Opening Minds, Enhancing Communication: A New Look at West Michigan Interfaith

A Public Relations Campaign Plan for West Michigan Interfaith

Prepared by PRecision Communications

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Executive Summary

What is Interfaith? This is a question that most of the target audience of West Michigan Interfaith (WMI) asked when interviewed by PRecision Communications. For a new organization, this response means that awareness not only has to be created about WMI but also about the Interfaith Movement.

WMI has a goal of increasing tolerance and promoting peace among various belief practices. PRecision Communications has developed this plans book to achieve the goal by providing ways to build awareness, provide educational opportunities, change/neutralize negative attitudes and increase participation in the organization and its activities.

The following plans book is a communication model that will guide WMI in their effort to celebrate spiritual diversity and honor the differences in the West Michigan community.

Research of the target audience was conducted to lay a foundation for the communications plan. Surveys gauged awareness of the Interfaith Movement and WMI. PRecision Communications then developed an action plan, which includes objectives, strategies and tactics, to show WMI how to reach their potential.

Tactic examples are then provided. The tactics include a news release, an invitation, a flier, a letter to the editor, a fact sheet, a PowerPoint presentation, a solicitation letter and a brochure. PRecision Communications also provides notes on how to use these tactics.

Through the utilization of the plans book, WMI can enhance its image among the target audience. This communication model is the first step toward reaching WMI’s goals.
Situation Analysis
Situation Analysis

WMI was founded in the fall of 2006. Their vision is to encourage peace and promote understanding and cooperation between the world's spiritual traditions. Their mission involves collaborating people of diverse spiritual traditions into a community dialogue by:

- providing a safe place that welcomes and honors people of all faiths
- offering educational courses, conversations and spiritual practices
- pursuing a common quest for peace and justice

Currently, WMI offers world religion classes and have events on the National Day of Prayer. All of their events must have at least two faith communities represented. It is important to have at least two faiths represented so WMI demonstrates that all faiths are of equal importance to the organization. Having two faiths present also ensures that members will learn about multiple faiths.

WMI currently uses brochures, community calendars in local newspapers, their Web site, e-mail and word-of-mouth methods for promotion. These promote the organization’s world religion classes, Web site, programs and events, guest speakers and retreats.

S.W.O.T. Analysis

PRecision Communications completed a S.W.O.T. (strengths, weaknesses, opportunities and threats) analysis to examine WMI internally and externally.

The primary strength identified was the dedication and commitment of the steering committee. This group wants to encourage people to unite with dialogue to see the similarities and differences between people of differing beliefs. The steering committee has a solid purpose and aspires to fulfill their organization’s mission and values.

As a new organization, WMI still has aspects to improve upon, which PRecision Communications identifies as weaknesses. First, WMI lacks an identity. This group has no brand to distinguish itself from other spiritual and religious organizations. The Web site is problematic because it is difficult to find and does not convey a professional tone. Also, the organization’s steering committee has a purpose, but it lacks a solid understanding of how to transition the purpose into action. Another weakness relates to the target audience because they do not understand Interfaith and often have misconceptions that relate to the term “Interfaith.”

WMI has the opportunity to develop into a well-known and sought-after organization. One opportunity is to expand the already full classes. More attendance can be garnered at educational programs and events as the organization grows and promotes itself. Secondly, the Web site can be used to explain Interfaith and list a community calendar. A third opportunity for WMI is to obtain an actual office or location. Finally, the organization can grow through sponsorships and partnerships with churches and other spiritual or faith-based organizations.

The main threat is that the local community may not accept the organization. This is partially because of a lack of awareness and misunderstanding of what Interfaith is and entails. Also, West Michigan is a conservative, religious community that may not easily accept different belief practices.

Since WMI is a new organization with no competition and has a target audience that is unfamiliar with Interfaith, it is possible to achieve organizational goals and grow.
Research
Research

Secondary Research

Secondary research for the campaign is based on Internet findings. The purpose is to thoroughly analyze WMI’s target audience—including demographics and psychographics—along with other Interfaith organizations.

Target Audience Demographics

The target audiences, as identified by WMI, are residents of Muskegon, Grand Haven, Spring Lake, Ludington and West Olive who are interested in faith and spiritual matters. A minor audience not further analyzed is religious leaders.

In Muskegon County, 50.4% of residents are female and 49.6% are male. The majority—61.3%—of residents are between the ages of 19 and 64. The median household income in 2004 was $38,626. Of those over the age of 25, 83.1% have a high school diploma and 13.9% have a bachelor’s degree. Racial characteristics break down as follows: 83% are white, 14% are black or African American, 0.8% are American Indian or Alaskan Native, and 0.5% are Asian. Of these races, 4% are of Latino or Hispanic origin and 1.8% report being two or more races (2005). Finally, 1.9% of residents are foreign born (U.S. Census Bureau, 2006).

Grand Haven’s population is 50% female and 50% male with a median age of 36. In 1999, the median household income was $62,380. Nearly 92% of residents over the age of 25 have a high school diploma and 33.2% have a bachelor’s degree. The following is a breakdown of racial characteristics: 97.2% are white, 0.1% are black or African American, 0.4% are American Indian or Alaskan Native, and 0.6% are Asian. People who reported themselves as having a Latino or Hispanic origin consist of 1.9% of the population, whereas 1.1% report being two or more races. In this area, 2.6% of residents are foreign born (U.S. Census Bureau, 2000a).

Within Spring Lake, females account for 51.8% of residence, while males account for 48.2%. As of 1999, the median age was 38 and the average household income was $50,648. Among residents over the age of 25, 92.3% have a high school diploma and 35.7% hold a bachelor’s degree. Residents of Spring Lake have categorized themselves as follows: 97.4% are white, 0.3% are black or African American, 0.4% are American Indian or Alaskan Native, and 0.5% are Asian. People in the population who consider themselves of Latino or Hispanic origin make up 1.6% of residents. People of two or more races represent 1% of the population and residents who are foreign born account for 2.4% of all residents (U.S. Census Bureau, 2000c).

In Ludington, females make up 54.1% of the population and males make up 45.9%. Residents have a median age of 39 and a median income of $28,089. Residents over the age of 25 who have a high school diploma represent 82.1% of the population. In addition, 18.1% hold a bachelor’s degree. In terms of racial composition: 95% are white, 1% are black or African American, 0.9% are American Indian or Alaskan Native, and 0.2% are Asian. Out of all residents, 4.2% are of Latino or Hispanic origin and 1.8% are two or more races (2000). Foreign born people make up 1.7% of residents (U.S. Census Bureau, 2000b).

In West Olive, 45.6% of residents are female and 54.4% are male. The median age is 28.9 and the median income is $48,526. Of those over the age of 25, 78.1% have a high school diploma and 8.2% have a bachelor’s degree. Residents of West Olive have categorized themselves as follows: 89.3% are white, 2.3% are black or African American, 0.6% are American Indian or Alaskan Native, 1.1% are Asian, 13.5% are Latino or Hispanic, and 1.2% are...
two or more races. People who are foreign born constitute 7.1% of the population (U.S. Census Bureau, 2000d).

**Target Audience Psychographics**

Target audience psychographics were also researched. Psychographics are used to classify people by their values, attitudes and beliefs. This was accomplished by implementing market segmentation research from Clarita’s PRIZM NE application.

While searching all of the ZIP codes in the target areas, five classifications of people frequently appeared in each ZIP code. The five most common classifications are outlined below as well as a description of each.

First is the bedrock America group. This group consists of young, low-income families in small communities with modest education levels. They enjoy hunting, fishing, camping and hiking. They also follow professional wrestling, go roller skating and enjoy parenting magazines. The primary trait of this group is that they are continually trying to make ends meet (Claritas, Inc., 2006a).

Second is the family thrift group. This group consists of young, ethnically diverse parents. They tend to have many children and work entry-level service jobs. They primarily dwell in rental units and enjoy fast food, rap music and magazines comparable to *Vibe Magazine*. Similar to the bedrock America group, this group focuses on making ends meet (Claritas, Inc., 2006b).

Third is the mobility blues group. This group is mostly young singles and single parents. They tend to be racially mixed and under 25 living modestly due to low-income jobs. Some activities they participate in include: going to movies, playing and watching basketball, shooting pool, and shopping at Express (Claritas, Inc., 2006d).

The fourth group is hometown retired. This category is one of the oldest segments. These seniors are racially mixed and tend to live in homes that were built before 1958. Their primary sources of income are Social Security and minimal pensions. Most never made it through high school and worked blue-collar jobs. Activities enjoyed by this group include eating at Golden Corral and watching soap operas, the Montel Williams Show and the CBS Sunday night movie (Claritas, Inc., 2006c).

The fifth and final group is new homesteaders. People in this group have young, upper-middle class families. They work decent paying white-collar jobs in service industries. They tend to be dual-income couples and have comfortable lifestyles centered on their children. Power boats and campers fill their driveways, and they purchase video games. They also buy products online and read off-road magazines (Claritas, Inc., 2006e).

**Michigan Interfaith Organizations**

PRecision Communications analyzed four Interfaith organizations to understand their differences and similarities with WMI. The first group is the Interfaith Council for Peace and Justice (ICPJ) of Ann Arbor. They describe themselves as “a non-profit education/social action organization which brings together people of various faiths who believe the world is one family” (Interfaith Council for Peace and Justice, 2007).

This Interfaith group encourages dialogue between people of different faiths, serves as a resource for peace and justice in its community and supports the creative use of non-violent ideas to solve problems. ICPJ addresses many different subjects but has specialty groups that focus on
areas, including: disarmament working groups, hunger projects/CROP walk, racial and economic justice, globalization, and Latin America (Interfaith Council for Peace and Justice, 2007).

The second organization is the Lakeshore Interfaith Institute, which is dedicated to dialogue and encourages education. Their goal is to educate and, “to consider the role of individual and global transformation and spiritual consciousness,” and they “foster a relationship of teaching and learning for the cultivation of values, morals, and global ethical development” (Lakeshore Interfaith Institute, 2003).

The World Interfaith Congress (WIC) is the third organization. WIC is also devoted to understanding all faiths. Within WIC, there are 850 organizations, 643 Web sites and 1,080 subscribers. WIC provides opportunities for faith and Interfaith organizations to define their position on critical issues facing the world. WIC is also associated with the Interspirit Network, which is a large, collaborative database of faith-based organizations and individuals interested in working with one another to build a better world (World Interfaith Congress, n.d.).

The final group included is the Interspirit Network. This network includes 37,616 members, 139 groups, 294 subgroups and 3,522 organizations. The mission of the Interspirit Network is to develop collaboration among Interfaith communities. This allows them to create interrelated projects that support an array of objectives and coordinate the work of many independent organizations (Interspirit Foundation, n.d.).

**Primary Research**

The following discusses the results of surveys and two interviews. The survey gauges the target audience’s awareness of multiple aspects of Interfaith and discovers how they stay connected to community events. The interviews show how other Interfaith organizations are run and how they function within their communities.

**Methodology**

To research the target audience, surveys were created and distributed. Ninety six surveys were collected at three locations in the target areas. On Thursday, Oct. 4, 2007, four group members stood outside of Muskegon High School’s Hackley Stadium and approached every person who appeared to be over 18. This was done between the freshmen and junior varsity games from 6 p.m. to 7:30 p.m.

Surveys were also taken at Muskegon Community College (MCC) on Thursday, Oct. 11 and Friday, Oct. 12. Two group members stood in the commons area and asked students, faculty and staff who walked by if they would complete a survey.

On Friday, Oct. 5 and Saturday, Oct. 6, surveys were collected at Hobby Lobby. They were placed on the break-room table, along with an envelope for completed surveys, for employees to fill out at their convenience.

In all cases, permission to survey was requested and granted from the venue. These venues were targeted because of their locations in the target areas and because they were public property. MCC was chosen because it has a diverse, educated audience who is often open to new learning experiences. Hobby Lobby, which is private property, is the employer of a PReception Communications member, and it was targeted for its diverse group of employees.

The survey (Appendix A) asked for participants’ gender, age range, city and ZIP code. It then asked a variety of awareness questions to gauge how aware people are about Interfaith and the Interfaith Movement. It also asked how people hear about community events and if they knew of any Interfaith organizations.
Two interviews were also conducted. Dr. Deana Weibel, professor of anthropology and vice president of The Interfaith Dialogue Association of Grand Rapids, was interviewed on Monday, Oct. 8, 2007, at her Grand Valley State University office. The Lakeshore Interfaith Institute’s president, Swami Tapasananda, also known as Reverend Peter W. Chilstrom, was interviewed over the phone on Thursday, Oct. 11.

Both interviewees were asked questions that pertained to how their organization operates and how they interact with and are perceived by the community.

Survey Results
The following is an overview of the survey results. Detailed results can be seen in Appendix B.

The majority, 49%, of respondents are between the ages of 18 and 25. Twenty-eight percent are 25-45, 18% are 46-59 and 5% are over age 60. In all, 44 males and 52 females participated. Respondents who live in the Muskegon-area ZIP code of 49441 represent 26% of respondents. Those living in the 49442 area accounted for 17% and in 49444 12%. A small percentage of respondents are spread out among the other target-area ZIP codes.

Various responses were received when respondents were asked what words they associate with Interfaith. Many people also left this blank suggesting that they were unfamiliar with the term. Common responses were God and religion. Sixteen people responded with God/Jesus/Christ and 13 people with religion. These and other responses show some of the target audience’s misconceptions. Other words and phrases given that show misconceptions about Interfaith included:

- church
- Christianity/Christian
- destiny

Some words and phrases provided that are inline with what WMI wants to promote include:

- openness
- spirituality
- cooperation between faiths
- all religions
- merging faiths
- community

When asked if they are aware of the Interfaith Movement, 90% responded with no and 10% said yes. Respondents who said they are aware of learning opportunities involving various belief practices in their community constitute 59% of the responses with 41% responding that they are not aware. Forty-six percent are not aware of programs and events in their community involving different belief practices, whereas 54% are aware.

Those who are not aware of Interfaith organizations in their community constitute 84% of respondents. Sixteen percent are aware of Interfaith organizations. However, when asked which Interfaith organizations they knew about, WMI was not listed. The following are some responses:
co-op churches
UU church
Holy Trinity
Healing Racism
Habitat for Humanity
Love, Inc.

Most said they heard about these “Interfaith” groups through church or a friend.
To find events in their community, 64 said they read the newspaper, 53 said they hear
about events on television or the radio, 31 said they see fliers and 28 said they use the Internet.
The most common responses for other methods include word-of-mouth, church and friends.
Note that respondents were allowed to mark more than one response.
Breakdowns of the results separated by gender and age are in Appendix C.

Interview Responses
Dr. Deana Weibel, vice president of The Interfaith Dialogue Association of Grand Rapids
(IDA), said that the organization’s goal is dialogue. They reach their target audiences with
newsletters, a fall conference sponsored by GVSU, public television station WGVU and
Eyekons. Eyekons is a downtown-Grand Rapids art gallery that specializes in religious art.
Mailing addresses for the newsletters come from the fall conference. Dr. Weibel said
hundreds of people are involved with the organization with the primary method of disseminating
information being the newsletter. The board of directors is made up of eight people that meet
approximately every other month. These members communicate primarily via e-mail.
One program offered by IDA is their fall conference, which occurs every other year.
They also have speakers’ bureaus that travel to speak about belief practices. IDA has found that
Methodist churches frequently encourage speakers from other belief practices.
So far, the community response has been positive. However, when certain religions get
involved with IDA, such as Wicca, the community becomes less accepting.
Funding comes from the fall conference, sponsors, church donations and personal
donations. Sponsors are sought out by sending solicitation letters to GVSU academic
departments. IDA uses a financial advisor to assist them with monetary issues.
The Lakeshore Interfaith Institute president Reverend Peter W. Chilstrom said that the
purpose of The Lakeshore Interfaith Institute is to sensitize people, educate them culturally and
find common ground. Chilstrom said that his Interfaith Institute has no target audience and does
not value certain people over others.
To advertise, The Lakeshore Interfaith Institute uses local newspaper ads. Each week,
Chilstrom sends requests to local newspapers, such as The Grand Rapids Press and The
Kalamazoo Gazette, and receives placement ads for free.
Chilstrom said he is persistent in his quest to find funding. The organization is a 501c3
nonprofit and operates entirely on donations. Every Sunday, an offering is collected at Interfaith
services. The organization has an annual campaign at which time they send out solicitation
letters for donations. They also host a silent auction that is followed by a concert.
When asked about the organization’s attendance, he said that the most popular class
offered is the world religions class. Chilstrom feels that most people are uncomfortable
discussing different religions, so the class provides a safe environment where people can be open
to express their beliefs.
Primarily, The Lakeshore Interfaith Institute’s programs involve having people from various belief practices come to speak about their daily practices and beliefs. After overcoming initial hardships, such as stereotypes about Interfaith and other belief practices, Chilstrom said the organization is growing. He credits his desire to assist in the community as one of the causes of their success.
Trends and Connections
Trends and Connections

Facts gathered from secondary and primary research have offered valuable insights into the target audience, WMI and other Interfaith organizations. By collaborating information from all sources, more conclusions can be drawn from the research.

Secondary research has shown that that target audience is not racially diverse. Primary research also showed a trend toward Christian beliefs. Even though this means there is ample opportunity to increase the community’s knowledge and awareness about diversity, changing their attitudes will be challenging, which is why only one objective of this plan strives to change attitudes.

Secondary research has also shown that the target audience is primarily middle class and is trying to “make ends meet.” This means they may not have a lot of time or money to dedicate to education or hobbies. To combat this challenge, the upcoming action plan discusses objectives that strive to increase community donations and offer programs and events for people with various schedules, interests and financial means.

The survey showed trends of the target audience. Most have heard of the term Interfaith but many are unaware of WMI, the Interfaith Movement, and WMI’s events, programs and learning opportunities. Most community members agreed that Interfaith had something to do with religion, but they could not say much else about the topic.

Research has also led PREcision Communications to conclude that there are three segments of the target audience that need to be addressed. The segments are those who are already aware of Interfaith and agree with the need for education among diverse belief systems in order to generate a positive attitude toward Interfaith among residents. There are also people who disagree with or think negatively about Interfaith, meaning objectives to either increase their positive attitudes or neutralize their attitudes are needed. Finally, there are audience members who have no opinion of Interfaith because they do not know about the Interfaith Movement or other belief practices.

The action plan takes these trends and connections into consideration in order to establish objectives to either change the target audience’s behavior, increase their awareness (of Interfaith and of WMI), increase their knowledge and change or neutralize negative attitudes.
Action Plan
Action Plan

This section describes the three campaign goals. Each of these goals are achievable through the objectives, strategies and tactics that are presented, and each element is supported by research.

Campaign goals are based on WMI’s mission and vision. The objectives have emerged from the organizational goals, and the strategies are methods to achieve the objectives. Finally, the tactics are the concrete examples that fulfill the strategy.

Below, the goals, objectives and strategies are discussed along with rationale for their use.

Goals, Objectives, Strategies, Tactics

Goal One: To promote educational opportunities, conversations and spiritual practices.

Objective: To have at least 20 residents and/or students in Grand Haven, Ludington, Muskegon, Spring Lake and West Olive participate in each Interfaith activity. Increased participation will mean that the educational opportunities and conversations are being adequately promoted.

Strategy One: To create a range of activities that engage people with many interests and with many educational levels.

Rationale: This strategy was created because of the diverse target audience, which lives in three counties and is diverse in age. According to secondary research of the target audience, approximately 92% of Grand Haven and Spring Lake residents have a high school diploma, whereas 83% of Muskegon residents, 82.1% of Ludington residents and 78.1% of West Olive residents have a high school diploma. Grand Haven and Spring Lake also have more residents with bachelor’s degrees—33.2% of Grand Haven residents and 35.7% of Spring Lake residents hold the degree. Psychographic research also showed that the five most common classifications of people in the target areas have distinct interests, such as hunting, going to the movies and eating at Golden Corral. With diverse educational levels and interests, it is essential to create a range of activities.

Tactics:
- calendar of events (refer to page 32)
- host a theme party for young adults
- host educational game nights for all ages with trivia about various belief practices

Strategy Two: To secure a well-known person to speak at an event to gain media coverage.

Rationale: Primary research indicated that the target audience uses newspapers as their main source for community events. The second most popular way was through television and radio. Having a well-known person speak makes it more likely that the media will announce or cover the event.
Tactics:
- media alert
- contact media
- feature story about a well-known person
- send invitations to other Interfaith organizations (refer to page 25)

Strategy Three: Create participation among college students and professors.
Rationale: See rationale for strategy four.
Tactics:
- flier (refer to page 27)
- have a speakers’ bureau consisting of WMI members that are available for class presentations

Strategy Four: Collaborate with religion, anthropology, and philosophy departments and professors at local colleges.
Rationale: Within the target areas, there are many higher-education institutions, including: Muskegon Community College (MCC), Baker College and West Shore Community College (WSCC) near Ludington. Professors and students at these institutions should be targeted because people in academia tend to be open to new learning experiences and opportunities. There are also opportunities for partnering with religion, anthropology, and philosophy departments and professors who teach about diverse religions and may want outside sources from varying belief practices to speak.

Tactic:
- letters with an enclosed brochure and calendar of events (refer to pages 29, 30 and 32)

Goal Two: To encourage peace and promote understanding and cooperation between the world’s spiritual traditions.

Objective One: To increase awareness of Interfaith and the Interfaith Movement among 400 residents of Grand Haven, Ludington, Muskegon, Spring Lake and West Olive within one year.

Strategy: Utilize local media.
Rationale: The target audience receives information about community events, news and other information primarily through newspaper, television, and radio. Also, secondary research showed that many groups in the target audience enjoyed watching television. This strategy was also created because other Interfaith organizations in Michigan utilize the media. The Lakeshore Interfaith Institute solicits free advertisement space in local newspapers, and the Interfaith Dialogue Association of Grand Rapids uses the public television station WGVU.
Tactics:
- media contact list (refer to separate document)
- community calendar
- form relationships with the local media

Objective Two: To educate 200 residents of Grand Haven, Ludington, Muskegon, Spring Lake and West Olive about Interfaith within one year.

Strategy One: To utilize local media to communicate the importance of acceptance and diversity in society and show why there is a need to be educated about various belief practices.
**Rationale:** Most of the community is not aware of various belief practices. Research about the community’s awareness is discussed in the rationale for the next strategy. Also, as it was mentioned, the local media is the main way the target audience receives information.

Tactics:
- news release (refer to page 23)
- media contact list
- letter to the editor (refer to page 36)

Strategy Two: Establish a presence within the community.
**Rationale:** According to primary research, approximately 10% of respondents were aware of the Interfaith Movement. The target audience was more aware of learning opportunities involving various belief practices. Fifty four percent said they were aware of programs and events involving different belief practices. However, 84% of respondents said they were not aware of Interfaith organizations in their community; those who were aware did not mention WMI. The survey showed that most residents were not aware of Interfaith, and no one surveyed was aware of WMI, which is why there is a need to establish a presence within the community.

Tactics:
- participate in parades (booth, fliers)
- distribute fliers (refer to page 38) at:
  - Muskegon Summer Celebration
  - Irish Music festival
  - Unity Festival
  - Coast Guard Festival
  - Fruitport Old Fashion Days
- fliers in coffee shops
- participate in a community event (sponsor a relay for life team, etc.)

Objective Three: To increase positive attitudes or neutralize negative attitudes about Interfaith among 100 residents in the five target areas within one year.
**Strategy:** Convert negative feelings and hostility toward Interfaith into a willingness to listen and engage in dialogue about religion and spiritual matters.

**Tactics:**
- host a public discussion panel to define Interfaith (invite the media)
- create a MySpace page (refer to page 40)
- create a blog (refer to MySpace example on page 40)
- Interfaith fact sheet (refer to page 43)
- a PowerPoint presentation that discusses Interfaith and gives visuals of acceptance, openness and peace to present at churches or loop at events (refer to page 46)
- volunteer for charitable organizations in the community (ie. Humane Society, Habitat for Humanity)
- create relationships with community and opinion leaders

**Goal Three:** To provide a safe place that welcomes and honors people of all faiths.

**Objective One:** To secure at least $100 per month in funding and donations from residents, businesses and organizations within the five target areas.

**Strategy One:** To communicate the importance of religion education for the community.

**Rationale:** This strategy was created because of the target audience’s lack of participation in Interfaith events. According to the survey, 46.4% of the audience were not aware of events in the area while 53.6% are aware. This shows that people within the target audience do know about events and programs but do not realize the importance of attending.

**Tactics:**
- solicitation letters to opinion leaders and businesses (refer to page 51)
- annual fundraiser
- donation box at classes and events
- seek grants

**Strategy Two:** Enhance alliances with businesses and nonprofit organizations.

**Rationale:** The majority of residents in the target areas are not aware of local Interfaith organizations. The survey showed that 83.5% of the participants did not know of any Interfaith organizations within their communities. By establishing alliances in the community, WMI can increase opportunities to receive funding and advertise through larger businesses with a broader audience base.

**Tactics:**
- solicitation letters (refer to page 53)
- volunteer for nonprofits/businesses
- Chamber of Commerce meetings
- Web site (refer to pages 56 and 58)
Objective Two: To increase membership and volunteers among residents in Grand Haven, Ludington, Muskegon, Spring Lake and West Olive to 100 people. Membership will be measured every three months for the first year and annually after that.

Strategy: To create a membership program.
Rationale: After awareness is increased, membership and attendance will also increase. It will then be necessary to have a structured program for members so that everyone will be working toward one goal.

Tactics: (refer to separate packet)
- benefits (ie. newsletter)
- guidelines (levels of membership)
- dues
- orientation
- expectations (ie. volunteering)
- establish accountability
- network with members
- Web site
Communication Examples
Communication Examples

The examples that follow represent some of the suggested tactics. Rationale and usage notes are on the first page. This is followed by the tactic example. Some examples can be used verbatim whereas others need information inserted, such as a date, before they can be used. Any of the examples can be altered to better fit WMI’s current situation.

After each rationale, a timeline and budget is given for the individual tactics. The timeline is based on a Jan. 1, 2008 start date. All printing prices are based on quotes from SVH Printing in Holland. The price is for a quantity of 500 printed on 80# Windsor paper. Prices for both one and four colors are listed. General office supply prices are quoted from Staples, and T-shirt prices are from CustomInk. Also note that some tactics are repeated and the prices have been listed again; these are marked with an asterisk.

Following the examples, a budget and timeline are provided for the tactics that were suggested but not created as a sample.
Goal 1, Objective 1, Strategy 1

News Release

A news release is a short document that disseminates newsworthy information to the media. This tactic was chosen because, if the news release is picked up by the media, the information would inform the public about available educational courses.

This news release is used with the current content after dates and the Web site URL are updated. It is also used as a template to write other news releases about information the media and the community would be interested in. To distribute, refer to the media contact list (provided with this plans book) to find the preferred ways the media want the news release sent. Media outlets often request news releases to be sent via e-mail, mail or fax.

The news release is sent to all print, radio and television media. Since this is time consuming, it is recommended to send it to, at minimum, the Muskegon Chronicle, Grand Haven Tribune, Ludington Daily News, WOOD TV-8, WZZM-TV and WGVU-TV because these medias reach most of the target audience. It can be sent to professors at MCC, Baker and WSCC.

It is recommended to send this release in March 2008 or when a new class schedule is available.

**Budget**

| News Release | Electronic: No Cost |

**Timeline**

| News Release | 1 week in advance |
Local Nonprofit Offers Diverse Religion Courses

MUSKEGON, Mich. (March 1, 2007) – West Michigan Interfaith (WMI), a local non profit organization, is now offering a new selection of educational courses about spiritual diversity. With their new launch in place, WMI is planning to offer three new classes; they are teaming up with local Interfaith organizations and will begin offering these courses in the spring of 2008.

WMI offers classes as opportunities to expand one’s knowledge of the world’s religions. Buddhism, Bahaí, Hinduism, Taoism, Native American Spirituality, Judaism, Christianity and many others are covered throughout the term. Courses will be offered once a week for six to eight weeks.

WMI encourages peace and compliance among all religions and belief practices. Providing educational opportunities, spiritual dialogue and spiritual practices are the main goals of WMI.

These courses are available to the general public; registration for classes begins March 5, 2008. Be sure to check out the variety of courses being offered. Course descriptions can be found at www.westmichinterfaith.org.

###
**Goal 1, Objective 1, Strategy 2**

**Invitation**

An invitation was created to formally invite people to, in this case, a lecture by a well-known author. It is usable once revisions are made to the date, location, Web site, author name and book name. This could also be used as a template to invite people to other events. This tactic is a simple way to inform people about an event, and it is used to publicize every event with minor content changes.

It is distributed before any formal WMI events. The invitation is mailed to WMI members or others on a WMI mailing list, including professors who teach religion, anthropology, or philosophy; philanthropic businesses; and local reporters. Reporters are found in the media contact list provided and all should receive an invitation to generate media coverage.

**Budget**

| Invitations                        | PDF online: no cost  
|                                   | 5.5 x 8.5, 1 color, 1 side: $112  
|                                   | 5.5 x 8.5, 4 color, 1 side: $345  
|                                   | Box of 100 envelopes: $13.78  
|                                   | Postage: $.41 each |

**Timeline**

| Invitations | Send out 2-3 weeks in advance (to give time for invitees to save the date and RSVP). |
Presents:
Amanda Millay Hughes

Come enjoy a lecture by author Amanda Millay Hughes followed by a group discussion on Hughes’ new book, *Five Voices Five Faiths: An Interfaith Primer*.

The lecture will be held on March 21, 2008 at the Muskegon Community Center from 7 to 9 p.m.

For more information, visit us online at: www.westmichinterfaith.org
**Goal 1, Objective 1, Strategy 3**

**Flier**

To create participation among college students and professors, a bold, visually intriguing tactic was needed to get busy students and professors to take notice. A flier was created to do so.

This flier is hung at MCC, Baker and WSCC on bulletin boards in all buildings and near all academic departments. They are also distributed to students and faculty walking down hallways. Of course, permission is received first by contacting the schools.

**Budget**

<table>
<thead>
<tr>
<th></th>
<th>Online: no cost 8.5 x 11, 1 color, 1 side: $116 8.5 x 11, 4 color, 1 side: $353</th>
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**Timeline**

<table>
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<tr>
<th></th>
<th>Once a month during fall and winter college semesters</th>
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<tbody>
<tr>
<td>Flier</td>
<td></td>
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</tbody>
</table>
What do you believe?

Learn about Baha’i Faith, Shinto, Taoism, Christianity, Hinduism and more all in one place...

West Michigan Interfaith

Celebrating Diversity, Honoring Differences
www.westmichinterfaith.org
Goal 1, Objective 1, Strategy 4
Letter with Enclosed Brochure and Calendar of Events

To collaborate with religion, anthropology, and philosophy departments and professors, one tactic is a letter. It invites professors to use WMI as a resource for their classes, whether it be a speaker or providing information about different belief systems. A letter was chosen because it is a professional, direct means of communicating with the audience.

The letter is mailed or e-mailed to professors in religion, anthropology or philosophy departments at MCC, Baker and WSCC. The best time to send the letters is in January before the new semester begins so professors can incorporate events or speakers into their syllabi.

A brochure was created to send with the letters to professors to give them more information about the organization and Interfaith. This tactic is also distributed at WMI meetings, events, programs and classes, and it can be sent with other tactics, like the solicitation letters.

The brochures are distributed immediately and, as mentioned, at any WMI function. They are meant to give general information about WMI, programs and the Web site URL.

Another tactic that is included with the letters to professors or with other solicitation letters is a calendar of events. This is also distributed and on display at all WMI functions, on the Web site and is sent to local media who publish a calendar of events.

To send the calendar to the media, refer to the media contact list and then mail, e-mail or fax it to the outlets with community calendars.

A calendar of events was created because it is an organized way to display programs, events and classes, so interested people can keep a copy and refer back to it. This calendar is meant to serve as a template. It can be used every time a new series of events is created.

Budget

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Timeline

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<tr>
<td>Calendar of events</td>
<td>January &amp; August (Web site updated)</td>
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</table>
Dear <Insert name>:

West Michigan Interfaith (WMI) is a new organization serving the Muskegon, Spring Lake, Grand Haven, West Olive and Ludington areas. Founded in 2006, WMI’s vision is to encourage peace and to promote understanding and cooperation among the world’s spiritual traditions. WMI does this by providing a safe place that welcomes and honors people of all faiths; offering educational courses, conversations and spiritual practices; and pursuing a common quest for peace and justice.

WMI invites you to take part in our growing organization. There are many ways to get involved. One of which is to have a representative from one of our many religious or spiritual practices come in and speak to your class. Also, we invite you to bring your class to one of our sponsored events to learn about different belief systems from around the world. We are happy to provide educational materials to your classes as well.

Our goal at WMI is to create peace and spread knowledge to increase increasing tolerance and understanding of all people. We hope that our organization will be able to assist you with the learning experiences in your classroom, and we look forward to working with you.

For more information about WMI, please contact me at 231.750.3104 or via e-mail at winegarr@verizon.net.

Sincerely,

Dr. Roy Winegar
Associate Chair, WMI
What is Interfaith?
Interfaith is persons of different faith, spiritual, or belief systems who come together and work toward a common goal: peace.

What is the purpose of West Michigan Interfaith?
West Michigan Interfaith encourages diversity and works toward acceptance by offering educational courses and sponsoring social and environmental events.

To learn more about West Michigan Interfaith, educational classes, upcoming events and to receive a copy of our newsletter, visit: www.westmichinterfaith.org

Celebrating Diversity, Honoring Differences
Our Vision
Encouraging peace, promoting understanding and cooperation among the world's spiritual traditions.

Our Mission
- To offer educational opportunities, conversations and spiritual practices.
- To encourage peace and promote understanding and cooperation between the world's spiritual traditions.
- To provide a safe place that welcomes and honors people of all faiths.

Our classes
Religions of the World
Courses about the Religions of the World will be offered annually in the spring and fall.

During each session we will discuss the basics of interfaith peace building, along with different religions and their traditions. We will use guidelines from the United Religions Initiative, a global peace building effort and The Source Book from the Parliament of World Religions to conduct these conversations.

If you're interested in attending either of the Religions of the World courses, contact Rev. Sally Seith at 231.798.4295 or by e-mail at revseith@yahoo.com.

Spring Session
- Quantum Physics and the Connections of All Things
- Buddhism
- Unitarian Universalist
- Islam
- Native American Spirituality
- Christianity and Feminist Theology
- Last session and ceremony

Fall Session
- Taoism
- Shamanism
- Baha'i Faith
- Judaism
- Hinduism
- A course in miracles
- Last session and ceremony
Calendar of Events

Inner Peace Mini-Retreats for Women in Recovery
Multilayered workshops provide information and discovery for newcomers and old-timers through music, stillness exercises, and sharing.
September 19, 9am - 4pm, $75 per person
Facilitator: Sandra Bier, inter-religious minister/psychotherapist with multi-program wisdom.
Sacred Space
58 E. Beltline Ave SE
Grand Rapids
For more information and registration, call: 616.957.3700

Inter-Religious Circle
Inter-religious reading from diverse religious path, meditation, and silence.
All religious welcome. If you desire, bring your favorite readings. Fellowship following. Your offering of a snack to pass and/or donation is appreciated.
September 21, 6-9pm
Facilitator: Sacha
Sacred Space
58 E. Beltline Ave. SE
Grand Rapids
616.957.3700

Dances of Universal Peace
Beginners are always welcome to join in the circle dancing and singing of inter-religious songs. Donation Basis.
September 21, 7:30-9pm
Facilitator: Peaceful Sisters at Sacred Space
58 E. Beltline Ave, SE
Grand Rapids
616.957.3700

Life After Death
Professor Alan Segal of Barnard College will be speaking at Hope College on life after death. Watch future newsletters for more details.
October 11
Goal 2, Objective 2, Strategy 1

*News Release*

This tactic is used because the media gives third-party credibility to an organization’s information. News releases announce an event or publicize a newsworthy piece of information. The news release is put in a media kit, or it is sent to any of the newspapers, radio stations or televisions stations in the media contact list. This tactic is distributed within the first year of the campaign.

**Budget**

| News release | Electronic: no cost |

**Timeline**

| News release | 1 week in advance |
For Immediate Release

Date:  <insert date>  Phone: 231-750-3104
Contact: Roy Winegar  E-mail: winegarr@verizon.net

INTERFAITH MOVEMENT GAINING MOMENTUM IN WEST MICHIGAN

Muskegon, Mich. (insert date)—As the United States finds its way toward a multi-religious democracy, one of the most important new forms of community life is the Interfaith Movement.

The events of Sept. 11, 2001 demonstrated the importance of Interfaith groups; the following years have seen the emergence of hundreds of new Interfaith initiatives. West Michigan Interfaith joins a growing community of Interfaith organizations in hopes to educate West Michigan residents about the Interfaith Movement.

While the Interfaith movement is expanding and as our country becomes more religiously and culturally complex, there is still little understanding of what Interfaith means.

Interfaith is a way to organize, connect and create community among people from different faiths. Interfaith groups believe that people of faith and goodwill must cooperate to break religious prejudice and work together to form a better world. It also helps raise consciousness about the need for tolerance and understanding among different cultures and religions. This movement helps highlight the common goals that most world religions share.

While most people think of Interfaith as being religion-based, it is more educational than anything. Interfaith organizations, similar to West Michigan Interfaith, offer many programs to educate people about different religions.

Local, national and international Interfaith groups are working to provide accurate information about religions in colleges and schools, enable people of different religions to meet and become friends, develop social welfare and harmony in communities, and end religious-based violence.

###

34
**Goal 2, Objective 2, Strategy 1**

*Letter to the Editor*

A letter to the editor is a valuable way to express an organization’s opinion to many people through the media. It can be sent to any newspaper in the media contact list. Refer to the list to see the media’s preferred method to receive these. It is also used as a general information piece. The letter is sent within the first year of the campaign.

**Budget**

| Letter to the editor | Electronic: no cost |

**Timeline**

| Letter to the editor | 1 week in advance  
* Reply to an article or write in when you see fit |
<Date>

Muskegon Chronicle  
P.O. Box 59  
Muskegon, MI 49443

<To the Editor>:

The Interfaith Movement is expanding, and as our country becomes more religiously and culturally complex, there is still little understanding about what Interfaith means.

The events of Sept. 11, 2001 demonstrated the importance of Interfaith groups already existing; the following years have seen the emergence of hundreds of new Interfaith initiatives.

Interfaith is a way to organize, connect and create community among people from different faiths. It believes that people of faith and goodwill must cooperate to break religious prejudice and work together to form a better world. It also helps raise consciousness about the need for tolerance and understanding among different cultures and religions. This movement helps highlight the common goals that most world religions share.

Local, national and international Interfaith groups are working to provide accurate information about religions, enable people of different religions to meet and become friends, develop social welfare and harmony in communities, end religious-based violence, and work toward peace.

It is time to show the world how far we have come by joining WMI to celebrate diversity and honor differences.

Sincerely,

Dr. Roy Winegar  
Associate Chair, WMI
Goal 2, Objective 2, Strategy 2

Flier

To establish a presence in the community, one tactic is a flier. Fliers can quickly inform many people about WMI, which therefore increases the community’s awareness. This flier gives general information about WMI and provides the Web site address for more information.

It is meant for a general audience and should be handed out and hung at community events, such as:

- Muskegon Summer Celebration
- Unity Festival
- concerts
- sporting events
- Rock the Coast
- Grand Haven Coast Guard Festival
- Taste of Muskegon

If permission is granted, it is also hung in local establishments, such as businesses, nonprofits, restaurants and others. Establishments in the target areas are contacted by February, and the fliers are distributed immediately after permission is granted.

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<tbody>
<tr>
<td>Flier</td>
<td>Distribute monthly</td>
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</table>
Did you know you can learn about Taoism, Native American Spirituality, Baha’i Faith, Christianity, Feminist Theology and more?

West Michigan Interfaith is a group that provides a safe place for people to gather and learn about the world’s different religions and spiritualities.

For more information about Interfaith, classes, or other programs, visit www.westmichinterfaith.org
**Goal 2, Objective 3, Strategy 1**

*MySpace Page*

MySpace is an online social network used by people of all ages. It has a blog where discussions about Interfaith occur and includes general organizational information. People who are interested in WMI can become WMI’s “friend” allowing them to stay connected to the site and updated information. This is also a place to post the calendar of events and pictures from events or classes.

To promote the MySpace page, a link to it is provided on the Web site. Also, all print materials include a link or a message saying to visit WMI on MySpace. The URL for the page is www.myspace.com/westmichiganinterfaith. To edit the material, visit www.myspace.com and click “log in.” The username is westmichiganinterfaith@yahoo.com. The password is frank34.

<table>
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<tr>
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<table>
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<tr>
<th>Timeline</th>
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</thead>
<tbody>
<tr>
<td>MySpace</td>
</tr>
</tbody>
</table>
West Michigan Interfaith

"Celebrating diversity, Honoring differences"

Male
24 years old
MUSKEGON, Michigan
United States

Online now!

Last Login:
12/2/2007

West Michigan Interfaith's latest blog entry [Subscribe to this Blog]

[View All Blog Entries]

West Michigan Interfaith's blurb

About me:

WMI is a new nonprofit organization founded in the fall of 2006. Our vision is to encourage peace and promote understanding and cooperation between the world's spiritual traditions. Our mission involves collaborating people of diverse spiritual traditions into a community dialogue by providing a safe place that welcomes and honors people of all faiths, offering educational courses, conversations and spiritual practices, pursuing a common quest for peace and justice. Currently, we offer world religion classes and have events on the National Day of Prayer. All of our events support at least two faith communities.

My Space or Yours? Myspace Layouts and more at myspaceoryours.net!

Who I'd like to meet:

Anyone interested in spiritual dialogue, learning about different people or religions, and building a stronger and more peaceful community.

West Michigan Interfaith has 3 friends.

Tom
Small friendly person

Carolyn
Carolyn  Nov 15 2007 8:24 PM  
Comment Back - Send Message - Block User

Hey Roy, you did an awesome job with the site. I love the layout.

West Michigan Interfaith  Nov 15 2007 6:35 AM  
Comment Back - Send Message - Block User

Welcome to the new West Michigan Interfaith myspace page! This is a great opportunity for WMI as a group to interact, network, recruit interested parties, and communicate with our current members!
**Goal 2, Objective 3, Strategy 1**

*Fact Sheet*

A fact sheet is a good source of information for the public and includes basic organizational facts. It is used as a flier in public places, such as events, booths or other places of worship. Also, it is used with a brochure for more information or as a page on the Web site.

Fact sheets are also distributed to the media. Suggested media outlets are the Muskegon Chronicle, Grand Haven Tribune, Ludington Daily News, WOOD TV-8, WZZM-TV and WGVU-TV. Refer to the media contact list for reporters who work religion beats. They should be distributed by March 2008.

**Budget**

| Fact sheet | Online: no cost |

**Timeline**

| Fact sheet | Implement immediately online |
West Michigan Interfaith Fact Sheet

For Immediate Release

Date:     Phone: 231-750-3104
Contact: Dr. Roy Winegar    E-mail: winegarr@verizon.net

Overview:

West Michigan Interfaith encourages peace and promotes an understanding and cooperation among the world’s spiritual traditions.

Mission Statement:

West Michigan Interfaith invites people of diverse spiritual traditions into a community dialogue by providing a safe place that welcomes and honors people of all faiths; offering educational courses, conversations and spiritual practices; and pursuing a quest for peace and justice.

History:

Residing in Muskegon, West Michigan Interfaith was founded in the fall of 2006 and began offering programs in May of 2007.

Programs and Classes:

West Michigan Interfaith offers a Fall Religions of the World course, which is held at First Congregational Church at Third and Jefferson in Muskegon. The course begins with the basics of Interfaith Dialogue and the guidelines of the United Religions Initiative; a global peace-building effort. Courses are designed to help explore and consider how each of us can do our part in moving toward a celebration of our similarities, acceptance of our differences and building peace among the world’s religions.

Each week, a different practitioner gives an insider’s view of their religious tradition. After, students are given literature to enable them to learn more about the topic. The following week, the class emphasizes the previous tradition discussed, then a new tradition is presented during the second half of the class.

Courses are held on Thursday evenings from 6:00 p.m. until 9:00 p.m., with a fee of $30 for all classes. Also, register early and receive a chance to obtain a scholarship award.
Ongoing Events:

Tuesdays—
Shambhala Meditation Group; “Sitting and Walking Meditation.”
   • 7:30 p.m. until 9:00 p.m.  
   <more>
   • Instruction for first-time meditators
   • Donation basis

Location:
Sacred Space
58 E. Beltline Ave. S.E.
Grand Rapids, MI
(616) 957-3700

For more information, contact Barb Howard at:
Phone: (616) 452-2115
E-mail: bbh1015@comcast.net

Fridays, Third Friday of Every Month—

1. Inter-religious readings from diverse religious paths, meditation, music and silence; “Inter-religious Circle” facilitated by Rev. Sandra (Sacha) Bier.
   • 7:30 p.m. until 9:00 p.m.
   • All religions welcome
   • Bring your favorite religious readings
   • Fellowship—following readings

Location:
Sacred Space
58 E. Beltline Ave. S.E.
Grand Rapids, MI
(616) 957-3700

2. Circle dancing and singing of inter-religious songs; “Dances of Universal Peace.”
   • Beginners welcome
   • Led by the Peaceful Sisters

Location:
Sacred Space
58 E. Beltline Ave. S.E.
Grand Rapids, MI
(616) 957-3700

###
**Goal 2, Objective 3, Strategy 1**  
*PowerPoint Presentation*

The PowerPoint presentation is presented at churches or looped at events. This tactic was chosen because it is a good way to illustrate to the public what Interfaith is. Extra slides are added for current events.

**Budget**

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**Timeline**

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</thead>
<tbody>
<tr>
<td>PowerPoint presentation</td>
<td>When applicable</td>
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</tbody>
</table>
Who We Are

- West Michigan Interfaith encourages peace and promotes an understanding and cooperation among the world’s spiritual traditions.
Mission and Vision

**Mission:**

West Michigan Interfaith invites people of diverse spiritual traditions into a community dialogue:
- Providing a safe place that welcomes and honors people of all faiths
- Offering educational courses, conversations and spiritual practices
- Pursuing a common quest for peace and justice

**Vision:**

Encouraging peace and promoting understanding and cooperation between the world’s spiritual traditions.

What Is Interfaith?

- **Interfaith:**
  - Cooperation and positive interaction among individuals of different religious traditions
  - Promotes understanding among all religions to increase tolerance toward others
Who We Reach Out To

- Anyone interested in Interfaith
- Religious leaders
- Those who are uninformed but interested in Interfaith
- Muskegon, Spring Lake, West Olive, Ludington and Grand Haven residents

Services Offered

- World religion classes
- Web site
- Programs/classes/events
- Guest speakers
- Retreats
Classes Offered

- Courses are designed to explore and consider how each of us can do our part in moving toward a celebration of our similarities, acceptance of our differences and building peace among the world’s religions.
  - “Fall Religions of the World”
  - “Sitting and Walking Meditation”
  - “Inter-religious Circle”
  - “Dances of Universal Peace”

Want More Information?

- **Contact**
  
  Rev. Sally Seith
  
  Phone: (231) 798-4295
  E-mail: revseith@yahoo.com
  
  www.westmichinterfaith.org
**Goal 3, Objective 1, Strategy 1**  
*Solicitation Letter*

Solicitation letters give a brief insight about the topic of Interfaith and WMI. It then requests help that the particular business or person is willing to contribute to WMI’s vision and mission. It is suggested that WMI research businesses and opinion leaders prior to contacting so their community contributions can be acknowledged. This shows that WMI cares and is not asking just anyone for money.

**Budget**

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<th>Item</th>
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<td>Box of 100 envelopes: $6.48</td>
</tr>
<tr>
<td></td>
<td>Postage: $.41 each</td>
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</table>

**Timeline**

| Solicitation letter | Send out every 3 months |
Month XX, 200X

<Insert name with proper title>
<Insert name of business>
<Insert address of person or the business address>
<Insert City, State, and Zip code>

Dear < Insert last name with appropriate title>:

The history of religion is littered with conflict rather than tolerance and understanding. West Michigan Interfaith was developed as a dialogue to promote understanding and the pursuit of peace in our community. We are hoping you can help us.

Interfaith is not about endorsing new beliefs or causing people to question their own; it is about providing a medium for people to understand and explore others’ in an effort to facilitate tolerance and increase the value of their fellow people. As an official organization for nearly a year, West Michigan Interfaith has made significant strides in the quest to educate and enlighten.

To provide the best learning opportunities for West Michigan, West Michigan Interfaith is hosting an upcoming event, <insert event’s name>. <Give brief description of event here>. We want this to be successful and far reaching, so we are contacting you with the hope you share our vision of a community of educated, understanding and tolerant citizens.

We understand that <insert business/organization here> has <research local businesses/organization that has made significant contributions to the local community or sponsored/partnered/hosted an event similar to an Interfaith event and insert what they did here>. It is apparent we share a similar goal. West Michigan Interfaith hopes that <insert business/organization here> is willing to contribute to help <insert event name> make a lasting impact on all attendees, as well as the community. Donating, volunteering or posting notices of the event at your business would be greatly valued.

Enclosed is an informational brochure regarding West Michigan Interfaith and a flier for <insert event name>, as well as a donation form. Any contribution to help West Michigan Interfaith connect our community is vastly appreciated. If you have any questions, please feel free to contact me at winegarr@verizon.net or at 231-750-3104.

Sincerely,

Dr. Roy Winegar
Associate Chair, WMI

ENCL: Donation form and informational material
Goal 3, Objective 1, Strategy 2

Solicitation Letter

Solicitation letters to businesses are an excellent way to establish relationships among local businesses and build awareness. This solicitation letter is geared toward organizations in order to gain support for an event. Research into the contacts is done prior to mailing the letters. The letters are distributed by March 2008.

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<td></td>
<td>Postage: $.41 each</td>
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</tbody>
</table>

Timeline

| Solicitation letter | Send out every 3 months |
<Insert name with proper title>
<Insert name of business, if applicable>
<Insert address of person or the business address>
<Insert City, State, and Zip code>

Dear <Insert last name with appropriate title>:

The history of religion is littered with conflict rather than tolerance and understanding. West Michigan Interfaith was developed as a means to promote understanding and the pursuit of peace in our community. We are hoping you can help us.

Interfaith is not about promoting new beliefs or causing people to question their own; it is about providing a medium for people to understand and explore others' in an effort to facilitate tolerance and increase the value of their fellow people. As an official organization for nearly a year, West Michigan Interfaith has made significant strides in the quest to educate and enlighten.

West Michigan Interfaith is a non-profit organization. All money garnered from class admissions is used to improve and expand programs and events. Because of this, our reach is limited. In an effort to provide ample learning opportunities for West Michigan, we are turning to you with the hope you share our vision of a community of educated, understanding and tolerant citizens.

We understand that <insert business/person here> has <research local businesses and opinion leaders that have made significant contributions to the local community and insert what they have done here>. West Michigan Interfaith hopes to impact the community in the same positive manner in which <you/your organization has>. We are asking for any endorsements or donations in order to accomplish this feat. <A letter to the editor or mentioning WMI at their own events for opinion leaders or monetary donations/placing WMI flier in their buildings for places of businesses>

Enclosed is an informational brochure regarding West Michigan Interfaith, as well as a donation form. Any contributions, whether it is volunteering, monetary donations or spreading awareness to help West Michigan Interfaith connect our community, is greatly appreciated.

Sincerely,

Dr. Roy Winegar
Associate Chair, WMI

ENCL: donation form and informational materials
**Goal 3, Objective 2, Strategy 1**  
*Membership Program*

In order to increase membership and funding, it is suggested to start a membership program. An official program gives the organization credibility as well as allowing people to feel like they are official members. The membership kit, which is a packet separate from this plan, is available at all WMI functions so potential members can obtain one. Also, all members should receive one when they sign up so they have the important organizational information and requirements.

Requirements are made for members so WMI stays active in the community. By having members volunteer, WMI garners more awareness and community support for being involved.

**Budget**

<table>
<thead>
<tr>
<th>Membership kit</th>
<th>Box of 25: $21.59</th>
</tr>
</thead>
<tbody>
<tr>
<td>Folder</td>
<td>8.5 x 11, 1 color, 1 side: $116</td>
</tr>
<tr>
<td>Letter</td>
<td>8.5 x 11, 4 color, 1 side: $353</td>
</tr>
<tr>
<td>Letterhead*</td>
<td></td>
</tr>
<tr>
<td>Ink cartridge for in-house printing*</td>
<td>Black ink for Deskjet printer: $18.00</td>
</tr>
<tr>
<td>Newsletter</td>
<td>8.5 x 11, 1 color, 2 sides: $130</td>
</tr>
<tr>
<td></td>
<td>8.5 x 11, 4 color, 2 sides: $428</td>
</tr>
<tr>
<td>Brochure</td>
<td>8.5 x 11, 1 color, 2 sides tri-fold: $130</td>
</tr>
<tr>
<td></td>
<td>8.5 x 11, 4 color, 2 sides tri-fold: $428</td>
</tr>
<tr>
<td>Business cards</td>
<td>Full color, 2 sides: $38.99/100</td>
</tr>
<tr>
<td>T-shirt</td>
<td>1 color, 1 side: $7.72 each</td>
</tr>
</tbody>
</table>

**Timeline**

<table>
<thead>
<tr>
<th>Membership Kit</th>
<th>Implement immediately</th>
</tr>
</thead>
</table>
Goal 3, Objective 1, Strategy 2 and Goal 3, Objective 2, Strategy 1

Web site

Since creating a Web site is an enormous task and is a project on its own, a Web site critique is provided. This tactic was chosen because a Web site is an important way to keep members and the community connected to WMI. A Web site must be easy to find and use; it must also be visually appealing so people do not navigate away before getting information. The critique is given to the person in charge of updating the Web site at the beginning of the campaign, which is Jan. 1, 2008, to give the person enough time to revamp the Web site and have it usable to achieve the stated objectives.

Following the critique is a sample home page.

<table>
<thead>
<tr>
<th>Budget</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Web site</td>
<td>$6.99 per year if WMI does the updates and hosts with godaddy.com</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Timeline</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Web site</td>
<td>Implement changes immediately</td>
</tr>
</tbody>
</table>
West Michigan Interfaith Web site Critique

WMI’s Web site has valuable information; however, it needs some reorganization and design. Overall suggestions include removing the sound on the Web site. It is not necessary, and it portrays a ‘Christian’ feel, which is something that WMI wants to steer away from. The site should also be updated weekly to ensure that events on the community calendar are not outdated.

Domain Name
WMI needs a new address for the Web site. The current address, http://www.freewebs.com/westmichiganinterfaithcenter/index.htm, is too long and virtually impossible to find in search engines. Web sites, such as godaddy.com, offer domain names for as little as $6.99 per year. WMI should consider purchasing westmichinterfaith.com and westmichinteraith.org from godaddy.com, as they are both available. By purchasing both of these domain names, it does not matter if people remember .com or .org, as long as they remember the name, West Michigan Interfaith.

Another method to shorten the URL is through a .tk Web address. WMI can take the current address and change it to one with a .tk ending. This will automatically direct people to the current Web site for WMI. For more information or to change the Web address, visit www.dot.tk. Also, www.i2k.net has provided free server space to faith-based groups. They were contacted to see if this service is still provided, but at the time of this writing, they had not replied.

Navigation Bar
The pages on the Web site should be reorganized and the navigation bar changed. It should read: Home page, About Us, Membership Program, Classes, Community Calendar, Donate to WMI and Contact Us. This organizes the tabs in order of importance. Though it is important for WMI to get donations, they do not want people to feel bombarded with solicitations when they first enter the site.

Home Page
As previously stated, WMI should take the music off of the home page. They need to reconsider the design and layout of this page. The book and candles give a Christian feel to the Web site. WMI, however, was on the right track by keeping almost every page short so that it fits on the screen; this way people do not have to scroll down to read more. They also need more information on the home page, since what is currently on there should be placed elsewhere.

Since the site should be updated weekly, a feature on upcoming events and/or the membership program can be highlighted. A link to WMI’s MySpace page would also benefit from being on both the home page and the “Contact Us” page. Pictures from classes can also liven up the page.

About Us
This would be one of the longer pages because it would have four major links on it. The links include: “Mission & Vision,” “What is Interfaith?,” “History of WMI” and the “Steering Committee.”
The “Mission & Vision” link would contain the same information that is currently on the “Mission & Vision” page. A modification could be to have a sub-section under the mission statement that clearly states the goals. The “What is Interfaith” page would contain a definition of Interfaith along with examples of the main religions celebrated in other Interfaith groups.

The “History of WMI” link would give the date founded and reasons behind why WMI was founded. Finally, the “Steering Committee” link would contain the same information as the Steering Committee page on the current Web site; however, it would also contain contact information for each person.

Membership Program
This link would contain all the information that a person would need to become a WMI member. This includes information about enrollment, dues and voluntary hours. It is a good idea to have a questions and answers tab on this page where people can find answers to their common questions.

Classes
This section lists all of the information about the spring and fall sessions of the World Religions class. However, to make the information easier to understand for the reader, bullet points and bold headings are recommended.

It is important to add contact information. It may be beneficial to have an online application for the classes. This not only saves time for the applicant but it can save time for WMI.

Community Calendar
The main revision for this part of the Web site is to make sure that it is updated weekly. The events currently listed are obsolete. It is advised to break up and bullet point events so that the reader can easily identify the aspects of each event, such as cost, place and facilitator.

Donate to WMI
This part of the Web site may require outside help to set up an online donation center. However, after it is set up, this is an easy place for WMI to send people who are looking to donate. It is a place that they mention in solicitation letters to other organizations.

Contact Us
If people do not have a way of contacting WMI, they are unlikely to become members and support the organization. This link needs an e-mail address and phone number, if applicable, as well as a link to WMI’s MySpace page.

Overall Evaluation
WMI has a good start to the Web site. Much of the information on the site can be reused; however, the site needs updating on a regular basis and the domain name is the first thing to change. Once these recommendations are put into place, WMI will have a professional, well-organized and credible Web site where people can learn about WMI and Interfaith.
Web Site Home Page Example

News:

MySpace
West Michigan Interfaith now has MySpace! Check out our page at http://www.myspace.com/westmichiganinterfaith.

Membership Program
We’ve started a new membership program! There are four levels of membership, check out the link to become an official member today!
## Budget

<table>
<thead>
<tr>
<th>Goal 1, Objective 1, Strategy 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme party:</td>
<td></td>
</tr>
<tr>
<td>¼ Page flier</td>
<td></td>
</tr>
<tr>
<td>Refreshments</td>
<td>Online: no cost 8.5 x 11, 1 color, 1 side: $116 8.5 x 11, 4 color, 1 side: $353 Cookies, pop, coffee: $25</td>
</tr>
<tr>
<td>Game night:</td>
<td></td>
</tr>
<tr>
<td>¼ Page flier</td>
<td></td>
</tr>
<tr>
<td>Refreshments</td>
<td>Online: no cost 8.5 x 11, 1 color, 1 side: $116 8.5 x 11, 4 color, 1 side: $353 Cookies, pop, coffee: $25</td>
</tr>
<tr>
<td>Goal 1, Objective 1, Strategy 2</td>
<td></td>
</tr>
<tr>
<td>Media alert</td>
<td>Electronic: no cost</td>
</tr>
<tr>
<td>Feature story</td>
<td>Electronic: no cost</td>
</tr>
<tr>
<td>Goal 1, Objective 1, Strategy 3</td>
<td></td>
</tr>
<tr>
<td>Speaker’s bureau</td>
<td>Gas: $3.10/gallon</td>
</tr>
<tr>
<td>Goal 2, Objective 1, Strategy 1</td>
<td></td>
</tr>
<tr>
<td>News release</td>
<td>Electronic: no cost</td>
</tr>
<tr>
<td>Media contact list</td>
<td>Provided: no cost</td>
</tr>
<tr>
<td>Community calendar</td>
<td>Electronic: no cost</td>
</tr>
<tr>
<td>Goal 2, Objective 2, Strategy 2</td>
<td></td>
</tr>
<tr>
<td>Parade participation</td>
<td>Booth rental: $25-100 (depending on event) Banner: $99.00 8.5 x 11, 1 color, 1 side: $116 8.5 x 11, 4 color, 1 side: $353</td>
</tr>
<tr>
<td>Community event</td>
<td>May or may not have cost</td>
</tr>
<tr>
<td>Goal 2, Objective 3, Strategy 1</td>
<td></td>
</tr>
<tr>
<td>Discussion panel</td>
<td>Online announcement: no cost Refreshments: $25</td>
</tr>
<tr>
<td>Volunteer in community</td>
<td>May or may not have cost</td>
</tr>
<tr>
<td>Goal 3, Objective 1, Strategy 1</td>
<td></td>
</tr>
<tr>
<td>Fundraiser</td>
<td>Online announcement: no cost</td>
</tr>
<tr>
<td>Donation box</td>
<td>Cash box with latching lock: $12.79 each</td>
</tr>
<tr>
<td>Goal 3, Objective 2, Strategy 1</td>
<td></td>
</tr>
<tr>
<td>Volunteer</td>
<td>May or may not have cost</td>
</tr>
<tr>
<td>Attend Chamber of Commerce meeting</td>
<td>Gas: $3.10/gallon</td>
</tr>
<tr>
<td>Goal 3, Objective 2, Strategy 2</td>
<td></td>
</tr>
<tr>
<td>Letter to class attendees</td>
<td></td>
</tr>
<tr>
<td>Letterhead*</td>
<td></td>
</tr>
<tr>
<td>Ink cartridge for in-house printing*</td>
<td>8.5 x 11, 1 color, 1 side: $116 8.5 x 11, 4 color, 1 side: $353 Black ink for Deskjet printer: $18.00 Box of 100 envelopes: $6.48</td>
</tr>
<tr>
<td></td>
<td>Postage: $.41 each</td>
</tr>
<tr>
<td>----------------</td>
<td>--------------------</td>
</tr>
<tr>
<td><strong>Fliers</strong></td>
<td>Online: no cost</td>
</tr>
<tr>
<td></td>
<td>8.5 x 11, 1 color, 1 side: $116</td>
</tr>
<tr>
<td></td>
<td>8.5 x 11, 4 color, 1 side: $353</td>
</tr>
</tbody>
</table>
**Timeline**

As PRecision Communications is not aware of the dates of future events, the timeline suggests times to implement the tactics in relation to the date of the event. The timeline below covers all tactics that were not represented in the communication examples section.

<table>
<thead>
<tr>
<th>Goal 1, Objective 1, Strategy 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme party</td>
<td>Promote: 2 weeks in advance</td>
</tr>
<tr>
<td></td>
<td>* Offer every other month, alternating with the game night</td>
</tr>
<tr>
<td>Game night</td>
<td>Promote: 2 weeks in advance</td>
</tr>
<tr>
<td></td>
<td>* Offer every other month, alternating with the theme party</td>
</tr>
</tbody>
</table>

| Goal 1, Objective 1, Strategy 2                |                                                                                     |
| Media alert                                    | 1 week in advance                                                                    |
| Feature story                                  | 1 week in advance                                                                    |

| Goal 1, Objective 1, Strategy 3                |                                                                                     |
| Speaker’s bureau                               | Once a college semester                                                             |

| Goal 2, Objective 1, Strategy 1                |                                                                                     |
| News release                                   | 1 week in advance                                                                    |
| Media contact list                             | Use when appropriate                                                                 |
| Community calendar                             | 1 week in advance                                                                    |
|                                                | * Continuously                                                                       |

| Goal 2, Objective 2, Strategy 1                |                                                                                     |
| Media contact list                             | Use when appropriate                                                                 |

| Goal 2, Objective 2, Strategy 2                |                                                                                     |
| Parade participation                           | Seasonal                                                                            |
|                                                | * Registration is usually up to month in advance—check events for specific details   |
| Community event                                | When applicable                                                                     |

| Goal 2, Objective 3, Strategy 1                |                                                                                     |
| Discussion panel                               | Quarterly                                                                           |
| Volunteer in community                         | Every other month—or as needed                                                      |
|                                                | * Refer to meeting place directory                                                  |

| Goal 3, Objective 1, Strategy 1                |                                                                                     |
| Fundraiser                                     | Annually                                                                            |
| Donation box                                   | Ongoing                                                                             |

| Goal 3, Objective 2, Strategy 1                |                                                                                     |
| Volunteer in community                         | Every other month—or as needed                                                      |
|                                                | * Refer to meeting place directory                                                  |
| Attend Chamber of Commerce meeting             | When applicable                                                                     |

| Goal 3, Objective 2, Strategy 2                |                                                                                     |
| Letter to class attendees                      | Send out at the end of each class                                                   |
Evaluation

The evaluation shows whether or not the campaign reached the measurable objectives. This portion offers evaluation methods for every objective and tactic to ensure that WMI can chart usage and success.

In order to measure goal one’s objective of having at least 20 residents and students in Grand Haven, Ludington, Muskegon, Spring Lake and West Olive participate in each Interfaith activity, WMI needs to keep track of how many people are attending the events. This is done by a simple head count or tally of people who come in the door.

All three of goal two’s objectives—which are to increase awareness of Interfaith and the Interfaith Movement among 400 residents of Grand Haven, Ludington, Muskegon, Spring Lake and West Olive; to educate 200 residents in Grand Haven, Ludington, Muskegon, Spring Lake and West Olive about Interfaith; and to increase positive attitudes and neutralize negative attitudes about Interfaith among 100 residents—are best measured by a pre-campaign and post-campaign survey of the target audience.

The first objective of goal three—to secure at least $100 per month in funding—can only be measured by counting how much money is generated. Objective two, which is to increase membership and volunteers to 100 people, is evaluated by keeping track of members and volunteers to see if there are 100.

Since one of this campaign’s objectives is awareness, the main form of evaluation comes from pre and post-campaign surveys with the target audiences. The same survey used by PRecision Communications is used as a post-campaign survey.

The tactics of goal one, objective one, strategy one, which include a calendar of events, a theme party for young adults and educational game nights for all ages, is measured by attendance and participation. Charting the attendance in order to compare it to previous events is recommended. Another option is to create a feedback form to pass out at various events to see what the participants liked, disliked and what changes they would like to see.

Goal one, objective one, strategy two tactics, which include a media alert, contacting media, a feature story and sending invitations to other Interfaith organizations, is measured in two ways. The first way is with media impressions. WMI must record what items were sent to each media and which actually appear in the publications. This is done by scanning publications to see if the information is there. The second part of evaluation is to track how many invitations were sent to the various Interfaith organizations and compare that to attendance.

The tactics of goal one, objective one, strategy three (flier, speaker’s bureau for class presentations) can only be measured if WMI gives presentations. Measurement of these tactics is calculated by the number of presentations given. The flier is meant to create awareness for the presentations, so attendance must be measured at each presentation. Once again, a post-presentation feedback form is recommended to see how participants heard about the presentation.

Letters with a brochure and calendar of events, the tactics of goal one, objective one, strategy one, are measured if the colleges decide to collaborate with WMI. To measure success, count the number of requests for more information and how many students and professors participate in events.

Goal two, objective one, strategy one tactics, which include a media contact list, community calendar and forming relationships with local media, is evaluated by determining how many reporters are contacted and who has received information about WMI.
Goal two, objective two, strategy one tactics, which include a news release, media contact list and letter to the editor, is measured by media impressions. WMI must record what items were sent to each media and count how many stories actually appear.

The tactics for goal two, objective two, strategy two (participating in parades, distributing fliers at community events and in coffee shops, and participating in a community event) is measured in a post-campaign survey to determine how awareness has changed. For the parade and community event participation, the number of these events attended by WMI are counted. The number of fliers distributed serves as a measurement tool.

For goal two, objective three, strategy one, which includes a panel discussion, a fact sheet, a PowerPoint presentation, a blog, a MySpace page, volunteering for charitable organizations, and creating relationships with community/opinion leaders, tactics are measured by increased awareness and favorable attitudes, which can be discovered on a post-campaign survey. Blog posts and the number of MySpace hits are tallied as well.

The tactics for goal three, objective one, strategy one, including solicitation letters, a fundraiser and a donation box, as well as the tactics for goal three, objective one, strategy two, which cover solicitation letters, volunteering for nonprofits/businesses and attending Chamber of Commerce meetings are evaluated by determining if funding has increased.

Tactics for goal three, objective two, strategy one, the membership program, is evaluated by determining how many members WMI has and how much of an increase or decrease that is from when the campaign began.

The suggested evaluation methods provide WMI with simple, effective ways to measure the success of this campaign. The cost for the evaluation includes only the printing of surveys. It is important to evaluate each tactic to see which are working and which are not. It is also important to note that the evaluation is an on-going process. Without evaluations, there is no way to test the effectiveness of the campaign.
Other Recommendations
Other Recommendations

To help WMI successfully complete this communications plan and achieve organizational goals, additional suggestions have been created to ensure this new organization runs smoothly. One suggestion is to use a slogan. Based on findings from WMI’s retreat in September, PRecision Communications suggests, “Celebrating Diversity, Honoring Differences.”

Creating partnerships and collaboration with other Interfaith organizations is also recommended. Some potential organizations to partner with are mentioned within this plan, but more organizations exist. Another suggestion is to utilize different venues for meetings and classes; hosting all events at one church may give people the impression that WMI favors one belief practice over others. A meeting place directory is included in the packet of material you received. This lists different community venues and spiritual institutions in the target areas that WMI can potentially host meetings, events and classes at.

It is important to continue to increase class and event offerings to keep members returning and to entice people with different interests to participate. Finally, it is suggested to create one voice for the organization by increasing cooperation between steering committee members. This will ensure that all steering committee members are up to date and can inform others about WMI accurately.

Finally, to give the community a sense of the organization’s permanence and to provide a central location for information to be received, it is suggested to purchase a P.O. Box. For a small size, prices range from $10 to $60 for six months. For more information, visit http://www.usps.com/receive/businesssolutions/poboxfees.htm.
Conclusion
**Conclusion**

By following the objectives, strategies and tactics provided in this campaign plan, WMI can transform from a start-up organization into a functioning, well-known group as well as reach organizational goals stated in the mission and vision.

PRecision Communications appreciates the opportunity to work for WMI this semester and the entire group has found the experience to be educational and rewarding. PRecision Communications hopes that you find this communication plan as exciting and useful as the team does.

If you have questions or need more information about this plan after the semester ends, you can contact account executive Erin Murphy at erinmurphy_99@yahoo.com.
Appendix
Appendix A

Survey

Please take a couple minutes to fill out this survey. Your participation is greatly appreciated.

You must be 18 years of age or older to participate in this study. All answers will remain private and confidential. Your responses will be used only for the research and learning related to a college class. Under no circumstances will you be identified by your answers. Although your participation is very important to the success of this survey, it is voluntary and may be withdrawn at any time.

Age:
□ Under 25  □ 25-45  □ 46-59  □ 60+

Sex:
□ Male  □ Female

City/ZIP Code:
___________________ / __________

1. What words do you associate with “Interfaith”?  

2. Are you aware of the Interfaith Movement?  
□ No  □ Yes

3. Are you aware of learning opportunities about various belief practices (i.e. religious or spiritual practices)?  
□ No  □ Yes

4. Are you aware of programs and events regarding different belief practices in your community?  
□ No  □ Yes

5. Are you aware of any Interfaith organizations within your community?  
□ No  □ Yes

5a. If you marked “yes,” which one(s) are you familiar with (list)?

5b. How did you hear about it?

6. How do you find out about community events in your area (circle all that apply)?  
TV/ Radio  
Newspaper  
Flier  
Web  
Other ____________
Appendix B

Survey Results (Total Percentages)

Age
Under 25: 48.9%
25-45: 28.1%
56-59: 17.8%
60+: 5.2%

Sex
Male: 45.8%
Female: 54.2%

ZIP Codes—Top Four:
49441: 26%
49442: 16.6%
49444: 11.5%
49426: 9.4%

What words do you associate with “Interfaith”—Top 3 Responses:
1. Religion
2. God
3. Cooperation between/different religions and non-denominational

Are you aware of the Interfaith Movement?
No: 89.7%
Yes: 10.3%

Are you aware of learning opportunities about various belief practices?
No: 41.2%
Yes: 58.8%

Are you aware of programs and events regarding different belief practices in your community?
No: 46.4%
Yes: 53.6%

Are you aware of any Interfaith organizations within your community?
No: 83.5%
Yes: 16.5%

How do you find out about community events in your area?
TV/Radio: 26.6%
Newspaper: 32.3%
Flier: 15.6%
Web: 14%
Other: 11.6%
Three most popular “other” answers:
1. Word of mouth
2. Friend/Family
3. Church
# Appendix C

## Survey Result Comparisons

**Are you aware of the Interfaith Movement?**

<table>
<thead>
<tr>
<th></th>
<th>MALE</th>
<th>FEMALE</th>
<th>Under 25</th>
<th>25-45</th>
<th>46-59</th>
<th>60 +</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>95.6%</td>
<td>84%</td>
<td>95.8%</td>
<td>92.3%</td>
<td>82.3%</td>
<td>40%</td>
</tr>
<tr>
<td>Yes</td>
<td>4.4%</td>
<td>16%</td>
<td>4.2%</td>
<td>7.7%</td>
<td>17.7%</td>
<td>60%</td>
</tr>
</tbody>
</table>

**Are you aware of learning opportunities about various belief practices?**

<table>
<thead>
<tr>
<th></th>
<th>MALE</th>
<th>FEMALE</th>
<th>Under 25</th>
<th>25-45</th>
<th>46-59</th>
<th>60 +</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>49%</td>
<td>34%</td>
<td>47.9%</td>
<td>37%</td>
<td>47%</td>
<td>0%</td>
</tr>
<tr>
<td>Yes</td>
<td>51%</td>
<td>66%</td>
<td>52.1%</td>
<td>63%</td>
<td>53%</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Are you aware of programs and events regarding different belief practices in your community?**

<table>
<thead>
<tr>
<th></th>
<th>MALE</th>
<th>FEMALE</th>
<th>Under 25</th>
<th>25-45</th>
<th>46-59</th>
<th>60 +</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>55.3%</td>
<td>38.8%</td>
<td>43.8%</td>
<td>55.5%</td>
<td>47%</td>
<td>20%</td>
</tr>
<tr>
<td>Yes</td>
<td>44.7%</td>
<td>61.2%</td>
<td>56.2%</td>
<td>44.5%</td>
<td>53%</td>
<td>80%</td>
</tr>
</tbody>
</table>

**Are you aware of any Interfaith organizations within your community?**

<table>
<thead>
<tr>
<th></th>
<th>MALE</th>
<th>FEMALE</th>
<th>Under 25</th>
<th>25-45</th>
<th>46-59</th>
<th>60 +</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>91.3%</td>
<td>76%</td>
<td>93.8%</td>
<td>81.5%</td>
<td>75%</td>
<td>40%</td>
</tr>
<tr>
<td>Yes</td>
<td>8.7%</td>
<td>24%</td>
<td>6.2%</td>
<td>18.5%</td>
<td>25%</td>
<td>60%</td>
</tr>
</tbody>
</table>

**How do you find out about community events in your area?**

<table>
<thead>
<tr>
<th></th>
<th>MALE</th>
<th>FEMALE</th>
<th>Under 25</th>
<th>25-45</th>
<th>46-59</th>
<th>60 +</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV/Radio</td>
<td>25.7%</td>
<td>28.4%</td>
<td>23.7%</td>
<td>31.6%</td>
<td>29.6%</td>
<td>33.3%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>32.1%</td>
<td>33%</td>
<td>32%</td>
<td>29.8%</td>
<td>44.4%</td>
<td>33.3%</td>
</tr>
<tr>
<td>Flier</td>
<td>15.6%</td>
<td>16%</td>
<td>19.6%</td>
<td>12.3%</td>
<td>14.8%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Web</td>
<td>15.5%</td>
<td>12.5%</td>
<td>17.5%</td>
<td>14%</td>
<td>7.4%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
<td>10.1%</td>
<td>7.2%</td>
<td>12.3%</td>
<td>3.8%</td>
<td>16.8%</td>
</tr>
</tbody>
</table>
References
References


