

Team Project

Team: Los Angeles Clippers

Background

Originally based in Buffalo, New York, the basketball franchise was known as the Buffalo Braves and joined the National Basketball Association (NBA) in 1970.

In 1978 the owner John Y. Brown traded the franchise with Boston Celtics owner, Irv Levin, who would eventually rename the organization to what it is known today as the *Clippers* and relocate them to San Diego, California. Soon after in 1981, the Clippers were sold to a Los Angeles-based real estate mogul, Donald Sterling. Three years later, Sterling, made the last relocation for this franchise when he moved the Clippers to his hometown of Los Angeles, California.

The Clippers embarked on a significant enhancement just before the 2011-12 season, when they traded for the standout Point Guard, Chris Paul, and acquired young Power Forward, Blake Griffin, to help the Clippers reach the conference semifinals. In 2012-13, the Clippers improved their regular season record to 56 wins and won their first division title but, were eliminated in the first round of the playoffs. After that loss, the team hired a new and experienced Head Coach, Doc Rivers, known for having led the Boston

Celtics to an NBA title in 2007-08. The following season (2013-14), Rivers led the Clippers to a new franchise record (57 wins) and their second division title.

Los Angeles Clippers' most important community relation effort is the L.A. Clippers Foundation, which is a non-profit organization aimed at making a positive difference for Los Angeles children. It was founded in 1994 to increase the team's support towards the community in which it is based. The foundation's efforts have promoted educational, civic, environmental, and humanitarian values. Donations made by the organization can be monetary or in the form of merchandise and tickets and are mainly donated to non-profit organizations that aim to help children in L.A.

Their current community outreach programs are:

- Clippers Community Heroes, which honors individuals who inspire children through educational, sporting, mentorship, or community services.
- Clippers Chairmen, the wheelchair basketball team of the Clippers' Community, sponsored by the National Wheelchair Basketball Association and committed to participating in community outreach initiatives as adaptive PE programs at local high schools.
- Late Night Hoops, which is a late evening basketball league providing positive alternatives for young adults, promoting non-violence and unity, health and fitness, educational opportunities, employment referral, and organized recreation and cultural activities.

Their current educational programs are:

- Read To Achieve Program, which encourages children and families to read more providing access to books and technology.

- Math Hoops, a basketball board game and online game that allows students to learn math skills by following real statistics of their favorite players.
- Teacher Appreciation, a recognition for outstanding and dedicated teachers in the community.

L.A. Clippers also partners with organizations that provide mentorship initiatives, particularly with organizations that focus on helping youth in underserved communities. The program is called Mentorship Assist Zone (NBA.com).

PR Action

The L.A. Clippers Foundation is set to host a charity event, featuring a friendly match where the team splits into smaller factions for an exciting showdown. This event, scheduled to coincide with the beginning of the school year in September and before the start of the NBA pre-season, promises exciting basketball action while also supporting a noble cause. This event invites the children from local elementary, middle, and high schools to attend and aims to foster inclusivity and community engagement. A large portion of the proceeds from ticket sales, streaming, and merchandise will benefit the event's organization, with the remainder going to support the After-School All-Stars Association, a non-profit organization renowned for its dedication to providing after-school programs that ensure children's safety and enhance their academic and personal development.

Messages

Video Message from Clippers player promoting L.A. Clippers Foundation

The Clippers can promote the charity event and spread awareness of the organization's social mission through a video message featuring a popular player on Los Angeles Clippers. This video will promote various events hosted by the LA Clipper Foundation and the educational resources they provide for the community. This method of communication fits this target audience because the Clipper community would value a message from a player on the organization they root for. This message fits the channel of communication that is being used because the channel will deliver the message directly to the Clippers' loyal fanbase. This message helps achieve this non-profit organization's goal by informing their community on how they can utilize the resources that provide and how others can join the effort through donations and charity.

Digital Graphic of Active Charity and Community Successes on Social Media

The Clippers can use digital graphics to showcase the leaders and players participating in charity and enlighten the community with persuasive information that highlights how the organization has made strides to help the community. This message fits with their target audience because their community possesses a personal connection with the players. Social media is a channel that can be utilized to share media directly with the community that supports the Los Angeles Clippers organization. These kinds of messages help to build trust between the audience and the foundation because the content engages the emotions of the community and educates them about the organization's impact on their community. This message helps the larger organizational goal because it helps spread

the organization's social mission to those who may want to get involved and cultivates a humanitarian identity around the organization.

Local News-Channel Highlight

A Los Angeles Clippers Foundation segment on the Local News-Channel would be an effective way to spread awareness about the social mission to the community that surrounds the organization. This message would include a statement from someone who is involved with the operations of Clipper Foundation, allowing the representative to dive deep into the brand's efforts and purpose. In addition, the local news platform would allow the Clipper representative to speak on the values of the organization and how they continue to benefit the community. This method suits the target audience because the platform would help the LA Clipper Organization continue to build its humanitarian image for the people it serves. This message fits the channel because the relevance of the social mission combined with the Clipper brand multiplies and engages the interests of the target audience. This helps the overall organization goal because the message spreads awareness of L.A. Foundations' resources to LA. audiences that aren't aware through the Clippers' shared and owned media.

CHANNELS

Jumbotron Announcement (Word-to-mouth) (Athlete Video)	Social-Media (Digital Graphic)	Television (Foundation Showcase)
<p style="text-align: center;"><u>Shared Media</u></p> <p>This kind of media will allow the Clippers organization to spread awareness of their charity directly to their community and fans.</p> <p>This helps the organizational goal because it raises awareness of its social mission and directly encourages the Clippers' community.</p>	<p style="text-align: center;"><u>Shared Media</u></p> <p>Using social media gives the Clippers Foundation the chance to share engaging posts and impactful stories with their online audiences.</p> <p>This promotes the social mission that the organization possesses and pushes the incentive for the community to get involved.</p>	<p style="text-align: center;"><u>Earned Media</u></p> <p>Using Earned Media, specifically local television, allows the foundation's social mission to be seen by the local community. In addition, the local news serves as a valuable Third-Part endorsement.</p> <p>This helps the foundation's goal because this channel can generate excitement and create incentive to be involved in their mission.</p>

RISKS

1. Financial Risk

Likelihood: Moderate

Considering the popularity of the L.A. Clippers organization and the revenue they bring in as a program apart of the NBA, they have the resources available to have a contingency plan in the case where the foundation doesn't reach its fundraising goals or ticket sales. The attendance and involvement of the L.A. community is unpredictable, but the marketing strategies and the influence of the Clippers athletes should increase the popularity of the charity events.

Impact: Moderate

Charity initiatives always run the risk of low tickets sales, unexpected expenses, and failure to meet fundraising goals. If a proper contingency plan is not put in place, factors like event planning, promotion, and professionalism could be negatively impacted.

2. Logistical Challenges

Likelihood: Low

The likelihood of logistical challenges happening at a charity event would depend on the complexity of the event and the thoroughness of preparation. If this event can pull in quality volunteers, effective team collaboration will help in execution of this smaller scaled event.

Impact: High

Challenges like this can range from technical difficulties to transportation issues for attendees and guests. Without thorough event planning, logistical challenges can hurt the flow and the professional image of the organization.

3. Volunteer and Staff Issues

Likelihood: Low

The likelihood of staff and volunteer-related issues depends on the effectiveness of the messages and channels we use to gain the attention of the LA Clippers community. Proper execution and utilization of the channels available to the organization can ensure community engagement and avoid staffing issues.

Impact: Low

Risks related to staff and volunteers include lack of training and inadequate supervision. The staff and volunteers play a crucial role in how the brand is represented to the community. Because of this, lack of togetherness and ability to represent the foundation properly could lead to negative impacts in brand image.

4. Reputation and Brand Risk

Likelihood: Low

Because of the strong missionary brand image behind the Clippers Foundation, it is very unlikely that an event that could hurt the reputation of the organization would happen. This event can rely on the strong community support and effective risk management to guide the organization through a successful charity event.

Impact: High

A controversial or bad event could damage the brand image of the charity organization. In the age of social media, the organization is susceptible to outside criticism regarding potential adversities the organization may face at an event.

5. Legal and Compliance Issues

Likelihood: Moderate

The likelihood of compliance and legal issues will depend on the thoroughness the LA Clipper Foundation takes to avoid potential risk factors regarding the operations of the event and regulatory requirements for the guests, staff, and players. If the organization prioritizes compliance education, the organization can avoid any negative impact.

Impact: Moderate

Legal Issues regarding non-compliance with regulatory requirements, permits, or contracts can lead to financial penalties and legal adversities.

Initial Planning

The goals of this event are to raise funds to donate to the After-School All-Star Association and to allow Los Angeles children to attend a match of their team, including them in a sporting environment that promotes equality and discipline.

Furthermore, the event meets the general goals of the foundation, which has as its main objective to make a positive difference for the children of Los Angeles, focusing on community opportunities to facilitate kids in various aspects of their lives.

Stakeholders grid

Keep satisfied: <ul style="list-style-type: none">- Foundation managers- L.A. Clippers team managers	Encourage and influence: <ul style="list-style-type: none">- Kids- Parents- Fans
Monitor: <ul style="list-style-type: none">- Players	Keep informed: <ul style="list-style-type: none">- L.A. community- After-School All-Star managers

The stakeholders of the event are primary stakeholders, as the objective of the event is to have a large audience that, paying the ticket to watch the game, helps to support the After-School All-Star Association.

Evaluation

The upcoming event has two primary goals: to raise funds for the After-School All-Star Association and to foster a sense of inclusivity and community involvement. To accurately assess the success of this charitable endeavor, we developed a comprehensive evaluation strategy.

First and foremost, we are focused on raising funds for the After-School All-Star Association. We intend to carefully track the number of tickets sold, as each ticket purchased directly contributes to the nonprofit organization's financial support. By tracking ticket sales, we can accurately calculate the profit generated, which matches the

amount set aside for donation to the association. Furthermore, we intend to expand our analysis beyond ticket sales to include other revenue streams such as merchandise sales and streaming proceeds, ensuring a complete picture of the event's financial impact.

In addition to our fundraising efforts, we aim to promote inclusivity and community involvement. We will use a variety of metrics to assess the success of this endeavor. First, we'll look at attendance numbers, recognizing that a high turnout indicates active community participation and support. Furthermore, we will delve deeper into demographic data, with a particular emphasis on age groups. The presence of children (aged 0-16) at the event is particularly noteworthy, as it reflects the main objective of the Clippers Foundation. For this reason, this second method of evaluation is the one that will also be used to analyze the statistics useful to the general objective of the organization, namely to promote initiatives that have a positive impact on the lives of children in Los Angeles. By thoroughly tracking these key performance indicators, we hope to not only measure the success of our event but also improve our strategies for future endeavors.

References

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