

RON MAGILL CONSERVATION ENDOWMENT

INTEGRATED PUBLIC RELATIONS CAMPAIGN



“ We did not inherit the earth
from our parents.



We are borrowing it from our
children.”

– Ron Magill

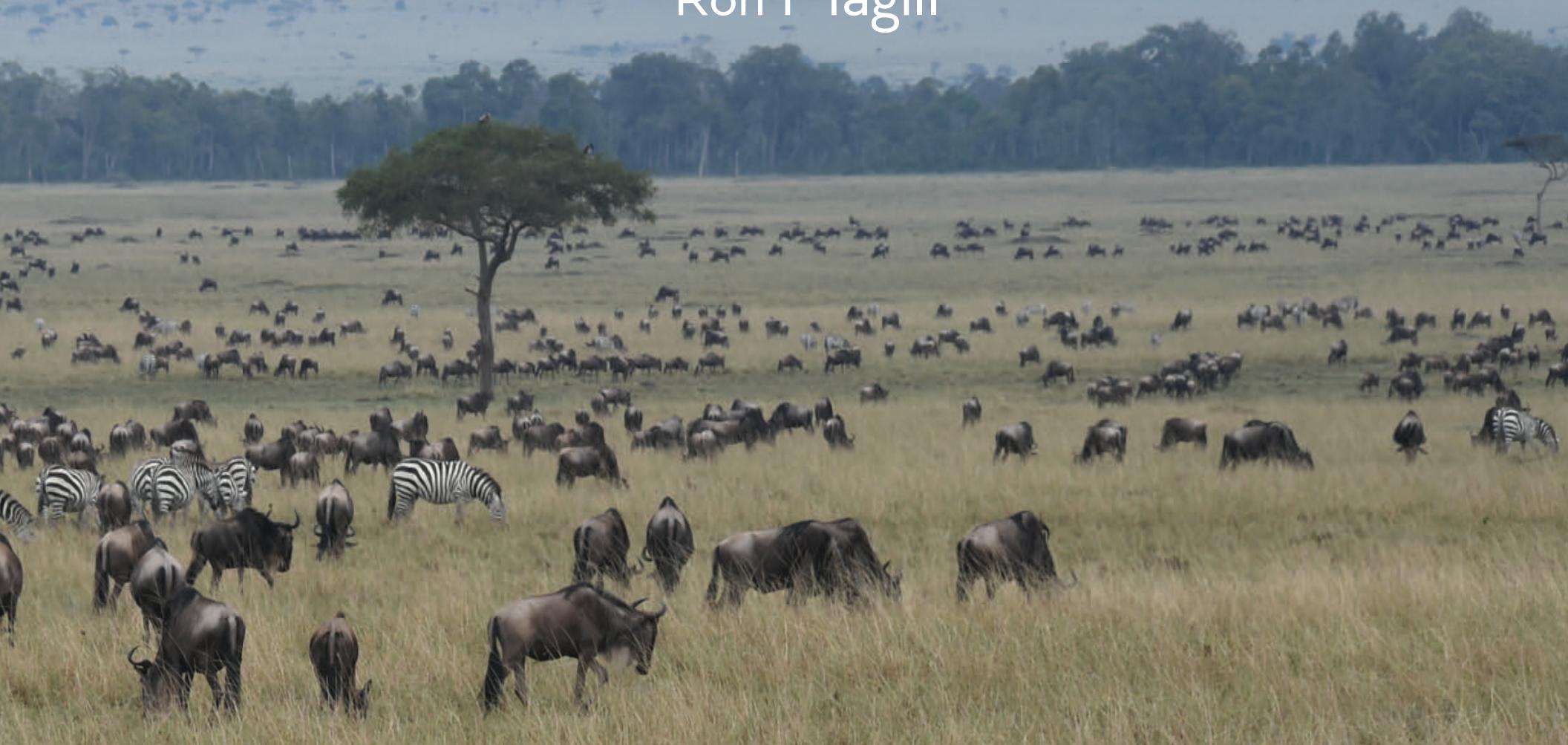




TABLE OF CONTENTS

7

MISSION STATEMENT

8

S.W.O.T.

10

RESEARCH

23

SEX & THE ANIMALS

26

ZOO STAMPEDE 5K

30

BE A POOPER SCOPER

34

SOCIAL MEDIA

36

WEBSITE

38

CAMPAIGN BUDGET

40

EVALUATION

Mission Statement





The Ron Magill Conservation
Endowment strives to ensure support for
international wildlife conservation projects
and instill a legacy of global empathy to
pass from generation to generation.

S.

W.

O.

T.

- The Ron Magill Animal Magnetism factor.
- Magill is a well-respected animal expert who has made appearances on “National Geographic Explorer,” “The Today Show,” “NBC Nightly News,” “CBS This Morning,” “Dateline,” CNN, ESPN and the Discovery Networks.
- Magill is an accomplished photographer and an ambassador for Nikon.
- His appearances on “Sabado Gigante” have given him high name recognition in the Hispanic community.
- All donations to the endowment are tax deductible.
- Magill’s “Sex and the Animals” presentation is always a media favorite.

- Currently, there's no image for endowment branding.
- Lack of social media posts.
- Endowment has a very small presence on the Zoo Miami Foundation website.
- The Ron Magill Conservation Endowment is a one-man band – there's no staff.
- Very little promotion except for occasional donation appeals from Magill.
- The endowment itself has very little name recognition.
- Magill is not as well known among Gen X'ers, Millennials and Gen Z'ers as he is among Baby Boomers and the Greatest Generation.

- Ron Magill is bilingual and loves to use humor to educate.
- Animals and conservation are popular topics with Millennials and Gen Z'ers.
- Magill's social media can be greatly improved. 21st Century digital tools will have a wider audience reach.
- There are no existing PR materials. Anything can be created.
- People want to go to fundraising events.

- Competition from other better-known conservation groups.
- People are more concerned with other issues such as gun control, Black Lives Matter and the Me, Too movement.

biggest opportunities

When it comes to the Ron Magill Conservation Endowment, there are no weaknesses – only opportunities.

Social media is an obvious way to reach the Millennial and Gen Z'er audience that Magill isn't currently taking advantage of. We know these younger generations already care a great deal about the environment.

A year-long social media strategy would utilize posts on the new Ron Magill Conservation Endowment Facebook page, as well as his current Twitter and Instagram accounts.

A website dedicated to the endowment would feature stories of all the work being accomplished, as well as include a link to donate and an interactive map that shows where the donations are being distributed.

A brochure, printed in English and Spanish, could be handed out at the zoo or at special fundraising events.

In order to reach that younger demographic, we think holding a 5K at Zoo Miami with all the proceeds going to the endowment would be a fun way to involve Gen Z'ers and Millennials. To give it a twist, we'd encourage participants to come in animal costumes (as simple as a tail), offer face painting for runners to get their stripes on, and have announcements throughout the event about the speeds of animals, from tortoises to jaguars.

We'd like to tap into Magill's wide network of supporters and challenge them to take part in the "Super Duper Pooper Scooper Challenge."

Lastly, we think Magill's wickedly funny "Sex and the Animals" is a natural fit for late night television. Magill would demonstrate his talents at imitating the mating dance of the blue-footed boobie, and tell a national audience how his endowment created a place for harpy eagles to soar.



Research

Objectives

The goal of our research was to pinpoint a strategy to increase awareness of the Ron Magill Conservation Endowment and decide what our best options would be for fundraising. The first order of business was to get a better understanding of our target demographic. We set out researching generational and donor demographics.

Results

We found Gen Z'ers say they are more likely to make a purchase when a portion of the proceeds go to a social cause. Also, they tend to make donations to charity or fundraisers through social media. Millennials, which recently surpassed Baby Boomers as the largest demographic, have the largest buying power in the United States. Baby Boomers control about 70 percent of disposable income in the United States. Over the next two decades, they will donate a cool \$8 trillion. That's \$8,000,000,000,000.



Step #1 – Surveys

Objectives

Once we had a better direction of **who** to target, we then needed figure out **how** to target them. This is where the completed 816 surveys came into play – we tailored an 11-question survey to discover the public's current awareness of the endowment, preferred social media platform, language preference, social causes that interested them and donation habits.

Results

Although most people care a lot about conservation and felt that animal and environmental issues are extremely important, they aren't doing much to help.



20%

of people would make a yearly donation to the Ron Magill Conservation Endowment.

37%

of people said they would be likely to make a one-time purchase benefiting the Ron Magill Conservation Endowment.

51%

of people said they would be willing to attend an event benefiting the Ron Magill Conservation Endowment.



More people would be likely to buy an item that benefits the endowment rather than make a donation.

85%

of people were unaware of the Ron Magill Conservation Endowment.

Step #2 - Focus Groups

Objectives

With plenty of quantitative research from the surveys, we then set out to garner feedback from a focus group made up of Gen Z'ers. We wanted to hear firsthand how the youngest generation would prefer to help animal conservation and specifically identify what type of products they'd most be interested in purchasing.

Results

Our focus group participants said they were concerned about conservation but have made minimal effort to do anything. Their current conservation efforts involve watching water usage. When given a choice of possible purchases, the teens said they wanted pens with a stylus because their generation uses iPads for homework. The items they were most interested in purchasing were accessories such as cardholder phone cases and water bottles.



Q. When you think of animals or animal conservation, what do you think of? How do you feel you can make a difference?

I feel like this is one of the most important topics and issues going on in the world right now. We don't give animals' rights the importance it deserves.

- Gabriel, 17

Q. How do you feel about this logo?

I like how the logo is kind of like a hand that represents humans taking care of the issue and putting a hand out in the world.

- Brianna, 15

Step #3 – In-Depth Interviews

Objectives

We wanted to focus on the people who have generously donated in the past. We used this opportunity to gain an understanding of what donors are looking for in an organization when making a decision on whether to give.

Results

We found the people who have given to the endowment in the past are friends of Ron Magill who hold him in high esteem. They don't necessarily need proof of where the money goes, but think it would be nice to read about the programs it supports.

COMMUNICATION
NETWORK ZOO
TRUST EVENTS

FUTURE

FINDINGS

GENERATIONAL PASSION

SOCIAL MEDIA

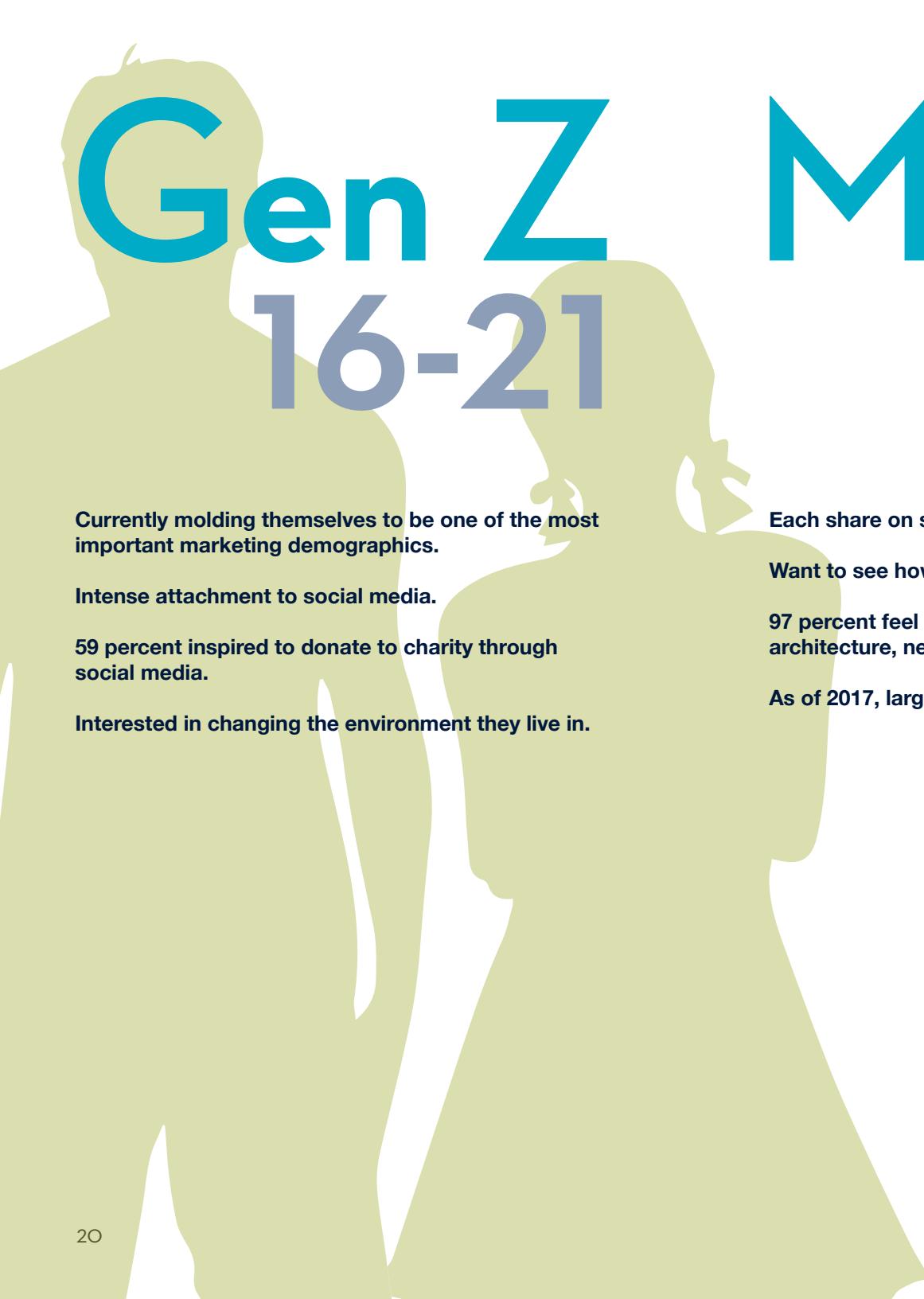
CONSERVATION

"I believe in what he's doing."

“ You can't teach an old dog
new tricks. Teach the puppies
and they'll teach the old dogs.”

– Ron Magill





Gen Z

16-21

Currently molding themselves to be one of the most important marketing demographics.

Intense attachment to social media.

59 percent inspired to donate to charity through social media.

Interested in changing the environment they live in.

Millennials

22-34

Each share on social media is an estimated \$37 in donations.

Want to see how donations are used.

97 percent feel it's important to get involved in conservation for buildings, architecture, neighborhoods, communities and animals.

As of 2017, largest buying power in the U.S.

Baby Boomers

54-72

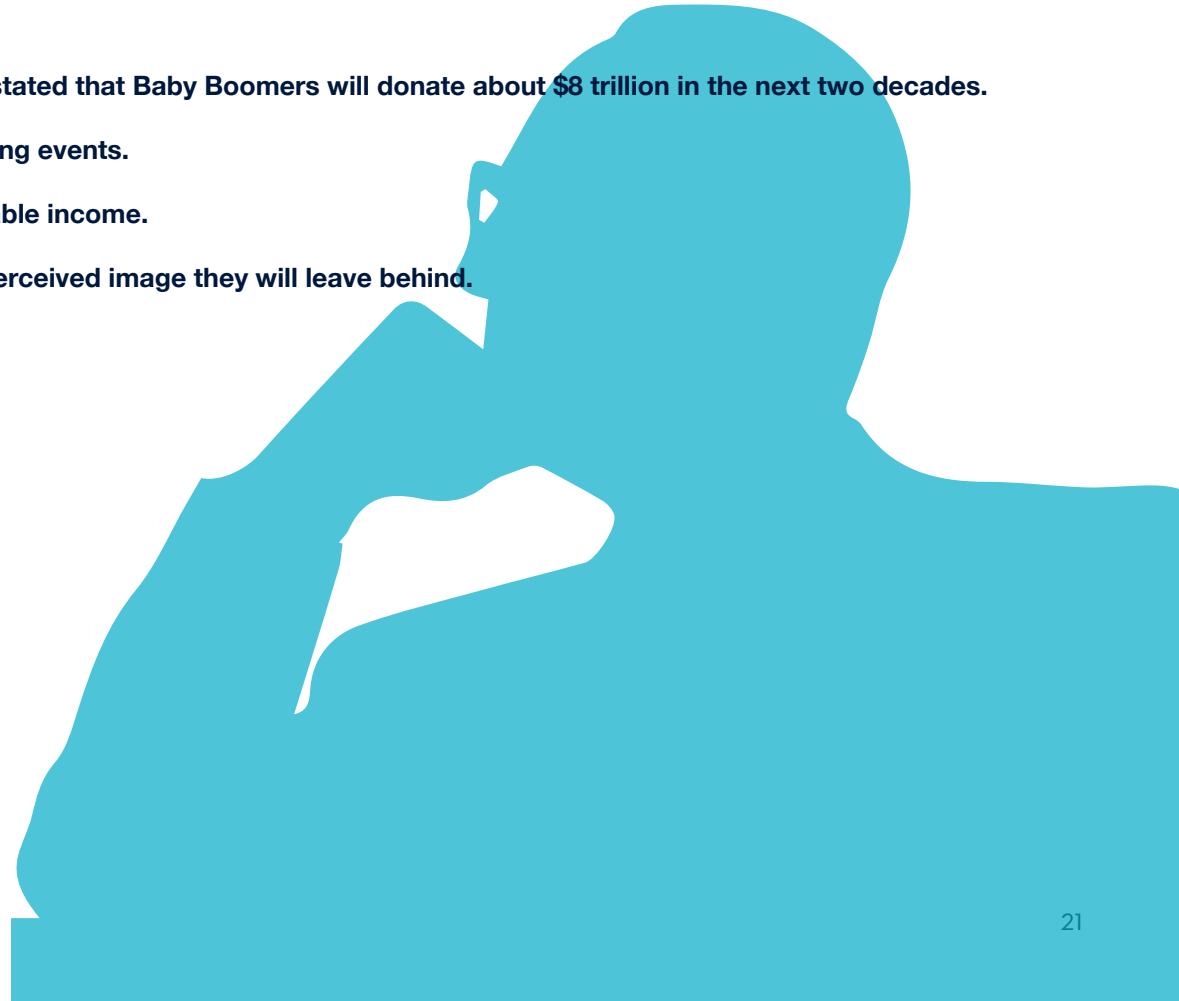
Second largest generation.

A recent Merrill Lynch study stated that Baby Boomers will donate about \$8 trillion in the next two decades.

Prefer volunteering or attending events.

Control 70 percent of disposable income.

Have a fascination with the perceived image they will leave behind.





Events

Sex and the Animals



"Sex and the Animals: A Wild Night for Conservation" is a presentation-styled event where guests experience a hilarious night full of wildlife education and may even learn more about themselves in the process. Tickets sold to the event go toward event operating costs as well as to the Ron Magill Conservation Endowment.

purpose

This event is one of the cornerstone fundraisers for the Ron Magill Conservation Endowment. Magill entertains a sold-out audience at the zoo on the mating habits of animals, such as rhinos (they like it rough) and penguins (they like an audience). Held at Zoo Miami, the goal of this event is to raise money for the endowment, while educating guests on wildlife mannerisms as related to sex in a comedic setting.



target audiences

The main target audience for this event has been the Baby Boomer generation (approximately 54 to 72 years of age). Although the event has seen much success and often sells out with this target audience, it is also important to expose the event to Millennials and Gen Z'ers. Since the popularity of this event is tremendous, there is potential for expansion, leading to higher attendance and increased funds for the endowment.

logistics

Held at Zoo Miami, the “Sex and the Animals” event has a two-part agenda. First, guests check-in and enjoy wine and cheese. Then, event attendees enjoy a walk through the zoo to the seating area for the presentation.

bottom line

The total cost of running this event is approximately \$1,500. Generally, the profit from ticket sales exceed \$17,000, which go directly to the Ron Magill Conservation Endowment.

press materials



For Immediate Release
NEWS RELEASE
Nov. 1, 2018

Zoo Miami offers wild time with 'Sex and the Animals'

MIAMI – Back by popular demand, animal expert Ron Magill will present his hilarious "Sex and the Animals" talk at Zoo Miami on Saturday, Feb. 9.

Guests will fall over laughing as Magill describes the mating habits of animals in the wild – did you know rhinos like a little S&M and penguins can't do it without an audience? By the end of the evening, it will become clear that maybe animals aren't so different from humans after all.

The event includes a wine-and-cheese reception and chance to talk with Magill, the communications director at Zoo Miami and regular on the "Dan Le Batard Show" on ESPN.

Tickets are \$40 and all proceeds go directly to the Ron Magill Conservation Endowment, which supports international wildlife projects.

Doors open at 7 p.m. and the talk begins at 7:45 p.m. at the zoo, 12400 SW 152nd St., Miami.

To purchase tickets or for more information, go to
www.ronmagillconservation.com

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The Ron Magill Conservation Endowment strives to ensure support for international wildlife conservation projects and instill a legacy of global empathy to pass from generation to generation.

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Sex AND THE Animals

AN INTIMATELY INFORMATIVE EVENING WITH RON MAGILL

SATURDAY, FEB. 9
7 – 9 P.M.

WINE AND CHEESE RECEPTION
6:30 – 7 P.M.

ZOO MIAMI
12400 SW 152ND ST.

A large graphic of two cartoonish, stylized animal heads, possibly flamingos or penguins, are positioned on the right side of the graphic.

The smartphone screen shows a Facebook post from 'Ron Magill Conservation Endowment'. The post includes a photo of Ron Magill speaking, a caption about the success of last year's event, and a link to miamiherald.com. Below the phone are standard social media interaction buttons: Like, Comment, Share, and Boost Unavailable.



The “Stampede” is a 5K run held at Zoo Miami. Participants will be able to dress up as their favorite animal and run or walk through the zoo. There will be face painting for kids of all ages and announcements throughout the run comparing the participants' speeds to the speed of cougars and tortoises. Entry fees will go toward event operating costs as well as to the Ron Magill Conservation Endowment.

ZOO
STAMPEDE

5K

purpose

This event functions as a fundraiser for the Ron Magill Conservation Endowment. The goal of the "Stampede" is to get families and young adults involved with the endowment, and to spread awareness on wildlife conservation.

target audiences

The target audiences for this event is families and young adult fitness enthusiasts. This will be mostly advertised through social media and the website to help attract our target audiences. To attract the young adult fitness enthusiasts, we plan on advertising through run clubs and gyms in the area.

logistics

Held at Zoo Miami, the "Stampede 5K" has a two-part agenda. First, the run will take place. After participants have completed the run, they will be able to enjoy food trucks, music and other fun activities for all ages. They will also be able to enjoy the rest of the day at the zoo.

bottom line

The total cost of running this event is approximately \$12,500. This cost includes event set up, food trucks, water, snacks and face painting. We are asking large companies for a title sponsorship. However, if one is not acquired, we will still make a profit which will go directly to the Ron Magill Conservation Endowment.

press materials



NEWS RELEASE
For Immediate Release
Feb. 1, 2019

Run like an animal at Zoo Miami's Stampede 5K

MIAMI -- Are you a jaguar or a tortoise? Find out at the first ever Stampede 5K at Zoo Miami on Saturday, April 6, 2019.

Runners, walkers and watchers are invited to dress as their favorite animal and race through the zoo, enjoying the sights of giraffes, tigers and monkeys starting their day. Participants will be told how they'd do compared to a turtle – about .1 mph – or a jaguar – more than 70 mph.

Check-in for the event starts at 5:30 a.m. and the race starts at 6:30 a.m. After the race, athletes and their families can enjoy an array of food trucks, face painting and a morning at the zoo.

The registration fee is \$20 per person. All proceeds will go to the Ron Magill Conservation Endowment, which supports international wildlife projects.

For more information or to register, go to
www.ronmagillconservation.com.

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logo

ZOO
STAMPEDE
5K

T-shirt design



Be a Pooper Scooper



The “Super Duper Pooper Scooper” event is a social media influencer campaign that calls upon prominent public figures to use their status to raise money for the endowment. Willing participants will pose with a cardboard animal cut out and write a short vignette explaining why they are asking their friends and family to contribute to the Ron Magill Conservation Endowment.

purpose

This event functions as a fundraising campaign that will be executed solely through social media. Distinguished individuals from the local community will agree to participate, and will raise funds for the Ron Magill Conservation Endowment by reaching out to their social media connections. The reward for reaching their fundraising goal is that participants get bragging rights of being a "Pooper Scooper," a "Super Pooper Scooper" or a "Super Duper Pooper Scooper" depending on the amount raised.

target audiences

The target audience for this event is the social media followers of influential public figures in the South Florida area. Potential participants include individuals who have donated to the endowment before, with potential to expand to more participants as necessary.

logistics

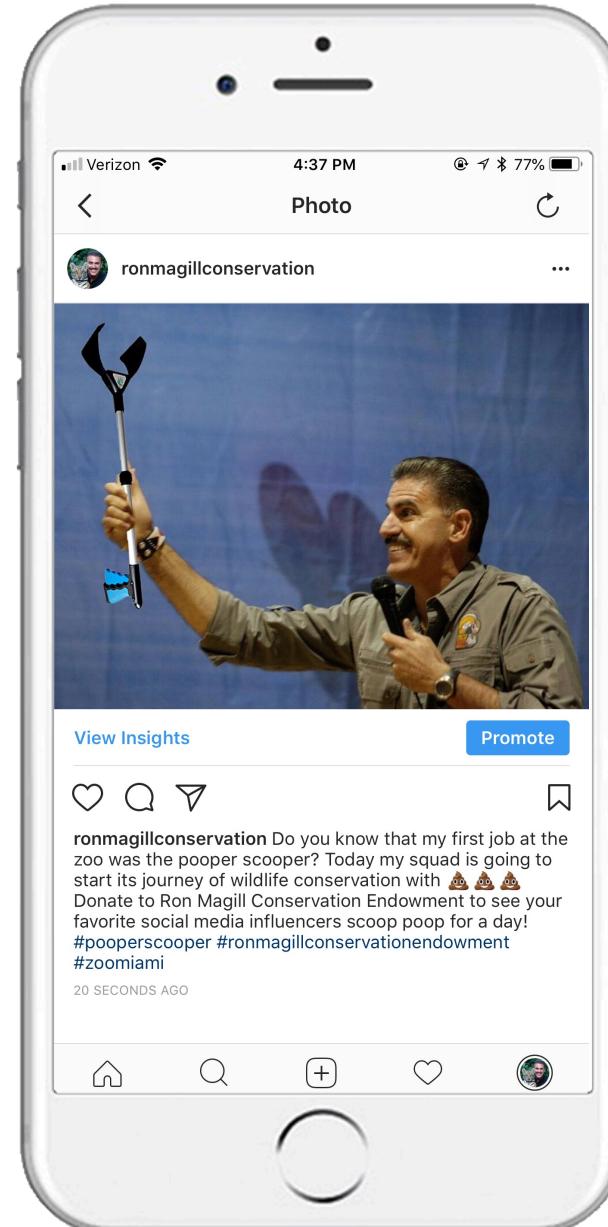
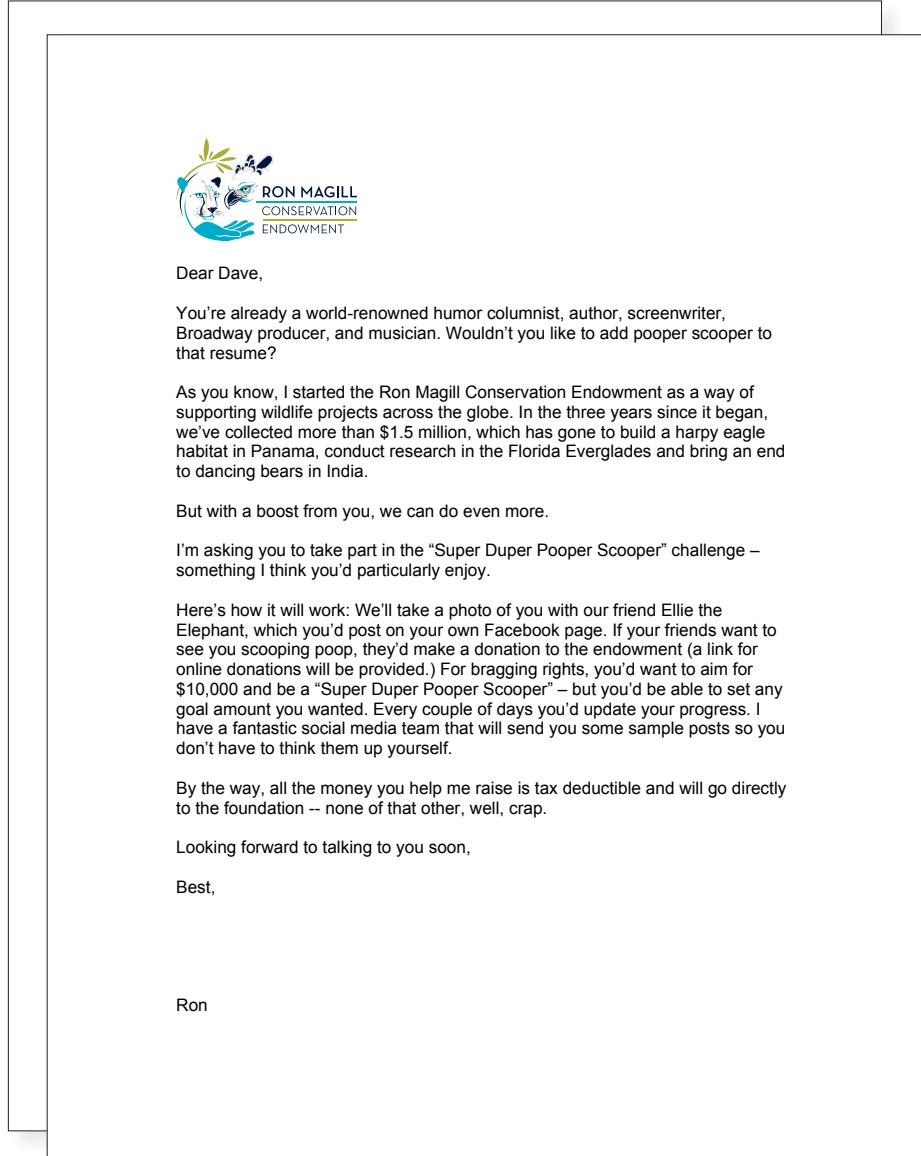
This event comes at no cost to the Ron Magill Conservation Endowment. The invitation to participate will be pitched to a group of individuals likely to participate, and upon agreement the participants will choose their fundraising goal, with a minimum requirement of \$500. Each participant will then have one month to reach their fundraising goal through the engagement of their social media networks. Those raising \$500 will be Pooper Scoopers, those raising \$1,000 will be Super Pooper Scoopers, and those raising \$5,000 will be Super Duper Pooper Scoopers.

bottom line

The total cost of running this event is \$0. Expected profits from this event are upwards of \$50,000 with potential to increase, dependent on the number of participants and their individual fundraising goals.



how it will work



super duper pooper scooper



> \$10,000

super pooper scooper



> \$5,000

pooper scooper



> \$1,000



Social Media

Overall strategy

In order to target our Millennial and Generation Z audiences, a social media strategy was formed to increase the Ron Magill Conservation Endowment's online presence, as well as increase interactivity with the endowment through Facebook, Instagram and Twitter.

Purpose

Social media is an essential tool to increase awareness of the Ron Magill Conservation Endowment's mission, and to spread information in an attractive way that caters to the campaign's target audiences. The top three social media sites used by our target demographics are Facebook, Instagram and Twitter. With this in mind, a calendar of posts was created for each media centering around not only the endowment and its efforts to raise money, but animal facts and event coverage in order to give the Ron Magill Conservation Endowment a well-rounded media presence.

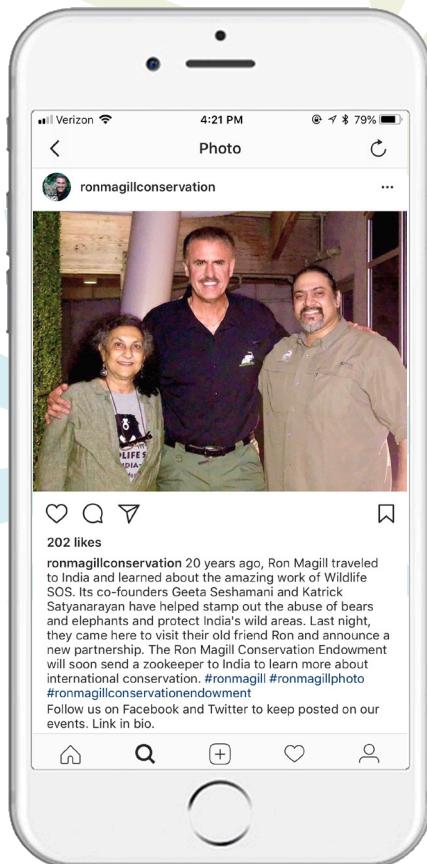
Facebook

Facebook-specific strategy included drafting interactive posts, with an even mix of informational posts about the Ron Magill Conservation Endowment and appealing pictures with fun facts about the animal kingdom and conservation awareness. Facebook is the most commonly used social media outlet across all ages, so a new Facebook page was created for the Ron Magill Conservation Endowment in order to garner a following without friend limits, as experienced with Ron's personal account.



Instagram

For Instagram, the use of #Hashtags is implemented strategically in order to garner more reach per post, and increase engagement. The content planned for Instagram focuses heavily on educating followers on animal facts and information, coupled with Ron's state-of-the-art photography.



Twitter

Twitter engagement is the last facet in the social media strategy, where we focus on short and engaging tweets. Such tweets often pose a question or include a call to action for followers, with the goal of driving online engagement and two-way communication with the Ron Magill Conservation Endowment.



Website

Purpose

A website for the Ron Magill Conservation Endowment was constructed to give a centralized location for up-to-date information on the endowment's accomplishments. Now, potential and existing donors can find the endowment online, and gain valuable information about the impressive work that is being done in different areas of wildlife conservation with the funds raised.

Website features

- Current information about the Ron Magill Conservation Endowment
- Projects and causes that the endowment funds
- Feature stories on Ron's conservation work
- Ron's wildlife photography
- Donation link
- Links to social media
- An interactive map that takes viewers across the globe to see where the donations are put to use
- Calendar of upcoming events

Interactivity

An important feature on the website is the active “Donate Now” button. With one click, website visitors are able to donate to the Ron Magill Conservation Endowment. The implementation of the “Donate Now” button provides interested parties the option to donate to the endowment with ease, on their own time.

Our research shows that our target audience prefers to know exactly where their donation money is going and how it is being used. On our donation page, we explain this through an interactive map.

The map has buttons pin pointed on each country where the endowment has had an impact. By clicking on these buttons, the website's readers will be taken on a virtual tour to that country to see for themselves exactly how their money is being used.



About the Endowment

The Ron Magill Conservation Endowment strives to ensure support for international wildlife conservation projects and instill a legacy of global empathy to pass from generation to generation.

1

HELPING HARPY EAGLES SOAR

Because of Magill's tireless efforts to create a better home for the Harpy Eagles, Zoo Miami partnered with the government of Panama to create the Harpy Eagle Project, which funded and built a top-notch Harpy Eagle Center at Summit Zoo and Gardens in Panama City. The endowment also contributed to passing a law that declared the Harpy Eagle the National Bird of Panama in 2002.

2

Follow ...



April 11, 2018

Animals Helping Animals: The Cheetah Outreach Story

Follow ...

Campaign Budget

estimated income

49.5K

ZOO STAMPEDE 5K

50K

be a POOPER SCOPER

19K

Sex and the Animals

10K

Calendar

estimated expenses

13.1K

ZOO STAMPEDE 5K

2.5K

Sex and the Animals

850

Brochures

200

Social Media Management Tool

200

Snapchat Geofilters

200

Miscellaneous Printing

total yearly profit
111,450

\$128,500

\$17,050

Expenses

Income

Evaluation

When evaluating, it is easy to make judgmental assessments, such as “we think we had more people attend this event than last year’s.” But our purpose here is to develop scientific ways of evaluating this campaign’s success. Here are our suggestions to implement throughout the next year:

Measure Media Impressions

Use a clip service to count mentions of the Ron Magill Conservation Endowment on various forms of media including newspapers, radio and television.

Measure Social Media Reach

Count the number of likes the new Ron Magill Conservation Endowment Facebook page receives. Use Google Analytics or another visitor tracking device to count social media impressions.

Research Follow-Up

Conduct a quick survey in South Florida in Spring 2019 to ask if people are familiar with the Ron Magill Conservation Endowment.

- In Spring 2018, the endowment had a 15 percent recognition rate.

Count the Money

- Track sales of sold merchandise (calendars)
- Record profits from two events (Sex and the Animals, Stampede 5K)
- Donations made through Ron Magill Conservation Endowment webpage
- Donations raised through “Super Duper” social media challenge



Our team



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mission statement

Our mission is to create an integrated, engaging public relations campaign that establishes enduring financial support and public awareness of the Ron Magill Conservation Endowment.



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