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# 2017 Campaign Book

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Chelsi Crockett

Joel Eaton

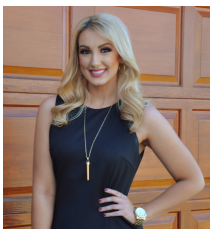
Cayman McMahan

Matthew Hoback

Will Bellamy

# Letter to Client

Our group is very dedicated and excited to work with Bucky's Food Pantry over this semester. We created this book to touch base on our ideas up to this point so you can have insight on how we plan to help Bucky's Food Pantry as much as we can in its promotion and success. It is our goal to create an effective social media campaign involving as many on-campus figures and organizations posting awareness and encouragement content in a similar theme. This would include acknowledgement from on campus Greek-life organizations, SGA, and other organizations such as political and scholastic clubs through a common campaign that promotes Bucky's Food Pantry in a way that raises awareness both for those donating to and those using the program.

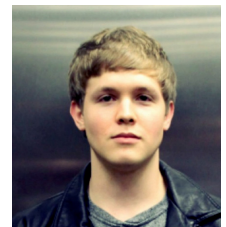


*Chelsi Crockett*

Chelsi Crockett is a junior at East Tennessee State University majoring in advertising and public relations. She is from the Tri-Cities and plans to use the knowledge and skills she learns through the obtainment of her degree to further develop the area and cultivate awareness of local endeavors.

*Joel Eaton*

Joel Eaton is currently a junior majoring in advertising and public relations at East Tennessee State University. After he graduates in the Spring of 2018, Joel plans to seek a job as a copywriter/copyeditor for an advertising agency, pursue a master's degree in digital marketing from ETSU, or, if all else fails, forge a quiet life in the hills of Portland.



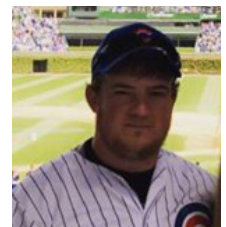
*Cayman McMahan*

Cayman McMahan is a junior at East Tennessee State University majoring in advertising and public relations. After obtaining his bachelor's, he plans to enroll in graduate school to pursue a masters in public administration.



*Matt Hoback*

Matthew Hoback is a senior at ETSU. He is majoring in advertising and public relations with a minor in sports management. After graduation, he plans to pursue a job in media with the Chattanooga Lookouts.



*Will Bellamy*

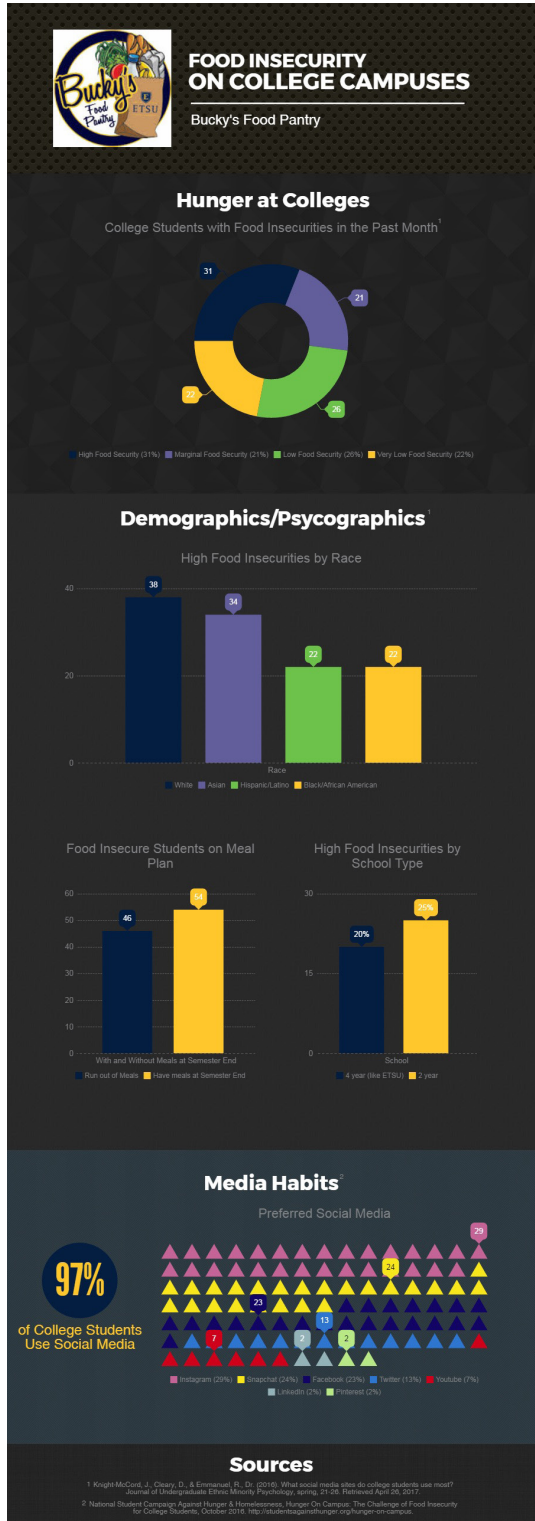
Will Bellamy is rising senior at ETSU, Studying advertising and public relations. After school he plans to pursue a job in the NASCAR media. He currently manages his own blog about NASCAR and other major sports. After graduating, he plans to move to Charlotte, NC.



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# Research



Through our research on food insecurities on campus, and the success of Bucky's Food Pantry, we identified what we believe to be key problems with the current system that is in place.

First, we have come to the unfortunate conclusion that food insecurity is not a problem that affects any one group at ETSU, but it is a consistent problem across all of our family. Our research shows that almost half of all college students suffer from some form of food insecurity, and roughly one in five students at four year college report having to go hungry at some point on a regular basis. These statistics are almost identical among all students regardless of race or background.

The problem that we identified with Bucky's Food Pantry is a general lack of awareness on ETSU's campus. To increase awareness, we designed our entire campaign to focus around the premise of spreading knowledge about BFP through social media (which is used by 97% of college students) and through the use of traditional media (posters and rack cards). We believe these methods will help to combat the issues we identified in our research.

# Campaign Theme



In designing a campaign theme, we wanted to create an idea that not only informed our audience of Bucky's Food Pantry, but did so in a way that was memorable and able to be shared easily among social media platforms while keeping the themes of ETSU. Our final idea is "Bucky Wants YOU"; an spin on the classic Uncle Sam poster.

This campaign can be used across all platforms of media, and can be used to get the community involved by having them share their own "Bucky Wants You" pose on social media. Using this tactic, we could easily get on-campus organizations and figures involved, including Greek Life, SGA, President Nolan, etc.

In the following pages we have provided samples of our created materials that are conducive with our campaign. These materials cover a variety of uses, including donation and pick-up information, information about the annual coat drive, awareness materials for the grand opening, and materials explaining BFP's location. We have also provided some social media graphics for facebook.

# Social Media

BUCKY WANTS  
TO DONATE TO  
**you** Bucky's  
Food Pantry

Facebook Cover Picture



Facebook Profile Picture

# Rack Cards

Bucky's Food Pantry's  
**Grand Opening**  
April 15th, 2017

**WHEN AND WHERE**

Paribet consula L. C. conhillus. Verit vercest? O te cons inatqua menatum tum dum et; hum lu que anum sus ades nem quim adhuit. Catu inonu se horum neque consimo enarid ductus et C. es et quidenteam id am a Sp. Pion terdii porbitratu, consinequam demquium siti, verobsedieni pra tea nonsus. Ci ca-turoxima, efacerio hactus recon verdiend pos, consimis, noste nosi idius, morum et

**HOW TO DONATE**

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**CONTACT INFO**

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**Bucky wants YOU**  
to end hunger!

**SINCE 2012 SERVING THE WHOLE BUC FAMILY**

<http://www.etsu.edu/foodpantry/>  
[pattonc@etsu.edu](mailto:pattonc@etsu.edu)  
[@BuckysFood](#)  
[@BuckysFoodPantry](#)


**Bucky's Food Pantry**  
operating hours

(NOTE: these are preliminary operating hours - sched-ule will change as our student workers return for the Spring semester)

From 1-17-17 thru 5-05-17 (Closed holidays and week-ends)

Mondays - 7:00 am to 1:15 pm, 2:45 pm to 3:45 pm  
Tuesdays - 8:30 am to 5:00 pm, 6:00 pm to 7:00 pm  
Wednesday - 8:00 am to 6:00 pm  
Thursdays - 9:45 am to 1:045 am, 11:30 am to 5:00 pm, 6:00 pm to 7:00 pm  
Fridays - 9:30 am to 11:30 am, 12:30 pm to 1:30 pm


**The Buc's Map to Bucky's**




*Bucky's location. Door on right corner.*

## Grand Opening

## General



**Bucky's Annual Coat Drive**




Every year, Bucky's holds a Winter coat drive for those in need. Bucky's will collect coats from now until October 30th.


Coat donations can be made directly to Bucky's Food Pantry located beside Buccaneer Ridge Apartments.

Bucky's wants YOU to make sure no one goes cold this Winter. Make sure to tell your friends about the coat drive so we can reach everyone in need!

Do not forget, we have moved! Visit us at our new location.



**EAST TENNESSEE UNIVERSITY**



### ETSU Winter Coat Giveaway

Meanwhile, there are currently some winter coats available at the Pantry.

We will start collecting clean, gently used coats October 10th through October 30th, so keep us in mind as you clean out your closets.

Contact:

Chuck Patton  
pattonc@etsu.edu  
if you need a coat.

W-177  
Memorial Center  
PO Box 70662  
Johnson City, TN 37614  
423-439-4234  
foodpantry@etsu.edu



Bucky's Food Pantry  
Located near Buccaneer Ridge  
423-439-4234



## Coat Drive

# Posters



Grand Opening




Greek Life



Donations


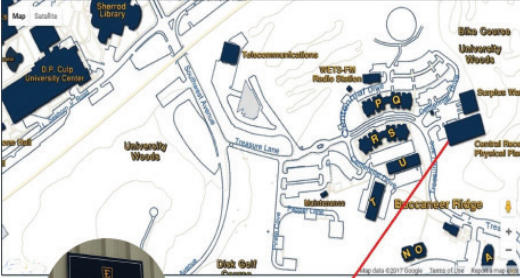


# More Posters



## Bucky's Food Pantry

New Location




*Bucky's location. Door on right corner.*

**WE HAVE MOVED**

### Hours of Operation

Monday- 7:00 am to 11:00 am, 2:45 to 3:45  
Tuesday- 8:30 am to 5:00 pm, 6:00 pm to 7:00 pm  
Wednesday- 8:00 am to 11:00 am, 11:30 am to 6:00 pm  
Thursday- 9:45 am to 10:45 am, 11:30 am to 5:00 pm, 6:00 pm to 7:00 pm  
Friday- 9:30 am to 11:30 am, 12:30 pm to 1:30 pm  
Closed on Weekends



## Location



## Bucky's Food Pantry



### To Donate a Coat Today!

Collection Dates:  
October 10th - October 30th

Contact:  
Chuck Patton - [pattonc@etsu.edu](mailto:pattonc@etsu.edu)



Bucky's Food Pantry  
W-277 Memorial Center | PO Box  
70662  
Johnson City, TN 37614  
423-439-4234



## Coat Drive

# Alternative Tactics

ALTHOUGH OUR TEAM HAS DEVELOPED A STRATEGIC AND LOW-COST ADVERTISING CAMPAIGN FOR BUCKY'S FOOD PANTRY, WE WOULD LIKE TO PRESENT THESE TWO STRATEGIES AS IDEAS FOR BUCKY'S TO USE IN THE FUTURE. WE HAVE TRIED TO MAKE THEM BOTH ENGAGING AND INEXPENSIVE, WHILE KEEPING THE TACTICS SIMPLE ENOUGH THAT EVERYONE WILL UNDERSTAND THEM.

## From Dogs To Donations

We know that every college student gets stressed and has a busy schedule. One thing Bucky's could do to show support for ETSU's students would be to bring several puppies for students to play with and have a couple donation bins set up underneath a tent. The event, which would be set up on campus, would provide an inviting atmosphere for students to relax and de-stress. It would also be a welcome distraction for many students. The Bucky's crew (and possibly some trustworthy student volunteers) would have a hand in the online promotion of this event as well as the physical maintenance of the tent throughout the day. The tent could be set up outside the library or around the "quad" area in the shade.

There have already been similar events that have taken place at the library involving petting dogs for stress relief, and those always create a buzz. It is important to engage ETSU's students on their turf, especially since Bucky's Food Pantry is not on the main campus facility. The millennial generation connects with people who genuinely care about them and provide resources that they value. Bringing puppies to campus, for stressed-out college students, is a more-than-welcome distraction from a hectic schedule, and our team thinks this event would attract attention and donations.

One precaution to consider for this event would be scheduling it at a point later on in the semester when students are actually stressed, but not overlapping this event with another event. Another thing to avoid is doing this event during hot weather. Certain foods may not be able to sustain high amounts of heat and humidity, so perhaps early Spring or late Fall would be the best times for this event. Food and water bowls would also have to be maintained regularly.

## Preview the Pantry

Our second idea will target incoming freshmen specifically. We know that ETSU's Preview program is meant to get students excited about living on campus and invite them into college life at ETSU so they come back each year to complete their degrees.

What if we used Preview as a springboard to raise awareness for Bucky's Food Pantry? That would be the perfect time for Preview to host a scavenger hunt (or similar event) that leads them directly to Bucky's. We want to make sure students really know where Bucky's is in the future, and making a visit to Bucky's part of the requirements for a Preview challenge would help new students remember where Bucky's is.

ETSU's campus isn't small, and freshmen can easily get buildings confused with each other. By partnering with Preview, Bucky's Food Pantry will stand out in the minds of future freshmen as a positive, growing part of ETSU's campus.

This guerrilla marketing approach could be used in conjunction with the promotion of an app for the location of Bucky's Food Pantry. The beauty of an approach like this, aside from its inexpensiveness, is its specificity in targeting as well as the way it could be used to spread awareness in a unique way about Bucky's location.

# Newsletter



## Bucky's Food Pantry

Newsletter April 2017

### IMPORTANT EVENT DATES:

#### About Bucky's Food Pantry:

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#### Body Text:

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#### Check list

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Bucky's location. Door on right corner.

### Hours of Operation

Mondays - 10:15 am to 5:30 pm  
 Tuesdays - 8:00 am to 2:30, 2:45 to 7:00 pm  
 Wednesday - 10:15 am to 12:00 pm, 1:45 pm to 6:30 pm  
 Thursdays - 8:00 am to 7:00 pm  
 Fridays - 10:15 am to 12:30 pm, 3:30 pm to 6:00 pm

### How to donate/Pick up food

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### Needed Supplies

- Mac & Cheese
- Rice
- Jelly
- Spaghetti sauce
- Juices
- Chips
- Crackers
- Flour
- Jelly
- Granola bars
- Sugar
- Peanut butter
- Potatoes
- Jello
- Pudding
- Canned fruits
- Cake mixes/icing.

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[www.etsu.edu/foodpantry](http://www.etsu.edu/foodpantry)

Follow us @Buckystood   

## Volunteer Spotlight

## Student Testimonial

## Community Partners

SECOND HARVEST FOOD BANK  
of Northeast Tennessee



EAST TENNESSEE STATE  
UNIVERSITY