

PUR3100

# Final Project

Autumn Lee



### Audience Analysis

The target audience for this outreach will be the “the historic district millennials.” The historic district millennial consists of younger people living in the neighborhoods of Jacksonville, Riverside, Murray Hill and surrounding areas. These people make roughly \$15,000 - \$30,000 annually, so they will not be able to donate money, but more so volunteer their time. They are likely in the age range of 18 – 35 living in the historic areas of Jacksonville. This group of people will be important to Dreams Come True because according to the 2015 [Millennial Impact Report](#) about 70 percent of millennials spent at least an hour volunteering in the year of 2014 and 37 percent spent at least ten hours volunteering. Millennials are more charitable than people assume especially when the charities are partnered with their employers.

Dreams Come True is based in Jacksonville, Florida which is also where the focus neighborhoods are located. These neighborhoods are Riverside, Murray Hill and Avondale. The zip codes for these areas include 32204, and 32205. According to [Demographicsnow](#), 40 percent of households in these area codes make less than \$24,000 annually, meaning that this audience will be more willing to donate time instead of money.

According to [The Millennial Agency](#), a millennial is someone who was born between 1982 and the early 2000s. Majority of opinions on millennials are that they are misbehaved but that is false because statistics prove otherwise. Millennials are family oriented and often times want “to be a good parent.” This information can be useful to Dreams Come True being an organization centered on helping children fulfil their dreams. A millennial would be more willing to volunteer for Dreams Come True based off of their family values.

The median household income in these focus neighborhoods according to [Demographicsnow](#) is \$33,000 annually. Spending on nonessential items is rare among these households, so time is more important to target. In 2017 the estimated amount spent on “gifts” in the area code 32204 was only \$650 while the rest of their income was spent on items such as transportation, food, shelter, healthcare, utilities, etc. Most of their money is spent paying for bills and entertainment. With the majority of these neighborhoods being a part of the labor force this causes them to live pay check to pay check. This results in less money to be able to donate and more time available to volunteer for Dreams Come True. .

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Psychographics are important in regard to this audience because it helps determine why they would want to spend their time doing something. The fact that millennials have more time to volunteer and are more driven to advocate for a cause. According to [The Millennial Report](#) 45 percent of millennials say that they're more likely to volunteer if their employer promotes the cause, 65 percent of millennials are more likely to volunteer for a cause if their coworkers do as well. Millennials are more likely to volunteer if their place of employment promotes or supports the charitable cause, and almost always the employee will be more encouraged to do so if they are passionate about the cause.

According to [The Millennial Impact](#) , millennials want their voices to be heard, many are activist who support nonprofits among their communities. Many millennials are involved in social issues such and Human Rights, Women's Rights and equality. Dreams Come True could peak the interests of these social activists because of the mission of the organization to help these sick children fulfil their dreams, the mission will pull at the heartstrings of the millennials who want their social voice to be heard.

Knowing the platforms that millennials can be reached at is incredibly important. Millennials are tech-savvy and use social media more than any other outlet. Targeting this audience with social media accounts on Twitter, Instagram, Facebook, LinkedIn, E-mails and even Spotify and other music-listening apps could be extremely beneficial. As long as their media use does not change targeting this audience with these platforms will be successful.

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For IMMEDIATE RELEASE

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### **DREAMS COME TRUE SEEKS VOLUNTEERS FOR DREAM DAY EVENT**

JACKSONVILLE, Fla. (June 1, 2018) – Dreams Come True seeks volunteers for its Dream Day event on June 10, 2018.

The Dream Day event honors children with life-threatening illnesses. The event starts with a parade that stars local children with life-threatening illnesses and characters that ends with the Dream Day Event. It features popular characters, a red carpet, games and a parade. Fifty children who have been waiting for their dream to be sponsored that have been asked to participate this year.

“We are incredibly lucky to have the resources to make this event possible, but we need volunteers to make sure these children have something to look forward to in the upcoming months,” says Andrea Siracusa, senior manager of programs and community relations of Dream Come True.

The application to volunteer can be found on the Dreams Come True website, [dreamscometrue.org](http://dreamscometrue.org).

Every child is honored in a special way during Dream Day. Volunteers allow these children to fulfill dreams such as meeting their favorite characters, holding up banners made for each child.

“They were holding up a banner with her name on it and she got to meet Darth Vader and the Stormtroopers,” Stacy Kehery, a mother of Dreamer Nora Kehery with Dreams Come True.

Dreams Come True is the only locally based organization that focusses on providing children with life-threatening illnesses a chance to have their dreams fulfilled. It has granted over  
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3,500 dreams with the help from volunteers and donations. There are currently 400 pending dreamers. For more information or to contact Dreams Come True, call 904-296-3030 or visit [dreamscometrue.org](http://dreamscometrue.org).

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Every year PRI Productions turns their headquarters into a wonderland for Dream Day, an event to children battling life-threatening illnesses. PRI Productions works magic to transform the parking lot and headquarters into every child's fantasy world. These children struggle every day with life-threatening illness and Dream Day gives them a chance to simply just be a playful kid for a day.

Families and children get to catch a break from the day-to-day obstacles of living with a life-threatening illness. These deserving children are given a glimmer of excitement and hope as they get to hang out with their favorite characters for a day. There is live music performances, food, games and other activities for the children to partake in.

Volunteers cheered on the kids as they arrived in stretch limos to walk down a red carpet before making it into the main event space where they are greeted by their wildest dreams and personalized gifts.

"I want to do it every month, every week," says Drew Bisher, a volunteer who made sure each child was greeted with confetti and glitter as they walked down the red carpet into the main event.

Once the children make it past the red carpet and into the main event the girls are led to a room filled with characters from popular movies and shows such as Frozen, Cinderella and Peter Pan to name a few. One little girl got to indulge in picture-perfect tea party with Prince Charming sitting beside her as she ate cookies and dressed up like Tinkerbelle.

"I've never seen her smile like that before. She was so excited," says Charles Irvin, a parent of a 7-year-old girl who is battling a brain tumor.

For the children who aren't interested in fairytale land, Dream Day offers them the chance to meet characters from "Star Wars" and various superheroes. They also get to meet

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Jacksonville Jaguars players such as Josh Scobee, Roy Miller, coach Gus Bradley, Roar cheerleaders and mascot Jackson De Ville. One 9-year-old boy got to ride inside of a Jeep and meet the Stormtroopers from “Star Wars.”

Dream Day isn't the only event that PRI Productions hosts for these children, a parade is also put together. Each child who gets to attend Dream Day gets personally escorted through the parade and gets to be a part of performances with characters like Belle from Beauty and the Beast. Children get to ride in Ferrari's and SWAT vans.

These children need the encouragement from the community to keep on fighting. Dream Day allows them to be special for a day and have excitement in-between all the negativity that can come with having life-threatening ailments.

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Client: Dreams Come True

Date: 03/12/18

Type: Print Advertisement and Billboard

Pages: 2

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**Why are we advertising?**

To drive millennials in North Florida to volunteer with Dreams Come True and to inform the community about getting involved with Dreams Come True.

**Who are we talking to?**

Millennials in North Florida, specifically in the Riverside and Murray Hill neighborhoods. We are also talking to high school students who need volunteer hours for school credit, and families looking to volunteer in their community.

**What do they currently think?**

The target audience is not aware of Dreams Come True and that it's a local organization that specializes in helping kids with life-threatening illness. They are likely to volunteer if they have a passion for the cause and are more likely to support local businesses and organizations. They are thinking of ways to build their resume for their future careers. They want to support local organizations and know that their time is going to be used on something for the better.

**What would we like them to think?**

That volunteering for Dreams Come True will make a difference in their life and a child's life. We want them to think that Dreams Come True is a place where they can change a life in the blink of an eye without having to spend an excess amount money or leave the community.

**What is the single most persuasive idea we can convey?**

One volunteer can change a child's life.

**Why should they believe it?**

Dreams Come True has never turned down a child and never will for more than 30 years in the community.

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**Are there any creative guidelines?**

**Billboard:** The color scheme will be the same as the website which are purple, white and sky blue. All pictures should be of the children smiling, laughing or playing. No photos of headshots should be used. For example, a Dreamer with a princess crown on laughing, or a Dreamer with a toy. These pictures are to showcase how happy the children are when their dream gets to come true.

Copy: "My Dream came true because of people like you!" more information can be found at [dreamscometrue.org](http://dreamscometrue.org)"

**Print:** The color scheme will be the same, purple, white and sky blue. The photos should be of volunteers with the children doing various activities like playing outside, hugging and laughing. For example, a volunteer holding hands with a Dreamer dressed up as a princess or a volunteer helping a Dreamer onto the field to play with the Jacksonville Jaguars. These pictures will showcase how volunteers are needed to make the dreams of these children come to life.

Copy: "Make a difference in your community." \* photo \* "Thank you for making my dream come true." "Volunteer with Dreams Come True. More information can be found at [dreamscometrue.org](http://dreamscometrue.org)"

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For Use: April 1, 2018 – June 5, 2018

:30 Radio Post

DREAMS COME TRUE

VOLUNTEER FOR DREAM DAY

SFX: playful upbeat music in background	:00
VO: Adult Male	:05 EVERY CHILD HAS A DREAM, SOMETIMES IT'S BEING A PRINCESS FOR A DAY, OR MEETING THE JAGUARS.
VO: Small Female Child	:10 MOMMY SAYS IT'S HARD TO BE A PRINCESS EVERYDAY WHEN I'M ALWAYS SICK, BUT WITH PEOPLE LIKE YOU I CAN BE ONE FOR A DAY. WILL YOU HELP ME?!
VO: Small Male Child	:15 I GOT TO MEET A JAGUARS PLAYER AT DREAM DAY! THANK YOU FOR HELPING MY DREAM COME TRUE!
VO: Adult Male	:20 VOLUNTEER FOR DREAMS COME TRUE. THE ONLY LOCAL ORGANIZATION THAT HELP'S CHILDREN WITH LIFE-THREATENING ILLNESS HAVE SOMETHING TO BE

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	EXCITED ABOUT. VISIT OUR WEBSITE AT DREAMS COME TRUE DOT ORG TO SUBMIT THE APPLICATION. YOU CAN MAKE A DIFFERENCE, VOLUNTEER TODAY.
SFX: fade away playful upbeat music	:30

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## Media List

First Name	Last Name	Position	Station/Organization	Phone Number	Email	Pitch Deadline	Notes
Bonnie	Solloway	Community Relations Manager	First Coast News	(904) 633 - 8874	<a href="mailto:bsolloway@firstcoastnews.com">bsolloway@firstcoastnews.com</a>	Day before	n/a
Bruce	Hamilton	Anchor	News4Jax	n/a	n/a	Day of	The Morning Show anchor
CJ	Allen	Multimedia Account Manager	Folio Weekly	(904)260 - 9770 ext 140	<a href="mailto:callen@folioweekly.com">callen@folioweekly.com</a>	1 month in advanced	n/a
Claire	Goforth	Editor	Folio Weekly	(904) 860-2465 ext 115	<a href="mailto:claire@folioweekly.com">claire@folioweekly.com</a>	1 month in advanced	Left legal career to start writing from scratch
Clay	Zeigler	Managing Editor	The Florida Times Union	(904) 359-4513	<a href="mailto:clay.zeigler@jacksonville.com">clay.zeigler@jacksonville.com</a>	1 week in advanced	n/a
Frank	Powers	Assignment Manager	WJXT News4Jax	(904) 399- 4000	<a href="mailto:fpowers@wjxt.com">fpowers@wjxt.com</a>	Day before	n/a
Gary	Mills	Digital Director	The Florida Times Union	(904) 359-4422	<a href="mailto:gary.mills@jacksonville.com">gary.mills@jacksonville.com</a>	1 week in advanced	n/a
Jeffrey	Billman	Editor	Folio Weekly	(904) 260 - 9773 ext 115	<a href="mailto:jbilliam@folioweekly.com">jbilliam@folioweekly.com</a>	1 month in advanced	n/a
Jennifer	Waugh	Anchor	News4jax	n/a	n/a	Day of	The Morning Show host and I-Team reporter
Jessica	Palombo	News Director	WJCT	n/a	<a href="mailto:jpalombo@wjct.com">jpalombo@wjct.com</a>	Day before	n/a
Joe	Desalvo	Managing Editor of Specialty Audience	The Florida Times Union	(904)359 - 4566	<a href="mailto:joe.desalvo@jacksonville.com">joe.desalvo@jacksonville.com</a>	1 week in advanced	n/a
Joe	Fenton	Metro Editor	The Florida Times Union	(904)359-4047	<a href="mailto:joe.fenton@jacksonville.com">joe.fenton@jacksonville.com</a>	1 week in advanced	n/a
Joseph	White	Publisher	Jacksonville Magazine	(904) 389 - 3622	<a href="mailto:mail@jacksonvillemag.com">mail@jacksonvillemag.com</a>	1 month in advanced	n/a
Joy	Purdy	Anchor	News4jax	n/a	n/a	Day of	5:30, 6:30 and 11 PM anchor
Karen	Faegins	Director of Programming	WJCT 89.9	(904) 651 - 7107	<a href="mailto:kfaegins@wjct.org">kfaegins@wjct.org</a>	Day before	n/a
Kathleen	Feindt Bailey	Senior Editor	Beaches Leader	(904) 249 - 9033	<a href="mailto:editor@beachesleader.com">editor@beachesleader.com</a>	1 month in advanced	n/a
Kathrin	Lancelle	Senior Account Manager	Folio Weekly	(904) 260 - 9770 ext 124	<a href="mailto:klancelle@folioweekly.com">klancelle@folioweekly.com</a>	1 month in advanced	n/a
Kelly	Hould	Editor	Ponte Vedra Recorder	(904) 686 - 3943	<a href="mailto:kelly@opcfla.com">kelly@opcfla.com</a>	1 month in advanced	n/a
Kimberly	Hooks	Publisher	Ponte Vedra Life	(904) 222 - 8938	n/a	1 month in advanced	n/a
Mary	Baer	Anchor	News4Jax	n/a	n/a	Day of	5, 6, 10 PM anchor for channel 4
Melanie	Lawson	Anchor	News4jax	n/a	n/a	Day of	The Morning Show anchor
Melissa	Ross	Host/Producer	WJCT	n/a	<a href="mailto:mross@wjct.com">mross@wjct.com</a>	Day before	Won four regional Emmys
Nikki	Kimbleton	Anchor	News4jax	n/a	n/a	Day of	The Morning Show anchor
Pat	Ladd	Multimedia Account Manager	Folio Weekly	(904)260 - 9770 ext 151	<a href="mailto:pat@folioweekly.com">pat@folioweekly.com</a>	1 month in advanced	n/a
Rob	Sweeting	Anchor	News4jax	n/a	n/a	Day of	n/a
Scott	Butler	Assistant Metro Editor	The Florida Times Union	(904) 359 - 4566	<a href="mailto:scott.butler@jacksonville.com">scott.butler@jacksonville.com</a>	1 week in advanced	n/a
Sherry	Spearman	Director of Programming	WJCT	n/a	<a href="mailto:sspearman@wjct.com">sspearman@wjct.com</a>	Day before	n/a
Staci	Spanos	Anchor	News4jax	n/a	n/a	Day of	Reporter
Stan	Cleiland	Vice President	WJCT	n/a	<a href="mailto:scleiland@wjct.com">scleiland@wjct.com</a>	Day before	n/a
Tom	Szaroleta	Lifestyle Editor	The Florida Times Union	(904) 359 - 4548	<a href="mailto:tom.szaroleta@jacksonville.com">tom.szaroleta@jacksonville.com</a>	1 month in advanced	Prefer phone contact
Tom	Wills	Anchor	News4jax	n/a	n/a	Day of	5 and 6 PM anchor
Tony	Fuesler	Multimedia Account Manager	Folio Weekly	(904)260-9770	<a href="mailto:tony@folioweekly.com">tony@folioweekly.com</a>	1 month in advanced	n/a
Vic	Micolucci	Reporter/Anchor	News4Jax	n/a	n/a	Day of	n/a

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## Web Content

### **Frequently Asked Questions about volunteering for Dreams Come True**

#### ***What is Dreams Come True?***

Dreams Come True is the only nonprofit based in Jacksonville, Florida that strives to make the dreams of children with life-threatening illnesses come true. The organization started in 1984 by the late Thomas R. McGehee and Delia, his wife.

The first “dream” was a 17-year-old boy Delia and Thomas met who was battling cystic fibrosis. That child was named George Lee whose dream was to play gold at The Players Championship. Dreams Come True has and never will turn down a child with a dream no matter how big or small the dream may be.

Dreams Come True offers children who are dealing with life-threatening illnesses hope. We offer them a chance to get away from doctors’ offices and waiting rooms. Whether that dream be meeting a celebrity, going on a cruise, playing with puppies or even going to the beach. We strive daily to bring joy to these children in need.

#### ***Why should I volunteer for Dreams Come True?***

Many people volunteer because their school or place of work requires them to be involved in the community. Volunteering for us is a great opportunity to get connected with the children in the area. We offer a positive and fun experience when volunteering for Dreams Come True. Without volunteer’s dreams simply cannot come true. We have several events that depend on volunteers like Dream Day and the Dream Day parade.

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Other volunteering opportunities include celebration of life parties, delivering gifts and food to kids during the holidays, taking them on shopping sprees, organizing designated playrooms inside our headquarters and helping out with these special events we have throughout the year.

***How old do you have to be to volunteer for Dreams Come True?***

You have to be at least 14 years old to volunteer for Dreams Come True.

***What is Dream Day?***

Dream Day is an event that we put on for the children to give them something to look forward to every year. We select a number of Dreamers and partner with PRI Productions to put on this magical event. This event is a celebration for the children, a time for laughter, dance, games and fun. We strive to make this event a day to celebrate each child individually.

We roll out a red carpet and greet each child as if they're a movie star. They're given the chance to meet Jaguars players, popular characters from movies and TV shows, we let them ride in limos and greet them with specialized banners. Dream Day is also followed with a parade for the kids. The parade goes through San Marco and gives the children a chance to be the center of attention for a day.

***What other kind of events does Dream Come True offer?***

We offer several other events for the kids, such as celebration of life parties which are parties for the child. These parties honor the life of these children.

Volunteers are needed to help serve treats and decorate as well as cleaning up afterwards.

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We also offer shopping, Poker Run, art actions, charity bike rides, a spring fling carnival, fashion shows, car washes, bake sales, talent shows, and toy drives. On top of all the dreams that these children come up with.

Dreams that can come true can be shopping sprees, meet and greets, vacations, trips to theme parks, and seeing snow. Just to list a few. The list can go on, if a child can dream we will do our best to make it happen.

***If I can't volunteer is there a way I can help out?***

Of course! We also offer the chance to sponsor children. We are looking for business and media partners that will sponsor events such as 5k runs, and the Dream Day events.

Donations are also always welcome. Donations can be made at [here](#). Any donation is appreciated and will be spent directly on helping these dreams come true for the children of the First Coast.

For example, PRI productions sponsors Dream Day and helps us turn our headquarters into a fairytale land for the children participating or donate today!

***How do I sign up to volunteer for Dreams Come True?***

It's simple, you can download the application [here](#), fill out and specify what opportunities you're interested in volunteering for such as special events, dream activities, office help or other. List your availability, how you learned about us and any other volunteer work experience.

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We look forward to reviewing each and every application and hope to bring you on board to help bring cheer to the children of the community.

After filling it out either email, fax or mail the application to:

Dreams Come True

6803 Southpoint Parkway, Jacksonville, Florida 32216

Phone: 904.296.3030 Fax: 904.296.4244

E-mail: [andrea@dreamscometrue.org](mailto:andrea@dreamscometrue.org)

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