A Strategic Approach to Marketing: CC4C and CCGA

Planning for Performance for CC4C

Many of the students in the Fall 2014 Public Communications class were not familiar with the work of CC4C. “If we didn’t know about this organization, we wondered how much others knew,” one offered at the inception of the project. What students soon learned is the great good that this small organization delivers for the community through three vital programs:

First Steps

First Steps serves expectant parents and parents of newborns feeling particularly challenged. CC4C offers emotional support, parenting education, and referrals to community services.

Grandparent Connection

This program serves grandparents who are raising their grandchildren. Services include support groups, training, home visits, and an extensive referral network.

Healthy Families Glynn

Healthy Families helps expectant parents and new parents get their children off to a healthy start.

“Our goal,” explained one student, “is to provide recommendations that would help CC4C market their entire initiative, not just one cause. We hope this work helps them achieve their worthy goals.”

CC4C Executive Director Scott Runkle sought help from CCGA to improve the organization’s marketing and communications planning. The small organization has bare bones administrative staffing and depends heavily on volunteers for getting the word out about the good work the organization does to benefit children in the community through three programs: First Steps, Healthy Families, and the Grandparent Connection.

The Fall 2014 Public Communications class took on the challenge, creating a comprehensive marketing plan for the organization. Team members conducted a SWOT analysis that included the use of an environmental scan and benchmarking in order to identify the opportunities present for this organization.

The result was a comprehensive plan, a strategic approach to marketing, along with materials essential to carrying out the plan.

Deliverables included a copy of the plan with recommendations for tactics and evaluation tools, a website review, development of speeches, news releases, feature articles, and public service announcements. The plan emphasized the need for consistent evaluation to ensure that the tactics in every objective contributed to the fulfillment of every goal.

Supporting CC4C Fund-raiser Events

Team members sold tickets on behalf of CC4C for the Adam Wainwright Family Foundation fund-raiser. Other students volunteered for the annual Taste of the Vine fund-raiser.

Photo below: Among those working with CC4C Executive Director Scott Runkle (center, front) were (front, l-r) Priscilla Thompson, Chelsea Copeland, Ashley Rhodes, (back, l-r) Cory Mallard, Elvin Woods, Justus Davis, Chase Miller, Byron Mincey, Jennifer Milburn, Kara Lowther, and Charles Brockman.