



Habitat For Humanity
of Clarksville/Montgomery
County Community
Awareness Campaign



History and Background

Michele Whisenant

An Idea Was Born

- The idea for Habit for Humanity was born on Koinonia Farm in Americus, GA, where Clarence Jordan, a farmer and Biblical Scholar, led a small interracial community for those who wanted to get back to their Christian roots and do God's work.

Milliard and Linda Fuller

- A self-made millionaire at 29
- Along the way in his marketing success he lost his health, integrity and his wife and family
- Upon re-evaluation of his values, he reconciled with his wife, they sold off all of their possessions, gave the money to charity, and went to search for a new focus for their life.

Fuller Cont.

- 1965 Fuller's first visit to Koinonia Farm
- In 1968, Jordan and Fuller laid out 42 half-acre house sites, with four acres reserved for a community park and recreation area
- Donations came in from around the world to start this partnership housing build to help people with low income to own their own home

Habitat for Humanity Int.

- Fuller founded Habitat for Humanity International in September 1976
- Built and rehabilitated more than 135,000 houses worldwide
- The houses are built with no profit and no interest added, and the families work with other volunteers to build their house
- 1984 Jimmy Carter brought national visibility to the organization and now there are over 1,900 affiliates worldwide

Montgomery County, TN

- Habitat for Humanity of Montgomery County, TN became a recognized affiliate in January 1992
- They have completed 43 houses between October 1992 – March 2004
- The executive director is Diana Ward
- Currently, a 1,050 sq. ft. Habitat Built home in the Clarksville area costs an average of \$35,000



Goals and Objectives

Emily Pickard

Goal # 1

- Strengthen the Clarksville/Montgomery County chapter by increasing community support and involvement.

Objective

- To increase the number of volunteers by 5%
- To increase the amount of local media coverage
- To increase awareness

Goal # 2

- Enhance the ability of the chapter to make progressive changes in the community.

Objective

- To raise \$1,000
- To secure future donations



Purpose, Justification, and Rationale

Donzetta Ketcherside

Purpose Justification:

- This presentation is intended to inform the Clarksville/ Montgomery County community of the local Habitat for Humanity with hope that it will increase participation and donations.

Rationale for the Campaign:

INCOME:

- Average Wage \$26,000
- Median Family Income \$43,023
- **AVERAGE HOME SALES PRICE**
\$111,957

Habitat for Humanity seeks to eliminate poverty housing and homelessness in the Clarksville/Montgomery County area.



Diana Ward – Director:

- Donations sent to international organization
- Need to increase volunteers
- Desire to increase applicants



Timeline

Chris Gleaves

February 2004

5th meet with client

12th decide on event and campaign

24th discuss strategies and ongoing evaluation

17th establish goals and objectives

10th discuss possibilities for event and campaign

March 2004

2nd contact Home Depot

9th follow up with Home Depot

16th assign specific jobs
follow up with 5 star

25th contact the Leaf Chronicle
update client on progress and ongoing evaluation

29th all work due releases, flyers,
brochure, fact sheets

23rd progress report and ongoing evaluation
contact stores for food and balloon donations

11th contact local printers to get jobs donated
update web site with event information

4th meet with client and ongoing evaluation
contact 5 star radio

March/April 2004

31st make corrections to all work
invite APSU chapter to help

6th progress report and ongoing evaluation

9th send out release

12 - 17 follow up with media

13th contact radio and Home Depot and client to
double check details

9th pick up all jobs from printers and ongoing evaluation

8th feature story to run in Leaf Chronicle

April 3 - 17 information boxes run in Leaf Chronicle
and radio stations promote event on 17th

April 2004

16th double check to make sure we have everything in place

19th continue evaluation

22nd go over evaluation with client determine success or failure

17th arrive at Home Depot at 8 to begin setting up
radio station arrives at 9
event begins at 10



Strategy

Katie Bell

Strategy Statement

- To increase awareness and volunteerism for Habitat for Humanity in Clarksville, TN the public relations campaign employed the use of news releases, informational fact sheets about the organization and a special event at Home Depot with media coverage.



Budget

Lauren Sample

Budget

Item	Estimated Cost	Actual Cost
500 copies of the facts sheet	\$35.59	\$0.00
500 copies of the price list	\$35.59	\$0.00
500 copies of the volunteer sheet	\$35.59	\$0.00

Budget

Item	Estimated Cost	Actual Cost
500 copies of the flyers	\$35.59	\$0.00
Candy for the children	\$20.00	\$0.00
Balloons	\$30.00	\$0.00

Budget

Item	Estimated Cost	Actual Cost
Banner	\$25.00	\$0.00
Refreshments	\$300.00	\$0.00
	Total	Total
	\$446.18	\$0.00

Donations

- The paper, copies, and banners were donated by Kinko's.
- The hamburgers, balloons, and candy were donated by Wal-mart.
- Several local merchants donated gift certificates for the door prizes.



Special Event

Katie Bell

Special Event

- Saturday April 17 from 10-1
- Banners were placed around the event area
- Several fact sheets were given to Home Depot shoppers
- Sign-up sheets were also provided for those who wanted to volunteer their time in the future

Special Event

- Media coverage by a local radio station
- Print media coverage and publicity by the Leaf-Chronicle before and after the event



Special Event

- Door prizes were given out to those who volunteered their time for the event.
- Balloons were given out to the kids.





Media Tactics

Jon Parcels

Media Tactics

Print:

- Leaf Chronicle will run several informational boxes during the two weeks before the event.
- Will publish a news brief about the event itself in the GO! Section Friday the 16th.
- Will publish a feature story about a family living in a Habitat House on the 8th.
- News release will be sent to Tennessean.

Media Tactics

Radio:

- 5 star radio station will promote the event during the two weeks before the event.
- Will also do a live remote on the 17th.
- News release

Media Tactics

Web site:

- Will be advertised on front page of web site for several weeks before the event.

TV :

- News release

Sending Press Release

- Radio Stations
 - Five Star Radio Group
 - **WCVQ-FM** Hot AC , 107.9
 - **WJOI-FM** Contemporary Christian , 94.3
 - **WJQY-AM** Contemporary Christian , 1590
 - **WJQI-AM** Christian , 540
 - **WKFN-AM** Sports , 1370
 - **WVVR-FM** Country , 100.3
 - **WZZP-FM** Active Rock , 97.5

Sending Press Release

- Newspapers
 - *The Leaf Chronicle*
 - *All State*
 - *The Tennessean*
- Television
 - WKAG - TV 43

Habitat for Humanity
of Montgomery County, Tennessee, Inc.
P.O. Box 331
Clarksville, TN 37041

NEWS RELEASE

contact: Jon Parcels
phone: 931-206-7462
fax: 931-254-7752
cell: 931-206-0662
email: jon@parcells.com

date: April, 2004
re: Habitat for Humanity benefit
1 of 1

HABITAT FOR HUMANITY BENEFIT TO TAKE PLACE AT HOME DEPOT

Students of APSU in connection with the Montgomery County Habitat for Humanity will be hosting the benefit. The event takes place on Saturday, April 17 from 10AM to 2PM in the parking lot of the Home Depot of Clarksville.

Free hamburgers and hotdogs will be served at the event and Q 108 will be on site providing music. Volunteers will be on hand to answer questions and provide the community with information regarding the local Habitat for Humanity Chapter. They will also explain what the organization does with donations and how a person can help build an area house.

Sign up sheets will be available for anyone interested in donating their time or money. Anyone making a donation will be given a chance to win gift certificates to area merchants. Participating merchants include Home Depot, Ruby Tuesdays, O'Charley's, Wal-Mart, and Blockbuster.

100% of the donations will go to supporting the Montgomery County Habitat for Humanity.

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of Montgomery County, Tennessee, Inc.
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Promotional Materials

Adam Susong

HABITAT FOR HUMANITY

FUNDRAISER AND VOLUNTEER DRIVE

BUILDING HOUSES, AND
BUILDING DREAMS.



10 a.m. to 2 p.m.

April 17

Home Depot

HABITAT FOR HUMANITY

Diana Ward
Executive Director
350 Pageant Lane,
Suite 201
Veterans Plaza

Volunteer Sign-up

Send completed form to:

Habitat for Humanity
of Montgomery County, Tennessee, Inc.
P.O. Box 331
Clarksville, TN 37041

Name _____
(Last) (First)
Address _____
(Street) (City) (State) (Zip)
Telephone _____
(Home) (Cell)
email address _____

Donation (Check)

___ Cash Amount _____
___ Check Amount _____

Check if appropriate:

_ Retired _ Student

Occupation: _____

General Availability:

A1: Weekdays

_ Daytime _ Evenings _ Anytime

A2: _ Saturdays

Please use e-mail for the following:

_ Notify me of volunteer opportunities

_ Send Habitat news and information

1 = Unskilled Volunteer: I can perform activities in this category that can be taught easily or do not require specific knowledge or talents. While I'm helping out, I'll be learning and may have to change my rating to Semi-Skilled!!!

2 = Semi-skilled Volunteer: I have developed but not perfected skills in this area and have the ability to be productive with minimal instruction and supervision. I can work on my own, but I'd be much more comfortable if there was someone around that can provide guidance.

3 = Skilled Volunteer: I am able to do work in this category unsupervised, and can direct or guide Unskilled and Semi-Skilled volunteers.

0 = I would rather not be asked to perform tasks in this area.

CIRCLE (0), (1), (2), or (3) IN FRONT OF THE SKILLS YOU CAN SHARE WITH HABITAT.

0 = Not interested 1 = Unskilled – helper 2 = Semi-skilled 3 = Skilled

S01) 0 1 2 3 General light worksite duties – such as cleanup, signing in volunteers, distributing beverages

- S02) 0 1 2 3 Concrete Work
 - S03) 0 1 2 3 Roof shingling
 - S04) 0 1 2 3 Vinyl Siding
 - S05) 0 1 2 3 Landscaping
 - S06) 0 1 2 3 Haul items, perhaps pick up donations, with your truck or trailer
 - S07) 0 1 2 3 Haul junk or trash with your truck or trailer to landfill
 - S08) 0 1 2 3 Framing: Deck, Walls, Roof, Truss
 - S09) 0 1 2 3 Drywall: Tape, Mudd, Sand
 - S10) 0 1 2 3 Painting
 - S11) 0 1 2 3 Flooring
 - S12) 0 1 2 3 Install Cabinets
 - S13) 0 1 2 3 Fold & Stuff mailings
 - S14) 0 1 2 3 Meals/Lunches
 - S15) 0 1 2 3 Lot maintenance (mowing, shoveling, clearing)
 - S16) 0 1 2 3 Booths, Displays
 - S17) 0 1 2 3 Public Speaking
 - S18) 0 1 2 3 Hang Drywall
 - S19) 0 1 2 3 Install Doors/Locks
 - S20) 0 1 2 3 Hang Windows & Outside Doors
 - S21) 0 1 2 3 Plant Trees, Bushes, Grass seed
 - S22) 0 1 2 3 Tree trimming / removal
 - S23) 0 1 2 3 Phone other volunteers about Habitat activities
 - S24) 0 1 2 3 Newsletter/Article Writing
 - S25) 0 1 2 3 Carpentry/finish work
 - S26) 0 1 2 3 Electrical
- COULD YOU PROVIDE THE USE OF SOME EQUIPMENT AND RELATED SERVICES?**
- ___ (E1) Pickup truck – Moving items, picking up donations, etc
 - ___ (E2) Concrete Finishing Tools
 - ___ (E3) Shovels and Rakes
 - ___ (E4) Wheelbarrow
 - ___ (E5) Skid-Steer Loader
 - ___ (E6) Dump Truck – moving fill dirt to/from a lot, taking trash to the landfill
 - ___ (E7) Front end Loader with Box Scraper or blade for grading
 - ___ (E8) Chipper and/or branch disposal
 - ___ (E9) Pickup or other truck - taking things to the landfill, hauling wood chips, etc
 - ___ (E10) Lawn Seeder – power or hand



What Your Money Buys

The following is a list of the building supplies that your money going to help purchase:

\$1.00	75ft. Joint Tape
\$3.00	Mortar Mix
\$4.00	2X4
\$6.00	Concrete Mix
\$8.00	2X8
\$10.00	Drywall
\$13.00	Particle Board
\$20.00	Insulation
\$30.00	Plywood
\$40.00	Chain Link Fencing
\$60.00	Door
\$100.00+	Too Many Things to Name



HABITAT FOR HUMANITY APSU

House Building Fund-Raiser

Saturday, April 24th 10AM-1PM
Home Depot on Wilma Rudolph Blvd.

Please come and help support Habitat for Humanity. Donations will be collected to help build the next home for a family in need. Applications for membership and information about the organization will be available. If you would like to become a member and/or donate to the organization, please stop by and be a part of the future of Clarksville.

APPLICATION PROCESS

Families complete the application process and the family selection committee chooses homeowners based on three principles:

- * The families need for adequate shelter
- * Their ability to pay
- * Their willingness to partner

Every project follows a non-discriminatory policy of family selection.

Each homeowner family is required to invest 300-500 "sweat equity" hours into the construction of Habitat houses and development of life skills.

- * This reduces the cost of the house
- * Increases the pride of ownership among family members
- * Fosters the development of positive relationships with other people

Contact and Donations

Dr. Reed
APSU Advisor Habitat for Humanity
P.O. Box 4547
Clarksville, TN 37043
E-mail: Reedr.apsu.edu
Phone: (931) 221-1007

Montgomery County
Habitat for Humanity
Diana Ward, Executive Director
P.O. Box 331
Clarksville, TN 37041-0331
E-mail: habitatmc@charter.net
www.webpages.charter.net/hfhofmontgomerycotn
Phone: (931) 645-4222

HABITAT FOR HUMANITY



Austin Peay State University
Clarksville, TN 37043

FACTS

- Habitat for Humanity of Montgomery County became recognized by the affiliate January 1992
- The local Habitat for Humanity has completed 42 houses between October of 1992 and December 2003
- Volunteer labor, management expertise, and tax deductible donations of money and materials help Habitat build homes with the help of the homeowners
- Houses are sold at no profit to partner families and no interest mortgages are issued over a fixed period

What Can I Do To Help?

- Sign up as a Volunteer
- Encourage your church, business, associations, or clubs to sponsor a "Habitat build"
- Encourage families in need to apply for home ownership
- Solicit or donate building materials, professional services, skilled or unskilled labor, food for workers, home building sites (lots), and/or money
- Put habitat in your budget, volunteer, serve on a committee
- Share the habitat story, spread the word, keep us in your prayers
- Recycle aluminum cans through Habitat

What People Are Saying

"Rosalynn and I have built houses with other Habitat for Humanity volunteers. There is no greater satisfaction than helping a family build a home they'll be able to call their own for the first time in their lives"... "As long as I am able, physically and mentally, then I will be helping with Habitat projects."

Jimmy Carter, former U.S. President, Nobel Peace Prize Winner

"Since its inception in 1997, Oprah's Angel Network is proud to have housed over 130 families with Habitat for Humanity. If we all open our hearts a little wider and see the world in a different way, we affect humanity as a whole. That is the beauty of Habitat for Humanity.

Oprah Winfrey, chairwoman, Harpo Entertainment Group



Feedback and Evaluation

Miranda Holt



PowerPoint by Adam Preston Susong