AGG PR/Adv Campaign

Mission Statement:

*The purpose of the Alliance for Good Government is to **foster, protect and promote** the welfare and interest of the citizens of the State of Louisiana by bringing together thinking citizens into an organization to promote **public policies which benefit the New Orleans Metropolitan area, the State of Louisiana and the United States of America.** The purpose is also to **research and inform the public** on any issues that relate to taxes, bonds, amendments, etc. This will be done as part of the Alliance for Good Government's endorsement process in each parish and voted on by each parish with the President's supervision.*

Background information:

The alliance of good government was Founded in 1967.
The main goal of the AGG is to Promote public policy that helps Louisiana and endorse candidates who would better Louisiana and the three parishes: New Orleans; ST. Tammany; Jefferson.
Based in southeastern Louisiana
- What policies do AGG typically lean towards
- How do they know what the community needs
- Foundational points
  - Lack of overall Awareness with target audience
  - Lack of social presence
  - Lack of community presence
  - Aging membership

Executive Summary

★ Campaign
  ○ Throughout the years, the Alliance has lost its way. This campaign, *Bridging the G.A.P*, is a two-fold project that will reconnect the Alliance with its founding principles while also fostering skills the present and future generations can use to take a more active stance in what is happening in their communities, cities, states, and country.
★ Alliance for Good Government
  ○ The purpose of AGG is to " **foster, protect and promote** *the welfare and interest of the citizens of the State of Louisiana by bringing together thinking citizens into an organization to promote* **public policies which benefit the New Orleans Metropolitan area, the State of Louisiana and the United States of America.** *The purpose is also to* **research and inform the public** *on any issues that relate to taxes, bonds, amendments, etc."* However, with

its aging membership, the alliance is losing the manpower needed to fully achieve their purpose.

Situation Analysis

- ★ Internal
    - ○ Strengths
        - ■ The Political climate is on the cusp of major change in either direction. The state, city, and citizens will need guidance now more than ever and they will be confronted with hundreds of people , organizations, etc all trying to be what AGG has been since the 1960's.
    - ○ Weaknesses
        - ● The Alliance does not research policies.
        - ● Website is not informational at all.
        - ● Facebook is also not very helpful to someone who does not know of AGG.
        - ● They do not have a LinkedIn page or instagram.

        AGG does not seem to do anything other than endorse candidates- which is also something that needs to be better explained… no one seems to know how candidates are screened or if there are any stipulations to the endorsements.
    - ○ Resources
- ★ External
    - ○ SWOT Analysis
        - ■ Strengths-
            - ● Have events of some kind
            - ● 57 years in the making
            - ● Goal is the betterment of Lousicana
            - ● Endorse candidates who want what's best for their hometowns
        - ■ Weaknesses-
            - ● No social presence
            - ● Events are not consistent
            - ● Events are repetitive
            - ● Aging membership
            - ● Not reaching out to younger audience
            - ● No community engagement
        - ■ Opportunity-
            - ● Always be a need to keep politicians in check
            - ● Few organizations like this
            - ● Younger gen are getting into politics
            - ● Younger gen wants to be apart of the change
        - ■ Threats
            - ● Generations may bump heads on how to go forward
            - ● With needs of citizens evolving AGG may not be able to stay with times

- Distrust from citizens- no one knows how candidates are chosen (how does AGG know what citizens want if they do not ask citizens)

  ★ Competitive
    ○ Power Coalition

Target Audience

  ★ Primary-
    ○ 18-25 LA residents
    ○ College age kids
    ○ Highschool kids
  ★ People who want to better LA
    ○ Willing to put in work
  ★ AGG Looks like now
    ○ AGG seems to be broken into 3 categories of people:
      ● Politicians who are endorsed
        ○ Politicians vying for office who share the values of AGG
      ● Rookie members
        ○ Members of AGG who are not executive members
        ○ Help with campaigns for endorsed candidates
        ○ Make banquet a success
      ● Board/executive members
        ○ Decide which candidates are endorsed

Key Messages

  ★ Empowering the next generation of leaders through community and governance.
  ★ Fostering connections between future and past generations to create a better New Orleans.

Communication Channels

  ★ **Traditional Media**: radio and press releases.
  ★ **Digital Media**: Social media, email campaigns, and paid digital ads.
  ★ **Community Outreach**: Town halls, canvassing, and partnerships with local groups.
  ★ **Owned Media**: Website content, blogs, and newsletters.

Budget**

  ★ Budget is a projection only. It is as limited as I could think.

"BRIDGING THE G.A.P" campaign budget focusing on high-impact, low-cost strategies:

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1. Personnel Costs

Youth Ambassador Stipends

- $200 per ambassador per year (5 ambassadors): $1,000

Campaign Coordinator (Volunteer or Part-Time)

- Reduced hours (10 hours/week at $15/hour for 18 months): $11,700

Workshop Facilitators (Volunteer or Low Honorarium)

- Honorariums for 4 workshops ($200/workshop): $800

Total Personnel Costs: **$13,500**

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2. Marketing and Outreach

Social Media Campaigns

- Ad spend for targeted posts: $100/month (18 months): $1,800

Graphic Design and Video Production

- Simplified policy explainer videos and flyers (using free or low-cost tools like Canva): $1,500

Print Materials

- Flyers and posters for schools and events: $1,000

Total Marketing and Outreach Costs: **$4,300**

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3. Events and Activities

Community Events (Hackathons, Sit-Downs, Candidate Nights)

- Venue rentals (use free/low-cost community spaces): $200/event (5 events): $1,000
- Catering and refreshments: $150/event (5 events): $750
- Supplies: $100/event (5 events): $500

Workshops

- Handouts and refreshments: $500

Capstone Celebration Event

- Small-scale celebration with local sponsors: $1,500

Total Event Costs: **$4,250**

4. Partnerships and Sponsorships

- Focus on in-kind contributions from schools and local businesses (venues, refreshments, supplies): $0 (assuming sponsorships cover these).

Community Engagement Activities

- Volunteer stipends for local leaders: $500

Total Partnerships and Sponsorships Costs: **$500**

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5. Administrative Costs

Technology and Software

- Use free tools like Google Forms, Eventbrite, or Canva Pro for team collaboration and event management: $0.

Miscellaneous Supplies

- Printing, stationery, and other needs: $500

Total Administrative Costs: **$500**

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6. Contingency Fund (10%)

- $2,310

Grand Total: $25,360

Further Cost-Cutting Suggestions:

1. **Youth Ambassadors**: Use recognition (certificates, LinkedIn endorsements) instead of stipends.
2. **Volunteer Recruitment**: Rely on AGG members and community volunteers for facilitation and event support.
3. **Digital Presence**: Leverage free social media platforms and tools to minimize costs.
4. **Events**: Partner with schools, libraries, or community centers for free venues and supplies.
- ★

Timeline**

★ **Full dates: January 2025 – May 2026**

January – March 2025

Phase 1: Foundation Building

- Meet with high school officials and college administrators to establish partnerships with clubs, organizations, and relevant departments.
- Finalize the structure and objectives of the **Youth Ambassadors Program**; begin recruiting participants.
- Develop a social media strategy, including monthly content themes, hashtags, and initial posts to raise awareness.
- Plan the first **Interactive Workshop** on understanding and interpreting policy proposals.
- Organize a kick-off event to introduce the campaign to current AGG members and community leaders.

April – June 2025

Phase 2: Outreach and Recruitment

- Launch the **Youth Ambassadors Program**, announcing participants and their roles in local outreach efforts.
- Begin canvassing targeted neighborhoods to collect data on community concerns and needs.
- Hold the first **Community Hackathon** to brainstorm solutions with youth participants and AGG members.
- Publish the first policy explainer video on AGG's social platforms.
- Host the first quarterly **Community Sit-Down**, inviting community members to share their perspectives.

July – September 2025

Phase 3: Skill-Building and Community Engagement

- Conduct skill-building workshops on public speaking, event planning, and grassroots campaigning.
- Organize the first **"Meet Your Candidate" Night**, allowing young professionals to interact directly with AGG-endorsed candidates.
- Continue social media campaigns with behind-the-scenes content and youth ambassador spotlights.
- Host a summer volunteer drive targeting college students on break.

October – December 2025

Phase 4: Evaluation and Expansion

- Evaluate initial campaign impact using metrics like social media engagement, event attendance, and new memberships.
- Host the second **Community Hackathon**, focused on actionable solutions for the next election cycle.
- Highlight a **Youth Ambassador** in the first **Alumni Spotlight** post to inspire ongoing participation.
- Plan and execute the second quarterly **Community Sit-Down** before the holiday season.
- Adjust strategies based on feedback and results from the first year.

January – March 2026

Phase 5: Amplify Success

- Share testimonials from youth participants and community members to reinforce AGG's impact.
- Host a large-scale **Community Event**, such as a policy fair, showcasing the campaign's progress.
- Increase targeted social media campaigns, emphasizing the importance of joining AGG efforts.
- Recruit new **Youth Ambassadors** for the next cycle.
- Begin planning the final phase of the campaign.

April – May 2026

Phase 6: Closing the Gap

- Celebrate campaign achievements with a capstone event highlighting young professionals' contributions and AGG's impact.
- Finalize and report on campaign outcomes, including membership statistics, social media metrics, and community engagement milestones.
- Establish a plan for sustaining relationships with schools, colleges, and community members beyond the campaign timeline.
- Publish a comprehensive digital report showcasing the campaign's success and future goals.
- ★ ** events can be switched depending on when government races are held.

Monitoring and Evaluation

- ★ Schedule regular reviews to assess progress and adjust strategies as needed.

★ Increase in volunteer hours logged by people under 30.
★ Social media analytics: Engagement rates on posts aimed at younger audiences.
★ Attendance numbers for community outreach events.

Campaign: BRIDGING THE G.A.P

"BRIDGING THE G.A.P: Generating Adolescent Professionals for Stronger Communities."
Politicians, non profit management, community outreach

The purpose of the campaign is to combat two of AGG's biggest problems: ageing membership and decreased community engagement. This campaign will open the door for younger aspiring professionals to pick up where current members of AGG may need help. From canvassing the three parishes to fully understand what each community needs from AGG and candidates to being the voice of AGG when explaining policy changes to the community.
On the other hand, these young professionals will receive hands-on experience that could easily translate to jobs in policy, non-profit management, or philanthropy. They will create events they believe will benefit their respective communities. They will also learn to research and translate policy issues to citizens who may not fully understand the language of government officials.

G.O.S.T.

Goals

1. **Attract Younger Members**: Increase AGG membership among individuals younger than 30.
2. **Strengthen Community Connections**: Foster relationships where service is associated with AGG's efforts.
3. **Amplify Community Voices**: Incorporate community concerns and ideas into AGG's outreach strategies.
4. **Build Educational Partnerships**: Establish connections with surrounding high schools and colleges.
5. **Enhance Digital Presence**: Create a strong, recognizable digital brand for AGG.

Objectives

1. By January 2026, 25% of AGG's membership will consist of individuals under 30.
2. By January 2026, AGG's social media engagement and foot traffic will increase by 10%.
3. By January 2026, AGG will host two quarterly community forums to discuss local needs and policy issues with community members.
4. By January 2026, AGG will launch and sustain at least five partnerships with local schools and colleges.

5. By January 2026, AGG's digital initiatives will include monthly policy explainer videos and interactive social media campaigns.

Strategies/Tactics

1. **Engage Schools and Colleges**:

   - Partner with high school clubs/organizations to introduce students to policies and community outreach.
   - Create volunteer and internship opportunities for college students to gain experience in canvassing, policy interpretation, community engagement, and candidate shadowing.

2. **Host Community-Centered Events**:

   - Organize events fostering outreach and collaboration, such as town halls and service projects.
   - Develop forums that bridge the gap between AGG members and the community to discuss challenges and solutions.

3. **Promote Youth Leadership**:

   - Launch a **Youth Ambassadors Program** to empower high school and college students to represent AGG in their communities.
   - Provide leadership and advocacy training to prepare young professionals for roles in politics, non-profits, or philanthropy.

4. **Offer Skill-Building Workshops**:

   - Focus on practical topics like public speaking, grassroots campaigning, and interpreting policy proposals.

5. **Strengthen Candidate Connections**:

   - Host **"Meet Your Candidate" Nights**, offering young professionals opportunities to engage with AGG-endorsed candidates.

6. **Encourage Innovation and Collaboration**:

   - Organize **Community Hackathons**, where young professionals and AGG members collaborate on solutions to community challenges.

7. **Celebrate Success Stories**:

   - Highlight success through an **Alumni Spotlight Program**, showcasing young professionals who advance in their careers after AGG involvement.

8. **Boost Digital Engagement**:

   - Roll out a comprehensive digital strategy, including policy explainer videos, interactive Q&A sessions, and event highlights.
   - Increase social media engagement through targeted campaigns aimed at younger audiences.

School Information List

ST. Tammany

- Colleges (surrounding areas included)
    - Southeastern Louisiana University-Covington Center Colleges & Universities
    - Northshore Technical Community College Colleges & Universities
    - Lacrosse University Colleges & Universities
    - Tulane University College-Northshore Center Colleges & Universities
    - Mississippi State University ...
    - University of Southern Mississippi-Gulfport ...
    - Tulane University ...
    - Southeastern Louisiana University
    - St. Joseph Abbey and Seminary College
    - Delta College
- Highschools
    - St. Paul's School Covington, LA ·
    - Christ Episcopal School Covington, LA ·
    - Northlake Christian School Covington, LA ·
    - Archbishop Hannan High School Covington, LA · .
    - Mandeville High School St. Tammany Parish Public Schools, LA ·
    - First Baptist Christian School Slidell, LA ·
- Census
    - population= 264,570
    - Race= ~75% white ; ~13% Black ; ~9% Hispanic
    - Median age = 40.8

Orleans Parish

- Colleges
    - Dillard University
    - Delgado Community College
    - Loyola University
    - Goodwill Tec. College
    - Louisiana State University
    - Tulane
    - Daience University
- Highschools
    - Algiers Technology Academy Public New Orleans, LA
    - Benjamin Franklin High School   Public New Orleans, LA
    - Bishop Mcmanus Academy   Private New Orleans, LA
    - Cabrini High School   Private New Orleans, LA
    - Cohen College Prep   Public New Orleans, LA
    - Crescent Leadership Academy
    - Dr. Martin Luther King Charter School For Sci/tech
    - Edna Karr High School
    - Eleanor Mcmain Secondary School

- ○ G. W. Carver Collegiate Academy
- ○ G. W. Carver Preparatory Academy
- ○ Holy Rosary Academy & High School
- ○ International High School Of New Orleans
- ○ Joseph S. Clark Preparatory High School
- ○ Kim Fluker Information Technology School
- ○ Kipp Renaissance High School
- ○ Lake Area New Tech Early College High School
- ○ Life Of Christ Christian Academy
- ○ Lord Beaconsfield Landry-oliver Perry Walker High School
- ○ Louise S Mcgehee School
- ○ Louisiana Virtual Charter Academy   Public New Orleans, LA
- ○ Lusher Charter School
- ○ Mcdonogh #35 Academy
- ○ Mcdonogh #35 College Preparatory School Public New Orleans, LA
     New Orleans Center For Creative Arts   Public New Orleans, LA
- ○ New Orleans Charter Science And Mathematics High School
- ○ New Orleans Military/maritime Academy   Public New Orleans, LA
- ○ Odyssey House Academy   Private New Orleans, LA
- ○ Pierre A. Capdau Learning Academy Public New Orleans, LA
- ○ Raphael Academy   Private New Orleans, LA
- ○ Renew Accelerated High School   Public New Orleans, LA
- ○ Sci Academy   Public New Orleans, LA
- ○ Sophie B. Wright Institute Of Academic Excellence Public New Orleans, La
- ○ St Katharine Drexel Preparotory School   Private New Orleans, LA
- ○ St Mary's Academy   Private New Orleans, LA
- ○ St Marys Dominican High School   Private New Orleans, LA
- ○ The Chartwell Center Private New Orleans, LA
- ○ The Net Charter High School Public New Orleans, LA
- ○ Warren Easton Senior High School
- ○
- **Census**
  - ○ Population= 383,997
  - ○ Race= ~54% Black; ~33% white; ~8% Hispanic
  - ○ Median age = 39.9

Jefferson Parish

- **Highschools**
  - ○ Bonnabel Magnet Academy High School
  - ○ Cuillier, Joseph A. Sr. Career Center
  - ○ East Jefferson High School
  - ○ Fisher Middle/High School
  - ○ Grand Isle High School
  - ○ Haynes Academy for Advanced Studies
  - ○ L.W. Higgins High School
  - ○ Jefferson Virtual High School
  - ○ John Ehret High School

- - - Patrick F. Taylor Science & Technology Academy
    - Riverdale High School
    - Strehle Community School
    - Thomas Jefferson Academy for Advanced Studies
    - West Jefferson High School
  - Colleges
    - Louisiana Tech University
    - UL at Lafayette
    - University of New Orleans
    - Grambling State University
    - McNeese State University
    - Nicholls State University
    - Northwestern State University
    - Southeastern Louisiana University
    - UL at Monroe
    - Centenary College
    - Dillard University
    - Louisiana College
    - Loyola University New Orleans
    - University Of Holy Cross
    - Tulane University
    - Xavier University Of Louisiana
    -
  - Census
    - Population= 95,536
    - Race= ~41% white; ~34% white; ~17% Hispanic
    - Median age = 37.4