

P.O.N.Y.

Travis Hanes, Aayush Saxena, KJ Neaville, Tristan Linna, Joel Elizaga



Overview

Social media surge leading to increased N.Y.P.D.
recruitment numbers reinforced at community events.

The Objective

Increase the number of active policemen in the New York Police Department through informing the public of New York City that the N.Y.P.D. is open for recruitment.

The Strategy

Three-part recruitment campaign:

- 30-second recruitment video
- PONY social media campaign
- Community recruitment events



**The N.Y.P.D. serves
to prevent tragedy and
protect the people.
Are you willing to
make a difference?**

The Storyboard

	I serve to support the people who can't support themselves.
	I serve because I lost my father during a home invasion.
	I serve because my brother died in the terrorist attacks on 9/11.
	I serve to protect and support my wife and children, and the families of others.
	The N.Y.P.D. serves to prevent tragedy and protect the people. Are you willing to make a difference?

Projected Outcome

1. At least 250 applicants who cite our advertisements as the reason why they applied within two months of the beginning of the recruitment campaign.
2. At least 2,500 social media shares (across Twitter, Facebook) promoting N.Y.P.D. recruitment within two months of the beginning of the campaign.
3. To increase traffic to the N.Y.P.D. website by 10% since the inception of the recruitment campaign.
4. At least 10,000 net likes on our Police Officers of New York (P.O.N.Y.) Facebook page.

The Budget

Item	Cost
Videographer	\$5,000
Video Production	\$3,000
P.O.N.Y. Camera	\$500
Facebook Advertising Space (P.O.N.Y. promotion)	\$1,000
Community Events	\$3,000
Total	\$12,500

Conclusion

- Two month campaign:
 - Bi-weekly recruitment events
 - P.O.N.Y. posts daily.
 - Video filming first month, distribution second.
- Make NYPD recruitment known publicly.
 - Both digitally and in-person
 - Appeal to emotion, ethics, and logic

