter)

3

Utilize Goodwill Mass and Alpha Phi’s social media channels to promote this event, including Instagram stories/reels, TikTok challenges (e.g., thrifted outfit challenges), and an event hashtag. Engage local media and BU’s student newspaper to highlight the impact of sustainable fashion and community giving.

Tactic #2

Strengthening Brand Awareness

1

Align Goodwill's messaging with trending topics such as sustainable fashion, Earth Day, and spring cleaning. Utilize TikTok and Instagram Reels for thrift haul challenges, #ThriftFlip transformations, and educational content on the environmental benefits of secondhand shopping.

2

Develop a posting schedule focused on Instagram and TikTok to maximize engagement. Content should include thrift styling tips, donations, before-and-after transformations, live event coverage to build excitement about Goodwill's mission.

3

Partner with local influencers, university students, and sustainability advocates to promote Goodwill's initiatives. Encourage influencers to create engaging content such as "What I'm Donating vs. What I'm Thrifting" videos, thrift challenges, and personal stories about how secondhand shopping supports sustainability and community impact.

Tactic #3

Amplifying Goodwill's Digital Reach

1

Share infographics, carousels, and short-form videos highlighting the environmental benefits of secondhand shopping, such as reducing textile waste and promoting circular fashion. Utilize Instagram Stories for interactive features like polls, Q&A sessions, and donation progress updates.

2

Encourage followers to tag Goodwill in their thrift finds, styling tips, and donation experiences. Actively engage with the community by responding to comments, resharing tagged posts, and hosting giveaways to boost participation.

3

Stream live thrift shopping experiences, interviews with attendees, and behind-the-scenes moments on Instagram and TikTok to maximize engagement and showcase Goodwill's impact in real-time.

Evaluation

CHARITY

ENGAGEMENT

OUTREACH

\$14,000

**FOR THE 2025
GOODWILL BOSTON
MARATHON RUNNERS**

15%

**INCREASE INSTAGRAM
AND TIKTOK
ENGAGEMENT**

3-5

**SECURE MEDIA
PLACEMENTS**

Budget



PRlab agency fee: \$300

**Out-of-pocket expenses (to be covered by the client)
College Ambassador Program:**

Identify 2-3 students from prospective Boston universities and offer them credit hours in exchange for promoting Goodwill Mass. Many universities have internship programs or courses that allow students to earn credit hours through hands-on experiences, making this a valuable and mutually beneficial opportunity. There will be no cost to the client, your contribution would be sponsoring the internship and partnering with the schools the student is from.

Timeline

**February
2025**

- Start working on the Goodwill Mass College Ambassador Program
- Scout local college influencers across the Boston Campuses
- Start creating details for the incentive program

**April-May
2025**

- Conduct client research
- Develop a well-constructed PR Plan
- Discuss scope of work and create concrete, actionable, steps that will help expand social media pages
- Start planning for the Boston Marathon Event

**March
2025**

- Build final presentation and report of all findings
- Create an analysis of completed work and a detailed transition report for future work
- Host a thrift event that targets college students and young adults

Thank You!



Questions?

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