



Public Relations Plan
December 2022 - December 2023

Revised December 8th, 2022

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Situational Analysis

Client Research

I. History

Somebody's Attic is a 501(c)3 non-profit thrift store, founded in 1985, that is located in both downtown Logan and Smithfield, Utah. (501(c)3 is a charitable organization). Their tagline is, "A second hand store with a first rate cause." Somebody's Attic is dedicated to benefiting Cache Valley by donating 100% of net revenues to The Family Place and CAPSA (Citizens Against Physical and Sexual Abuse). Historically, their donations to these organizations have exceeded \$120,000 per year. They specialize in gently used clothing and household goods at discounted prices. Additionally, they feature monthly silent auctions of unique items in their storefront windows.

II. Mission

Somebody's Attic focuses on giving back to the community and helping those who suffer from things like abuse, trauma, financial difficulty, family struggles, etc. They share their mission with the two organizations they donate the entirety of their funds to. CAPSA and The Family Place. CAPSA (Citizens Against Physical and Sexual Abuse) is a non-profit domestic violence, sexual abuse, and rape recovery center serving Cache County and the Bear Lake area. They provide support services for women, men, and children impacted by abuse. All of their services are free and confidential. The Family Place's mission is to strengthen families and protect children. They provide family-focused events in the community and offer a variety of services such as therapy and educational workshops. Since opening in 1985, Somebody's Attic has generated over one million dollars in donations to combat all forms of abuse, with their business growing all the time. With all the charity work they do, they rely solely on the generosity of the community through donations. As a nonprofit, their biggest goals simply involve an increase in donations and service from the community in order to make a bigger impact on those involved with these organizations.

III. Organization

Board of Trustees:

- President: Sally Krebs
- President Elect (2021): Claudia Wright
- Secretary: Ginger Payant
- Treasurer: Richard Guy
- Trustee: Chris Gaddis
- Trustee: Annette Herman Harder

- Trustee: Holly Peterson
- Trustee: Sue Measom
- Trustee: Candace Berthong
- Honorary Trustees: Carole Gibbs and Tom Proffitt

Markets, Products, and Services

I. Markets

Utah State University students: We want current students at Utah State to come to us for their thrifting needs. Somebody's Attic should be brought up when USU students are talking about where they should go to thrift, along with the most popular places like the D.I. and Plato's Closet. Thrifting is popular right now and we want Somebody's Attic to be the best spot for unique but fashionable finds. We want them to come thrifting with their friends and know that they're supporting a great cause. We also want to make sure the word is spread and students can take advantage of this conveniently located thrift store.

Utah State University Organizations: Groups like sororities might be interested in partnering with Somebody's Attic. Thrifting appeals to college students and USU groups could find success if they incorporate Somebody's Attic into their activities. Every week, a thrift bus called Thrift Jam comes to campus and parks near the TSC. Students can walk through it and shop between classes. Partnering with USU to make something like this happen could be a good fundraiser for a USU organization.

Community members: Somebody's Attic helps the community give back to itself. It gives local residents the opportunity to buy items for themselves or their families while also helping others in Cache Valley. All of the proceeds go to CAPSA and The Family Place and community members should know that.

II. Products

Adult Clothing, Books, Children's Clothing, Children's Toys, Collectibles, Electronics, Furniture, Kitchenware, Videos and DVDs

III. Services

Somebody's Attic accepts new and used donations and sells the items in two stores, then re-donates 100% of their net revenues to two other Cache Valley non-profits, CAPSA (Citizens Against Physical and Sexual Abuse) and The Family Place (formerly the Child and Family Support Center). They run monthly silent auctions in both their stores where customers can place a bid for the item.

Customers and Competitors

There aren't many competing thrift stores in Cache Valley but there are two competitors: Deseret Industries and Plato's Closet. Deseret Industries is a non profit thrift store organized by the Church of Jesus Christ of Latter Day Saints. They partner with local community colleges and they run course training on health care, accounting and other subjects. Additionally, They provide service opportunities and reach out to different groups in the community who might need help. The other competitor is Plato's Closet. Plato's Closet is slightly different from an average thrift store considering people are paid to donate clothes that they sell. They look for specific brands such as free people, Lululemon, Nike, Adidas, etc. Sustainability is a large part of their mission and recycling used clothing. The two competitors have different audiences. Deseret Industries have a wide range of customers from 18 years old to 80 years old. Plato's closet is geared towards teens and young adults.

Past PR/Communications Efforts

Through our research, we have not found many efforts of past PR/communication efforts. Somebody's Attic does have a Facebook page with about 2100 followers but does not promote on any other social media platform (Instagram, Twitter, Tiktok). The most recent news article they have appeared in was the Cache Valley Daily on March 31, 2020. From the looks of it, they have never put much effort into any PR/communication in relation to the business.

Present PR/communication efforts include partnering with Utah State University sorority, Alpha Chi Omega to volunteer at the Logan location. They post on social media about three times a week on new items they get or information about donations. Other than that, Somebody's Attic is not actively pursuing any PR/communication efforts on behalf of the store or causes they are involved with.

Conducting Audience Research

Through an online survey we would ask the following questions in order to better understand who the audience is and what they currently understand about Somebody's attic.

What is your age?

What is your gender?

What city do you live in?

What is your highest level of education?

What is your ethnicity?

How often do you visit thrift stores?

What thrift store do you visit most?

What is the most important factor for you when making a retail purchase?

Have you heard of Somebody's Attic?

Do you know where Somebody's Attic is located?

Do you have positive or negative associations with Somebody's Attic?

Communications Objectives

- Increase social media presence by 15%
- Improve knowledge of Somebody's Attics core values on USU campus by 30%
- Boost community understanding of Somebody's Attic by 40%
- Increase donations by 30%
- Gain 15% more volunteers

Key Audiences

- USU students
- USU organizations
- Cache Valley community members

Key Messages :

- Somebody's Attic donates to CAPSA.
- We are located at 39 W 100 N, Logan UT 84321.
- Make yourself feel good by donating today!
- Not only do we take clothes, but we take toys, furniture and seasonal items!
- Somebody's Attic donates 100% of our net revenues to CAPSA and The Family Place.
- Give back by donating today!
- We love to help the community.
- Come and experience the joy of helping people who are in need.
- We care about our donations and who we can support.
- Somebody's Attic too is located at 3 Main St, Smithfield, UT 84335.
- This year, we met our donation goal of \$130,000!
- We feature monthly silent auctions for special and unique items displayed in the windows at both locations.
- We are open Monday-Saturday, 12 PM-5PM.
- Donation hours are the same as business hours, unless we are at capacity.
- We are a second rate store with a first rate cause.
- When you shop here, you are giving back to your community.
- No other thrift store in Cache Valley gives back 100% of its profits to the community.
- You can find fashionable items at Somebody's Attic.
- Thrift shopping is popular and you can find the best things here.
- Come buy things at a great price for a great purpose.
- We rely solely on donations from the community.
- We have both employees and volunteers working in our stores.

- There are great items available for all ages!
- Our mission is directly correlated with the non profits we donate to - CAPSA and The Family Place.
- Somebody's Attic embraces the small town environment of Logan, giving a community feel to a great cause.

Strategies and Tactics

1. **Strategy:** Create social media campaign promoting our business accounts
 - a. Designate one employee to manage social media accounts (Facebook and Instagram). This person's responsibility will be to interact with customers, post curated content and manage analytics. Content will come from all store employees, which means they will also be responsible for gathering content from them.
 - b. Interacting with customers will happen three times a day. Those times will be at 9a.m., 12p.m., and 5p.m. to ensure we are hitting peak times of social media use.
 - c. Post photos and videos of testimonials, incoming donations, volunteer opportunities, and partners at times where traffic to our page is highest, which is 3p.m. to 4:30p.m.
 - d. Use specific hashtags to come up in more consumer searches. #somebodysattic and #smallbusiness will be on every post from our accounts.
2. **Strategy:** Host clothing drive on USU campus
 - a. Plan the drive with USU Student Events in advance to coordinate dates, times and drop off location on campus.
 - b. Start advertising for the event a month in advance to increase awareness and donations.
 - c. Create digital and paper fliers to share information about the event.
 - d. Post digital fliers on Somebody's Attic social media as well as @usuaevents so that more students see information about the event.
 - e. Place fliers around USU campus and inside of buildings on campus.
3. **Strategy:** Host community open-house at Logan location
 - a. Post open-house event on Instagram, Facebook and other social media platforms. Reach out to Student media and have them run an ad for the event in the Statesman newspaper and on Aggie radio to get the information out to the public. Also put up signage around USU campus and around the community.
 - b. Set up a section at the open house where people can get more information about Somebody's Attic and the other organizations they partner with like CAPSA and The Family Place. Have a place where people can donate to these organizations.
 - c. Have different activities that are engaging while people walk around to see the items. Have giveaways and prizes to those who participate in the different activities.
 - d. Have a short little presentation at the beginning introducing Somebody's Attic and what their mission is all about.
4. **Strategy:** Partner with CAPSA and The Family Place to boost knowledge about organizations

- a. Collaborate with CAPSA to be involved in a fundraiser. (They do wine pairings, golf course tournaments, etc.) Host a fundraiser with them.
- b. Use social media posts to boost awareness of partnerships with them (use the Instagram Collab feature to co-author posts).
- c. Sponsor Family Place event/class featuring items for stocking stuffers at their Princess Party Stocking Stuffers event in December.
- d. Showcase more advertisement through social media and through flyers in the store that the proceeds from Somebody's Attic go to these organizations. Feature these at the Family Place and CAPSA locations, as well.

Crisis Mini-plan

Potential Crises

1. Snow storm prohibiting store access for customers, employees, donations, etc.
2. Some form of dangerous substance is donated without immediate recognition by those who donated or collected it.
3. Employees and/or volunteers get injured on the job.
4. Violence or abuse among employees and/or volunteers.
5. Shooter or other form of aggressor targets the store.

Avoid

1. Maintain wholesome, uplifting company mission.
2. Continue actively working with the community and with charities.

Prepare

1. Anticipate all potential issues regarding the business or donation organizations.
2. Provide more easy access to general company information online and on social media.
3. Train employees and volunteers in public relations/crisis management.
4. Train executives in media relations.

Manage

1. Be transparent and truthful while responding quickly.
2. Keep employees and volunteers informed.
3. Ensure no one speaks without being aware of and sharing facts.
4. Have one designated media contact.

Implementation Plan

<i>Month</i>	<i>Date</i>	<i>Task</i>
January	Wednesday, Jan 4th	Create a flyer about clothing drive
	Thursday, Jan 5th	Create/prep social media posts and digital fliers. Design coupon
	Monday, Jan 9th	Begin distributing flyers advertising our clothing drive and offering more info about us. Post around campus and locations around Main Street.
	Tuesday, January 24th	Coordinate with USU to double-check the on-campus location and work out last-minute details/planning.
	Wednesday, January 25th	Host clothing drive and offer discounted prices when people bring items in.
	3-4 times a week	Post on social media about clothing drive, motivations behind our business, and encourage people to visit our social media pages and/or website
	1 time a week	Have @ususaevents post digital fliers similar or identical to those posted on our social media
February	Wednesday, February 1st	Meet with CAPSA and The Family Place to brainstorm partnership ideas that benefit all involved.
	Thursday, February 9th	Sponsor and attend The Family Place annual Princess Party Stocking Stuffers
	Friday, February	Meet with CAPSA and start planning

	24th 3-4 times a week	phase to be a sponsor for their annual golf tournament Post relevant partnership social media content to all accounts.
March	Friday, March 3rd Wednesday, March 15 3-4 times a week	Print and display flyers about CAPSA and The Family Place Print and display flyers on USU campus: "Staying in Logan for the summer? Volunteer to help with a great cause." Post relevant social media content to all accounts
April	Saturday, April 1st Monday, April 3rd Wednesday, April 12 Monday, April 24	Post on social media and display on storefront window, information about the Family Place for National Child Abuse Prevention month. Post on social media advertising focus on summer items for donations or sale Meet with CAPSA to plan early summer fundraiser Post relevant social media content to all accounts
May	Monday, May 1st Wednesday, May 3rd Monday, May 8th May 15-19	Start designing the ad for Open house Get ad to USU student media by 5pm Run an ad in the statesman for the whole week about the event Design other ads to put around

	<p>3-4 times a week</p> <p>May 23- May 25th</p> <p>Monday, May 26nd</p>	<p>campus and the community.</p> <p>Post about open house on social media and put up signage around the community/USU campus</p> <p>Start setting up tables and making sure the store looks good for the event.</p> <p>Come in and see what Somebody's Attic is all about with a fun open house for the community.</p>
June	<p>Thursday, June 1st</p> <p>Monday, June 5th</p> <p>3-4 times a week</p>	<p>Create a flyer outlining summer volunteer opportunities</p> <p>Distribute flyer to community centers and schools, post flyer on social channels</p> <p>Post relevant social media content to all accounts.</p>

Creative Work

Business Card



T-Shirt



Flyer

Somebody's Attic

Come to our CLOTHING DRIVE!

We're hosting a clothing drive - and you're invited! We accept gently used items and all proceeds go back to the community - to the Family Place and CAPSA. Bring items to donate and enjoy 20% off any clothing you purchase!

Somebody's Attic
39 W 100 N
Logan, UT 84321
January 25, 2023
12 PM - 5 PM

Scan this code to go to our website!
Find out more about our special event and learn more about the motivation behind our business.

Billboard

We're looking for the best kind of people:

VOLUNTEERS.

Register to help our cause at
somebodysatticthrift/volunteers.org

SOMEBODY'S ATTIC
THRIFT BOUTIQUE