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Kulshan Gives: Helping a nonprofit choir create a culture of giving

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Abstract

How can a nonprofit organization change from a culture of caring to a culture of giving? Emily Jackson, Schuyler Shelloner and Emma Calvert sought to answer that question in Fall 2020 during their public relations course, *Research and Campaigns*. They formed the Skyline Group agency and developed a PR campaign proposal for the Kulshan Chorus. This nonprofit, social-justice-oriented choir wanted to raise awareness about their mission, increase funding and involve more choir members in more community outreach. In response to their request for proposal, the Skyline Group conducted research, defined target audiences and created a 53-page campaign booklet with deliverables and resources. The campaign, “Kulshan Gives,” was chosen by the Kulshan Chorus as the winning proposal.

Research

Methodology

The Skyline Group conducted a convenience survey of 104 people in two locations in Bellingham, Wash. on Oct. 16 and 18, 2019. The goal of the survey was to learn about people’s attitudes and behaviors surrounding nonprofit organizations. The first survey location was the Viking Union building at Western Washington University and the second location was the Haggen grocery store (Fairhaven Market location).

Key Findings

Two-thirds (75.3%) of the Bellingham community had never heard of the Kulshan Chorus (fig. 1) and just 9.6% of respondents had attended a performance. Across all age groups, personal values were most likely to motivate people to give to nonprofits (fig. 2). In addition, each age group used different information sources for news about nonprofits. Word of mouth was the most popular or second-most popular source across all age groups (fig. 3).

Figure 1:

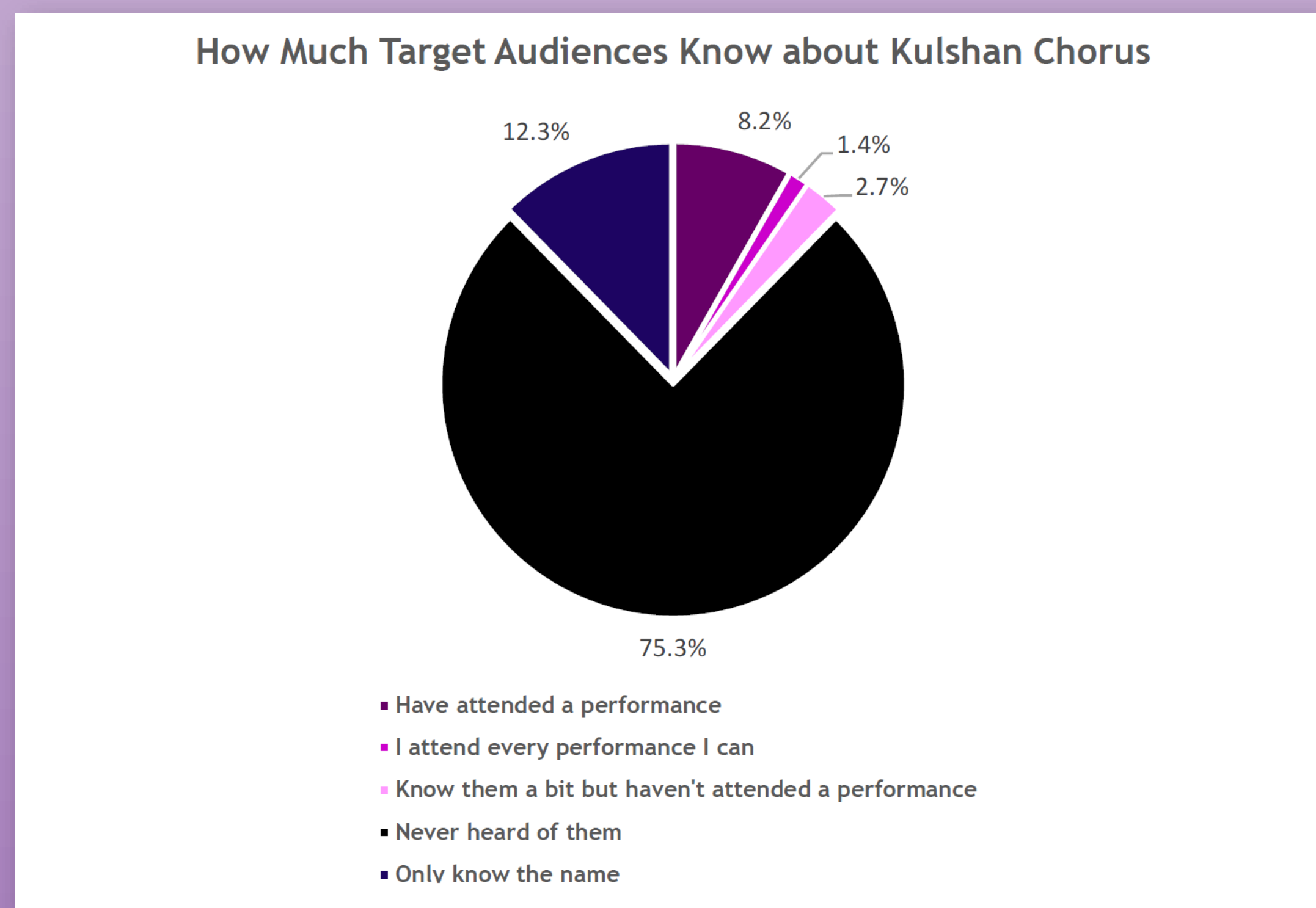


Figure 2:

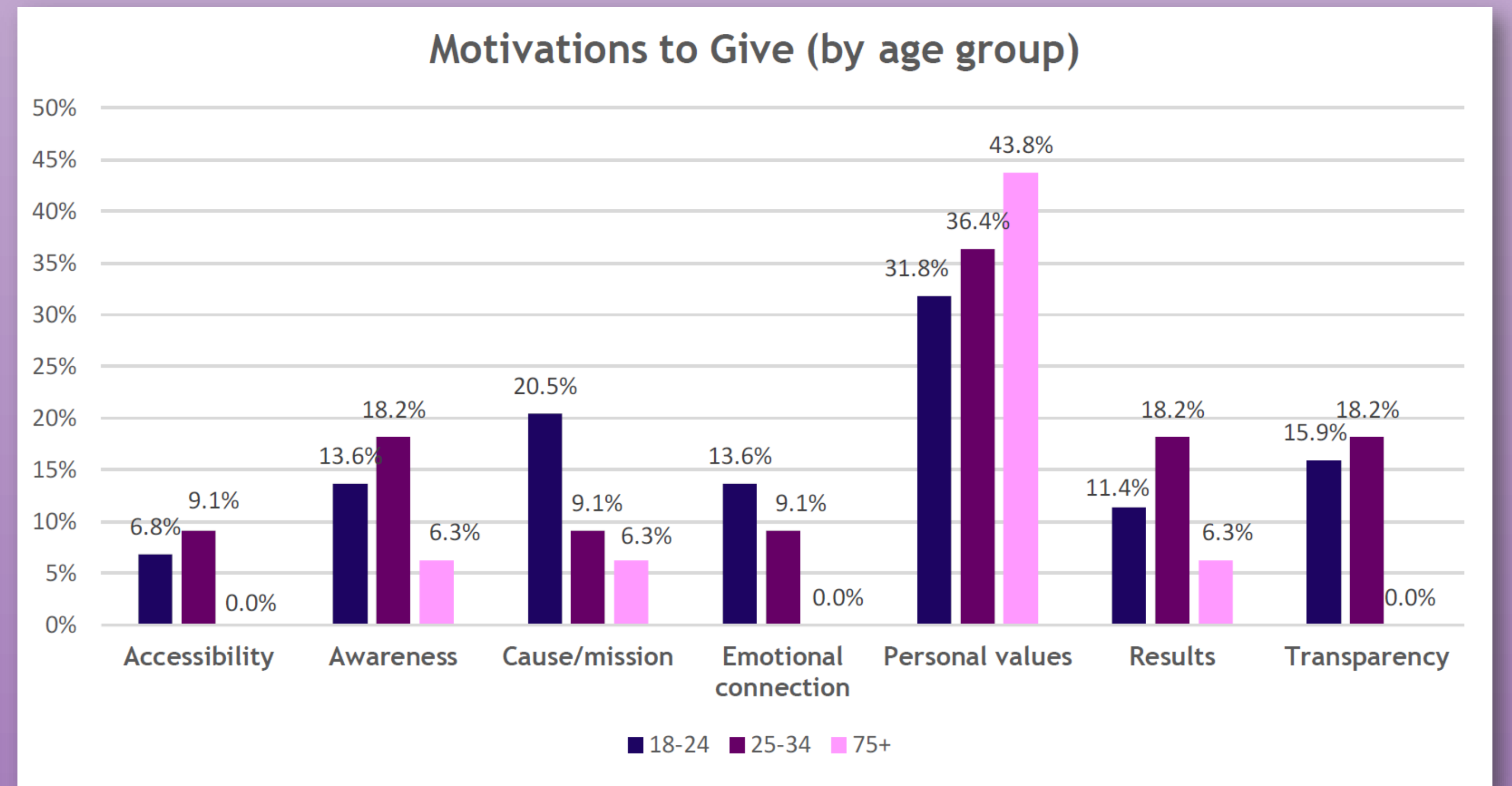
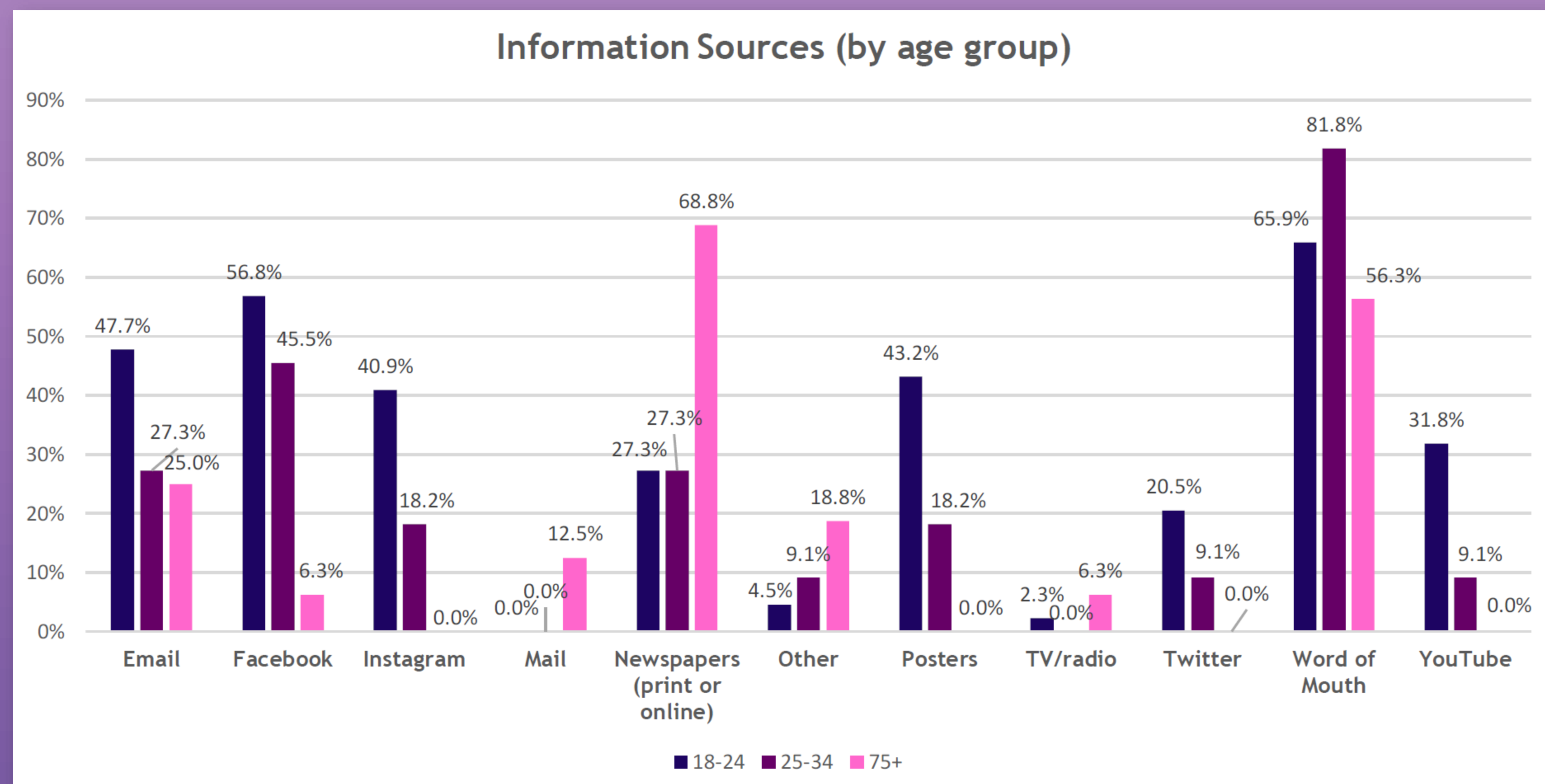


Figure 3:



Objectives

- Increase awareness of the Kulshan Chorus by 20%
- Increase donation revenue by 15%
- Increase member participation by 20%

Strategy

- Promote values
 - *Carmina Burana*
 - *Mission/website refresh*
 - *Posters*
- Gain visibility
 - *Pop-up concerts*
 - *Farmers Market*
- Develop partnerships + Outreach
 - *Service projects*
 - *Monthly newsletter*
 - *Align with causes that resonate*

Programming

- Mission statement refresh
- Campaign booklet with research, action plan, budget, templates, tutorials and contact list
- Special event plans (volunteer drive, pop-up concerts, etc.)
- Promotion materials
- Feature story and pitch letter
- Newsletter template
- Event posters and graphics