



Shenandoah Valley Scholars' Latino Initiative

Shenandoah Valley Scholars' Latino Initiative

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SMAD 342-0001: Creativity in Advertising and Corporate Communication

December 5, 2016

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Strategy Statement

Background

In 2003, Professors Peter Kaufman and Paul Cuadros from the *University of North Carolina (UNC) - Chapel Hill* founded *Scholars' Latino Initiative (SLI)* (NC-SLI, n.d.). In 2012, the *Shenandoah Valley Scholars' Latino Initiative (SV-SLI)* was founded as a sister organization of *UNC-SLI*. *SV-SLI* was founded as an organization to prepare first-generation Latino(a) youth of the Shenandoah Valley of Virginia for college through a pathway of programming, mentors, and support in grades 10-12. The organization's goal is for every scholar to graduate from a four year university.

SV-SLI's first partnership developed between *Harrisonburg High School* and *Eastern Mennonite University (EMU)*. Shortly after, *SV-SLI* inducted its first three *SV-SLI* scholars in the spring of 2012 (SV-SLI, n.d.). In September 2012, *Harrisonburg High School SV-SLI* scholars were successfully paired with college student mentors from the Centennial Scholars Program at *James Madison University*. The following year, *SV-SLI* expanded to Winchester, Virginia, with a partnership between *John Handley High School* and *Shenandoah University*. Although *SV-SLI* has not had formal campaign investments through an agency, students from the School of Media Arts & Design (SMAD) at *James Madison University* helped kickstart *SV-SLI*'s blog in 2015. The blog, "<https://svsli.org/>," provides a place where *SV-SLI* can share information and videos with the general public, supply students with links to college preparation material, celebrate the *SV-SLI* community, and share personal articles and anecdotes written by *SV-SLI* mentors, scholars, board members, and community supporters of the organization. Between 2012 and 2015, *SV-SLI* has had 36 *Harrisonburg High School* scholars and 13 *John Handley High School* scholars (SV-SLI, 2015).

SV-SLI currently serves scholars at *John Handley High School* (Winchester, Virginia) and *Harrisonburg High School* (Harrisonburg, Virginia) that partner with *Eastern Mennonite University*, *Bridgewater College*, and *Shenandoah University*. *SV-SLI* is fortunate enough to have committed sponsors such as *Wells Fargo Bank* and Financial Advisors, and the *Hampton Inn Winchester University* (SV-SLI, n.d.). *SV-SLI* provides scholars with four main resources:

Mentorship, Early College Seminar (a 3-year curriculum taught by teachers and professors that model the college experience); Leadership development; and financial assistance. Once a member of *SV-SLI*, scholars are partnered with college mentors to gain encouragement and insight on the college experience, given the opportunity to attend Early College Seminar and other leadership development seminars, and are eligible to earn a \$1,000 computer award and a one-time Scholar College Award up to \$5,000 (SV-SLI, 2016).

Target Audience

The target audience for *SV-SLI*'s donation campaign is 50+ year old males/females that live within the Shenandoah Valley area, with no particular ethnic group in mind. While *SV-SLI* receives donations from outside the Shenandoah Valley, the organization is choosing to target the local community because most of its members are part of it. *SV-SLI* wants to target those with higher or stable incomes because they are much more likely to donate to the organization compared to lower income groups. The prime purchasing behavior of the donor group corresponds with Believers and Thinkers. Believers are typically the most religiously inspired and are economical, while Thinkers are financially established and tend to plan and research before committing to a cause (Strategic Business Insights, 2009-2016).

The general lack of interest for *SV-SLI* leads to a lack of interest for the organization's events. Therefore, the target audience is unaware of all the benefits that the organization can provide for Latino(a) youth (Personal Interview, October 17, 2016). By aiming for this specific audience, the organization hopes to educate the target audience while pulling enough interest to get them to donate as well. This will further *SV-SLI*'s efforts in preparing first-generation Latino(a) youths and helping them graduate from a four-year college.

As older members of the community, the target audience is somewhat in touch with modern technology, but is considered to be within the "late majority" on the Diffusion of Innovation Model. This audience keeps up with TV shows, is subscribed to newspapers and magazines, reads books, listens to *National Public Radio*, and checks their mailbox regularly (Rogers, 1971). Their social

media use has slowly been on the rise the past few years; nearly two-thirds of American adults now use social networking sites (Perrin, 2015). Consumers over the age of 46 spend almost twice as much time on a daily basis with TV, radio, and print compared to millennials, so targeting these media outlets would be more beneficial than social networking channels (MarketingCharts, 2015).

Consumer Profile

Passionate about education, Barbara Schultz is a 57-year-old White woman from Staunton, Virginia (Nielsen, 2016). Barbara acquired her Bachelor's of Arts degree with a major in English and minor in Spanish from *Washington and Lee University* and was the first person in her family to attend college. She is now a full-time English professor at *Eastern Mennonite University*, where she makes \$62,000 annually (Eastern Mennonite University Faculty-Salaries, 2016). Barbara lives with her husband of 30 years, Dan Schultz, who is a Cardiologist at *Western State Hospital* and together they make \$150,000 annually. Being homebodies, the Schultz's have lived in a quiet cul-de-sac in an older suburb of Staunton since their two children were young. Now that their sons have graduated from *Robert E. Lee High School*, they are empty-nesters and have adopted a cat named Snuggles to keep them company. Barbara and Dan are not looking to downsize quite yet, so Barbara is still commuting roughly 40 minutes (Google, 2016) to work every day in her 2010 *Honda Accord* (Nielsen, 2016).

Barbara is a Thinker and Believer (SBI, 2009-2016). She is extremely hard-working, responsible, generous, and has innate maternal instincts. Barbara leads a pleasant and traditional way of life. Every day, Barbara wakes up at 6:00 A.M. for a cup of coffee, makes her lunch for the day, feeds Snuggles, and heads to work. On her commute, she listens to *National Public Radio*, audio books,



and various classic rock stations. Barbara usually stays at work late in order to be available for more office hours, yet she never fails to be home after 6:00 P.M. to make dinner for her family. When it comes to adopting new technologies, Barbara is considered to be in the “late majority” on the Diffusion of Innovation model (Rogers, 1971). Before bed, Barbara either grades papers or reads the newest bestseller on her *iPad*, which she only owns because her sister got it for her as a Christmas present.

On the weekends, however, Barbara tries to “go with the flow.” As an active member of the community, Barbara is a regular volunteer for her neighborhood watch and is extremely personable. She enjoys going to downtown Staunton with her two best friends of 35 years, especially to the *Mill Street Grill* for delicious food and live music (Nielsen, 2016). Growing up Catholic, Barbara and Dan Schultz raised their children Catholic and attend mass together every Sunday, followed by quality family time at *Bob Evans*. Having faith and family as high priorities in her life, Barbara constantly questions her family’s decisions by asking, “Shouldn’t you have done this?” (SBI, 2009-2016). She is also particularly philanthropic, and donates to her church, *St. Francis of Assisi Catholic Church*, the *American Cancer Society*, and buys *Girl Scout* cookies every year from both her neighbor and niece. When she is not surrounding herself with friends and family, Barbara is obsessed with watching *Downton Abbey*, *The Ellen DeGeneres Show*, and *Public Broadcasting Service (PBS)*. Barbara and her husband are subscribed to Staunton’s local newspaper *The News Leader* and *American Association of Retired Persons (AARP)*, although they rarely spend time looking through them.

When spending money, Barbara does her research. She is an avid reader of *Consumer Reports* (SBI 2009-2016). When buying products, she looks for quality, affordability, and convenience, but is willing to pay extra to a company that provides her something other companies cannot. Since Barbara spends time reading reviews, a company’s reputation does not sway her decision unless a company makes a grave mistake. She is not a regular shopper, but will not hesitate to splurge on new work attire from *Nordstrom*, *Chicos*, or *Lord & Taylor* (Nielsen, 2016) or local fruit and vegetables.

Although extremely content with their lives as they are now, the Schultz's are looking forward to their next steps. Soon, Barbara and Dan hope to retire and downsize to a smaller home in downtown Richmond. They cannot wait to spend their days exploring new restaurants together and falling asleep to a great book. Barbara also hopes that by then, her children will be grown and have children of their own - Barbara cannot wait to be a grandmother!

Current Mindset

Currently *SV-SLI* is hardly on the minds of the target audience. According to five interviews of 50+ year old Shenandoah Valley residents conducted in person during a week in October, 2016, none of the interviewees had heard of *SV-SLI*. One interviewee even thought that *SV-SLI* was the same thing as the *JMU Valley Scholars*, one of the organization's competitors (Participant B, personal interview, October 17, 2016). Because the target market is entirely unaware of the organization, they will certainly not choose to donate to *SV-SLI*.

Desired Mindset

The goal of the campaign is to achieve more recognition of *SV-SLI* in the Shenandoah Valley communities, while also bringing in at least five new long-term donors and increasing donations by at least 10 percent within the next year. *SV-SLI* intends to solidify itself as a stand-alone organization and differentiate itself from other competitors. Additionally, the organization would like to clarify any confusion about what it does, which will encourage potential donors who might have previously been hesitant because of lack of information. Overall, *SV-SLI* aims to be viewed as a positive and gracious organization where its donations lead to tangible benefits for its scholars (*SV-SLI*, 2015).

Competition

Despite being a very unique and specialized organization, *SV-SLI* is competing with other non-profit organizations in the Shenandoah Valley area. The biggest obstacle that *SV-SLI* faces when competing is the likelihood that community members are unfamiliar with the organization. *SV-SLI*'s target audience of people over the age of 50 have considerable amounts of disposable income and therefore are more likely to give to non-profits. People 50+ years old will soon control more than 70 percent of the disposable income in the country (Love, 2014). By focusing on this important demographic, *SV-SLI* will have a considerable advantage over its competitors.

JMU Valley Scholars Program

SV-SLI's biggest competition is the *Valley Scholars Program*, whose primary goal is to serve first generation students who need financial aid and who show academic progress in both middle school and high school. The *Valley Scholars Program* has partner schools in Augusta County, Harrisonburg City, Page County, Rockingham County, Shenandoah County, Staunton City, and Waynesboro City. The *Valley Scholars Program* provides programs that are year-round and summer camps that foster a desire to learn, provide educational and cultural engagement opportunities, and help build skills that are helpful for academic success (JMU, 2016). The *Valley Scholars Program* encourages young students to pursue higher education by giving them tools to succeed. However, *SV-SLI* differs because it caters specifically to the Latino(a) community, regardless of immigration status. Because The *Valley Scholars Program* is run by *JMU* and therefore, the federal government, the organization has to be much more selective in its membership (SV-SLI, 2015).

Virginia Latino Higher Education Network

Virginia Latino Higher Education Network (VALHEN) is dedicated to establishing a support system that encourages young Latino(a) students to strive towards higher education, to work

with the community to address obstacles that the Latino(a) subcommunity faces, and to create educational and professional opportunities that will facilitate success for young Latinos(as) (VALHEN, 2015). *VALHEN* and *SV-SLI* are competitors because both organizations have similar goals that could be easily confused, especially if the community is unfamiliar with both of the organizations' differences. This confusion could lead to donors giving to *VALHEN* rather than to *SV-SLI*. While there is overlap in the two organizations, *SV-SLI* has high academic standards for its scholars, focuses on character and leadership growth for its scholars, and provides scholars monetary awards to use towards a 4-year university, rather than scholarships (SV-SLI, 2015).

Harrisonburg Education Foundation

The *Harrisonburg Education Foundation (HEF)* was founded in 1944 and is an active partner with Harrisonburg public schools. One primary purpose of the organization is to provide a way for members of the community to directly invest materials and money in the local public schools (HEF, n.d.). *HEF* works closely with administrators, teachers, and students to stimulate learning by providing scholarships for students and grants for educators. *HEF* also collects data through its access to public channels to create reports on various aspects of Latino(a) presence and education (HEF, n.d.). *HEF* is a strong competitor for *SV-SLI* because it provides a clear path to donate to the entire Harrisonburg public school system rather than just one ethnic subsection. Because *HEF* also provides grants to educators in addition to creating scholarships for students, the organization allows for a “bigger picture” approach (HEF, n.d.). *SV-SLI* can brand itself against this by driving the point that it is specifically helping bright Latino(a) students, regardless of immigration status.

The Big Idea - Campaign

SV-SLI promises that if the community donates towards *SV-SLI*, the Latino(a) youth coming from the Shenandoah Valley will use this opportunity to pursue their passions. To gain awareness of the

organization and acquire profits toward *SV-SLI*'s seminars and college awards, the organization will initiate an advertising campaign centered around thankfulness. All aspects, including print media, social media, television, and radio advertisements will emphasize gratitude, especially towards donors. The campaign will utilize the colors blue and yellow because *SV-SLI* uses those colors in its current media, and being consistent with the color scheme will help establish *SV-SLI*'s visual branding. The campaign will focus on "Thank You" notes as an overarching theme in an effort to associate *SV-SLI* as a polite and grateful organization that cultivates Latino(a) leaders. This campaign will be complemented by a coinciding letter-writing campaign that will reach out to potential donors in Harrisonburg, Winchester, and the surrounding communities. In addition to acknowledging potential donors, *SV-SLI* scholars will personally handwrite "Thank You" notes to past donors expressing gratitude for their contributions, in order to maintain the donor-*SV-SLI* relationship. The "Thank You" campaign aims to provoke awareness and donations from the organization's target audience and previous donors.

Campaign Supporting Evidence

The interviews conducted for the strategy statement express the interviewees' knowledge of *SV-SLI* before the interviews were conducted. All of the participants in the interviews were completely unaware of what *SV-SLI* was, meaning if they were aware, they might be more inclined to donate to the organization's cause. The interviews also clarified that *SV-SLI*'s target audience and consumer profile consists of people who are religious, charitable, and involved in their communities (Personal Interviews, October 15-18, 2016).

In addition to the interviews, current research proves the importance of gratitude with donors. According to the 2014 Burk Donor Survey, 67 percent of donors would definitely or possibly donate again if a charity thanked them promptly, and informed them of their progress in measurable terms (Manfield, 2015).

Tone of the Campaign

The campaign should reach out on emotional and unselfish levels to convince the target audience to invest in the community by donating to *SV-SLI*. The approachable and genuine voice of *SV-SLI* scholars will encourage the target audience to be a part of something larger than themselves by helping Latino(a) students pursue higher education. A community-centered tone will drive the idea that involvement with *SV-SLI* is directly benefitting the Shenandoah Valley youth.

Mandatories

SV-SLI full name: *Shenandoah Valley Scholars Latino Initiative*

SV-SLI web site: <http://www.shenandoahvalleysli.org>

SV-SLI address/location: P.O. Box 2734 Harrisonburg, VA. 22803

SV-SLI email: Shenandoahvalleysli@gmail.com

SV-SLI person of contact: Carlos Aleman, Director

SV-SLI daytime phone: 540-539-5457

SV-SLI nighttime phone: 540-555-5555

SV-SLI social media

Facebook: [ShenandoahValleyScholarsLatinoInitiative](#)

Twitter: [@SVSLI](#)

Blog: <https://svsli.org>

SV-SLI logo:



Corporate Creative Pieces

Fact Sheet

The fact sheet for *SV-SLI* is colorful and illustrated with graphics and charts to easily visualize the data. The fact sheet is also arranged in a way that is easy to understand, and will encourage involvement and donations to *SV-SLI*. It reflects *SV-SLI*'s professional and dedicated attitude by using a symmetrical layout and a color scheme that includes colors from local high schools. Blue was used because it is one of the official colors of *Harrisonburg High School*, while yellow was used due to its strong contrast, and overall warm tone. Both sides of the fact sheet have multiple graphics on it to both draw attention to the data, and to visualize it easier. The bulleted points make it easier for the reader to view the information, as opposed to long paragraphs. In general, the information describes *SV-SLI* as a whole in order to increase awareness of the organization. This is further demonstrated with the mandatories at the bottom, including how to donate, contact information, and social media links.



FACT SHEET



WHAT IS SV-SLI?

Founded in 2012, the *Shenandoah Valley Scholars' Latino Initiative (SV-SLI)* prepares first-generation, Latino(a) youth of the Shenandoah Valley of Virginia for college through a pathway of programming, mentors and support in grades 10-12. **SV-SLI's goal is for every scholar to graduate from a four year university.** It currently serves scholars at John Handley (Winchester, VA) and Harrisonburg (Harrisonburg, VA) High Schools.

(SV-SLI, n.d.)

GOALS

- Encourage scholars to graduate from a four-year university
- Persuade middle/high schoolers to pursue education, regardless of economic or immigration status
- Provide resources and mentors to facilitate success

(SV-SLI, 2016)

SERVICES & RESOURCES

- Mentors that support and guide scholars through college preparatory courses
- Development of relationships that facilitates the realization of personal and academic goals of Latino(a) scholars
- Help with writing/analytical skills and choosing the right college
- Offer various student resources centered around applying and paying for colleges

(SV-SLI, 2016)

REQUIREMENTS

High school students apply for membership to *SV-SLI* at the end of their freshman year

Students must:

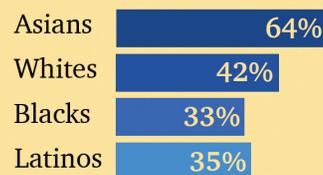
- Earn an Advanced Studies Diploma
- Maintain a minimal GPA of 3.0 and stay in academic good standing
- Participate in at least one scheduled *SLI* group event per month
- Develop strong relationships between their mentor and *SLI* coordinators

(SV-SLI, 2016)

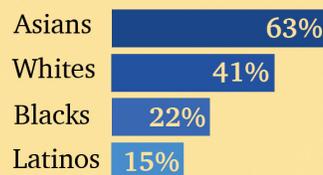
DEMOGRAPHICS

OF LATINOS IN UNITED STATES COLLEGES

Students that enroll in college by race and ethnicity



Students that obtain a four-year degree by race and ethnicity



(Note: Asians and Blacks include the Latino(a) portions of those groups. Whites include only non-Latinos)

(Krogstad, 2016)

Young Latino(a) college students, compared to their white counterparts, are...

- Less likely to enroll in a four-year college
- Less likely to attend a selective college
- Less likely to be enrolled in college full-time
- Less likely to complete a bachelor's degree

(Klein, 2015)

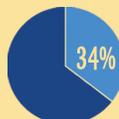
WHO SV-SLI SERVES

In Harrisonburg, SV-SLI works with Latino(a) students at *Harrisonburg High School (HHS)*.



Harrisonburg High School
currently enrolls 1,427 students

Minority students
enrolled at *HHS*



Latino(a) students
enrolled at *HHS*



- 23** *Harrisonburg High School* students are active members of SV-SLI, where 16 of those members are named SV-SLI Scholars
- 5** academic awards are doled out each year to students enrolled in a four-year university
- 15** college students from *James Madison University* and *Bridgewater College* serve as mentors for the members of SV-SLI at *Harrisonburg High School*

- 64%** of *Harrisonburg High School's* total enrollment is economically disadvantaged, yet 72.7% of those students achieve proficiency or higher on state exams
- 57%** of *Harrisonburg High School* students are eligible for the free lunch program under the National School Lunch Act
- 87%** of students enrolled at *Harrisonburg High School* graduate

(Harrisonburg High Student Body, 2016)

WHERE THEY GO

Colleges that have accepted graduates of the SV-SLI program include:

Bridgewater
College

Eastern
Mennonite
University

George
Mason
University

Old
Dominion
University

Shenandoah
University



(SV-SLI, n.d.)

SV-SLI IN THE FUTURE

There is a growing interest in expanding the opportunities that can be made available for academic development, leadership and mentorship, and college financial support.

YOU can help the future of SV-SLI by donating!

- Visit the official Web site to donate
- Pay using PayPal, VISA, MasterCard, AMERICAN EXPRESS, or DISCOVER
- Send checks at P.O. Box 2734 Harrisonburg, VA 22803
- ...or become a partner and donate monthly from \$20-\$500 for a year

(SV-SLI, 2016)

Shenandoah Valley Scholars
Latino Initiative
P.O. Box 2734 Harrisonburg, VA 22803
540-539-5457
Shenandoahvalleysli@gmail.com

- <http://www.shenandoahvalleysli.org>
- <https://svsli.org>
- ShenandoahValleyScholarsLatinoInitiative
- @SVSLI



Press Release

The press release is announcing a gala to celebrate *SV-SLI*'s fifth anniversary. The press release will publicize the organization, celebrate its accomplishments thus far, and raise funds for future endeavours. It will present facts about *SV-SLI*'s fifth anniversary gala, including explanations of when and where it is, who is invited, and what will be happening, as well as how the gala is intended to both honor past *SV-SLI* participants and raise money to further its mission. In general, *SV-SLI* aims to increase donations and awareness, and needs to fundraise so the organization can help more students.

According to five separate interviews of the target audience, *SV-SLI* is not well known. Since many members of the target audience follow local news outlets such as newspapers and news stations, *SV-SLI* aims to have the press release sent to local news venues, including *WHSV*, the Shenandoah Valley's regional television station, and *The Daily News-Record*, Harrisonburg's local newspaper. It will also be sent to *The Breeze* and *WeatherVane*, to inform *James Madison University* and *Eastern Mennonite University* students who may be interested in mentoring *SV-SLI* scholars, as well as faculty and professors who may be interested in participating. These media outlets are intended to inform locals about the event and create "buzz" in the community. Additionally, the press release will be posted online to *SV-SLI*'s website and blog, with links posted on both its' *Facebook* and *Twitter* pages as well.

Shenandoah Valley Scholars' Latino Initiative
P.O. Box 2734
Harrisonburg, VA 22803
Contact: Dr. Carlos Aleman, *SV-SLI*, University
Coordinator for Academic and Mentoring Programs

Daytime: 540-539-5457

Nighttime: 540-555-5555

Email: Shenandoahvalleysli@gmail.com

Web site: <http://www.shenandoahvalleysli.org>

Facebook: [ShenandoahValleyScholarsLatinoInitiative](https://www.facebook.com/ShenandoahValleyScholarsLatinoInitiative)

Twitter: [@SVSLI](https://twitter.com/SVSLI)

Blog: <https://svsli.org/>



December 5, 2016, Harrisonburg, VA
FOR RELEASE JANUARY 10, 5:00 P.M.

SV-SLI CELEBRATES ITS FIFTH ANNIVERSARY WITH GALA OPEN TO PUBLIC

Harrisonburg, VA -- The *Shenandoah Valley Scholars' Latino Initiative (SV-SLI)* will host its second annual gala on February 4th, 2017 at 6:00 P.M. at CrossKeys Vineyard in Mt. Crawford. The gala will be open to those who purchase a ticket from the *SV-SLI* website and it will celebrate *SV-SLI*'s fifth anniversary, spread awareness of *SV-SLI* and what the organization has done for Latino(a) youth in the Shenandoah Valley, honor past participants, and raise funds for the upcoming year.

The doors open at 6:00 P.M. and will begin with live music from a band and an open wine tasting hour. Following the informal meet-and-greet, dinner will be served at 7:00 P.M., while inspiring speeches from prominent leaders in the surrounding Shenandoah Valley area and short stories from past participants will be presented.

-more-



Lorenzo Martinez, a *SV-SLI* scholar at *Harrisonburg High School*, will be one of three current *SV-SLI* scholars that will speak at the fifth anniversary gala. He states that, “*SLI* has allowed the opportunity for Latinos that have a dream to become successful, [and] to be able to achieve their dreams.” Lorenzo furthers, “There should be more programs like *SLI* supporting Latinos out there, so they can hear their calling, because I believe all of us as Latinos have a purpose and we can achieve something great.”

SV-SLI's Board of Directors Chair, Paul Burkholder, sat down with Jett Reed, a relatively new contributor to the *SV-SLI* blog. When asked where he sees *SV-SLI* in the future, he responds, “We are a flexible organization in terms of trying new approaches and reaching out, but we need more volunteers and we need donors. Having more people committed to the future of these young scholars and developing our own economic well-being is key to the success of the organization.” Burkholder will be in attendance at the gala to speak on behalf of the organization.

The ticket price for the gala is a \$10 donation for general admissions at the door, \$35 for a dinner ticket and \$50 for a premium dinner ticket. The dinner ticket includes hors d'oeuvres and a three course meal catered by the winery. The premium ticket also includes your choice of a bottle of wine from the vineyard. For more information about the event or how to purchase tickets, please call *SV-SLI* at 540-539-5457 (Daytime), 540-555-5555 (Nighttime), or email at Shenandoahvalleysli@gmail.com. This is a great opportunity for getting involved in *SV-SLI*, and any additional donations on top of the ticket price are optional but are greatly appreciated.

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Established in 2012, the Shenandoah Valley Scholars' Latino Initiative (SV-SLI) prepares first-generation, Latino(a) youth of the Shenandoah Valley of Virginia for college through a pathway of programming, mentors and support in grades 10-12. The goal of SV-SLI is for every scholar to graduate from a four year university. It currently serves scholars at John Handley (Winchester, VA) and Harrisonburg (Harrisonburg, VA) High Schools.

Advertising Creative Pieces

Print Ad

The *SV-SLI* print advertisement takes a creative and grateful approach in hopes of capturing viewers' attention, appealing to viewers' emotions, and in turn making them inquisitive about *SV-SLI*. The print advertisement is to be taken in context with the organization's entire campaign, compliment the radio and television advertisements, and emphasize gratitude to connect to the big idea. It includes all information needed to produce a memorable advertisement in order to interest viewers and ultimately bring in donations for the organization.

The print advertisement is asymmetrical and band-style with a pun-style headline and selective-style subhead (Drewniany & Jewler, 2014). The pencil on the print advertisement encourages clear eye movement for viewers by having the point of the pencil guide viewers to read the headline. The headline is witty and compliments the memorable photograph, and the entire advertisement uses a color scheme that has enough contrast to highlight the image.

A large pencil is oriented vertically on the left side of the page. The tip of the pencil is a woman's face, smiling. The pencil is sharpened, and the lead tip is visible. The background is crumpled blue paper.

Education isn't *pointless*

Let us say thank you for
helping sharpen young minds.

No child should have to give up on their dreams because they don't have the resources to achieve them. Founded in 2012, the *Shenandoah Valley Scholars' Latino Initiative (SV-SLI)* prepares first-generation, Latino(a) youth of the Shenandoah Valley of Virginia for college through a pathway of programming, mentors, and support starting in middle school.

Our goal is for every scholar in our program to graduate from a four year university, but they can't do it without your help. To learn about how to make a difference in the lives of Latino(a) scholars, please visit our website at www.shenandoahvalleysli.org and join our monthly donation program.



www.shenandoahvalleysli.org
P.O. Box 2734 Harrisonburg, VA. 22803
(540)539-5457







Education isn't *pointless*

Let us say thank you for helping sharpen young minds.

  www.shenandoahvalleysli.org



Radio Script

The radio script for *SV-SLI* is created to be an appealing and memorable radio advertisement to be aired throughout the Shenandoah Valley region on stations such as *WTNT-AM “La Capital,”* a Winchester Spanish Pop station, and *WLTk-FM “K-Love”*, a Harrisonburg contemporary Christian station, which will help reach out to potential donors in the area. The radio script will be multivoice and feature three different student voices, one male and two females, expressing their gratitude towards donors. The radio script also includes memorable background music and sound effects to help appeal to the listeners’ emotions.

The idea of multiple students speaking and thanking donors stemmed from the “Thank You” campaign and acts as a prime example of what the campaign represents. The voices of the students are enthusiastic and appreciative to help listeners’ understand the impact of what donating can do for scholars. The radio script will also include a call to action on how to donate to *SV-SLI* and to visit the website for more information, in order to increase awareness of *SV-SLI* while also enticing listeners to donate.

Client: Shenandoah Valley Scholars Latino Initiative (SV-SLI)

Title: "Thank You"

Produced

Time: 30"

Date: 12/05/16

<u>SFX</u>	<u>THOUGHTFUL MUSIC</u> <u>UNDERSCORING THE BACKGROUND</u> <u>FOR FULL DURATION OF THE AD</u>
<u>SFX</u>	<u>PENCIL ON PAPER SFX PLAYS (FOR</u> <u>THREE SECONDS) SIMULTANEOUSLY</u> <u>TO STUDENT 1'S FIRST LINE</u>
STUDENT 1 (15-18, FEMALE, EMPATHETIC TONE)	Dear Mr. Campbell...
STUDENT 2 (15-18, FEMALE, ENTHUSIASTIC TONE)	Dear Mrs. Reilly...
STUDENT 3 (15-18, MALE, APPRECIATIVE TONE)	Dear Anonymous...
ALL	Thank you!
STUDENT 2 (ENTHUSIASTIC TONE)	Gracias.
STUDENT 1 (EMPATHETIC TONE)	For donating to SV-SLI (ess-vee-sly).

STUDENT 3 (APPRECIATIVE TONE)	For helping <i>SV-SLI</i> scholars.
STUDENT 2 (ENTHUSIASTIC TONE)	For funding my college dream.
ALL	Thank you donors.
STUDENT 2 (UPBEAT TONE)	For more information on how to donate to <i>SV-SLI</i> ,
STUDENT 1 (EXCITED TONE)	And how YOU can help local first-generation Latino youth prepare for college,
<u>SFX</u>	<u>TYPING ON A KEYBOARD SFX PLAYS (FOR THREE SECONDS) SIMULTANEOUSLY TO STUDENT 3'S THIRD LINE</u>
STUDENT 3 (MATTER-OF-FACT TONE)	Visit www.ShenandoahValleySLI.org (W-W-W dot Shenandoah Valley S-L-I dot org).

TV Script

The TV script for *SV-SLI* is created to be engaging and persuasive and will be aired throughout the Shenandoah Valley region on stations such as *WHSV-TV3*, the *ABC*-affiliated television station for Harrisonburg and the Shenandoah Valley, and *WVPT Channel 51*, the *PBS*-affiliated television station for Staunton, which will reach out to potential donors. The TV script will be testimonial style and feature one eighteen year old female actress who will portray a *SV-SLI* scholar progressing through the program. Various scenes will take place in school settings to help further show the *SV-SLI* scholar participating in the program. An optimistic and gracious voiceover by the actress will be playing as the scenes occur, along with thoughtful background music that will help express her gratitude and appreciation towards donors who helped to fund her college career.

The TV script is created in a way to express the ideas outlined in the “Thank You” campaign and works in conjunction with the radio script and print advertisement. By using television, viewers are able to visualize the impact that their donations can hold for a *SV-SLI* scholar by being able to see the emotion and reactions from the actress.

Client: *Shenandoah Valley Scholars Latino Initiative (SV-SLI)*

Title: "Thank You"

Produced

Key Frame: Scene #6

Time: 45"

Date: 12/05/16

<p>SCENE #1 (ECU, ZOOM IN): OF SCHOLAR HOLDING A PEN AND WRITING ON PAPER THE WORDS "Dear" (2")</p>		<p><u>SFX: THOUGHTFUL BACKGROUND MUSIC FOR ENTIRE SPOT (45")</u></p> <p>VO (FEMALE, 15-18 YEARS OLD, GRACIOUS OPTIMISTIC VOICE): Dear Anonymous Donor,</p>
<p>#2 (MS): OF YOUNG FEMALE STUDENT, KRISTAL (15-18 YEARS OLD, DRESSED CASUALLY, LATINA, BRUNETTE) SITTING AT A LIBRARY DESK WRITING A LETTER (5")</p>		<p>VO: Thank you for donating to the <i>Shenandoah Valley Scholars Latino Initiative.</i></p>
<p>#3 (WS): OF KRISTAL SITTING AT A DESK WRITING NOTES IN A SCHOOL CLASSROOM (4")</p>		<p>VO: I'm a <i>SV-SLI</i> scholar at <i>Harrisonburg High School.</i></p>
<p>#4 (WS, TRACKING): OF KRISTAL WALKING THE SCHOOL HALLWAYS, READING HER NOTES (5")</p>		<p>VO: Community contributions like yours help fund college prep courses and scholarships.</p>

<p>#5 (CU): KRISTAL WORKING ON HER NEW COMPUTER AT A LIBRARY DESK, VIEWED OVER KRISTAL'S SHOULDER (9'')</p>		<p>VO: This year, each graduating scholar received a new laptop and a scholarship! This wouldn't be possible without you!</p>
<p>#6 (MS): KRISTAL SITTING AT A LIBRARY DESK LOOKING UP FROM WRITTEN LETTER AND SMILING (8'')</p>		<p>VO: Thank you so much for donating to <i>SV-SLI</i>, and for helping my college dreams come true.</p>
<p>#7 (MS): OF KRISTAL IN CAP AND GOWN HOLDING DIPLOMA IN FRONT OF <i>HARRISONBURG HIGH SCHOOL</i> TALKING TO CAMERA, FADE TO BLACK WHEN DIALOG ENDS (2'')</p>		<p>KRISTAL: Sincerely, Kristal.</p>
<p>#8 (SUPER): TEXT IMPOSED ON CLASSROOM CHALKBOARD SAYING, "For more information on SV-SLI and how to donate, visit www.svsli.org" DISSOLVE TRANSITION TO SCENE #9 (8'')</p>		<p>VO (MALE, 20 YEARS OLD, FIRM DIRECT VOICE): For more information on <i>SV-SLI</i> and how to donate, visit www.svsli.org.</p>
<p>#9 (TITLE): DISSOLVE TO SHOW LOGO ON BLACK BACKGROUND (2'')</p>		

Social Media

Since the target audience for *SV-SLI*'s donation campaign is 50+ year old males/females that live within the Shenandoah Valley area, it was important to research the social media usage of this demographic. According to a *SilverSurfers* study published in *The Telegraph*, *Facebook* is the most popular social media site used by those over 50 years old. The study furthers that 81 per cent of this same demographic checks *Facebook* “more than once a day.” (Doughty, 2015).

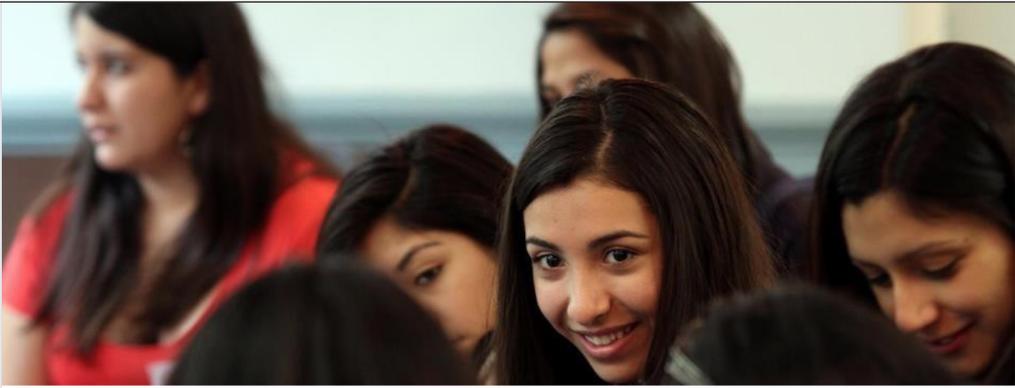
Currently *SV-SLI* uses its *Facebook* page regularly to communicate information aimed toward *SV-SLI* scholars and families. In order to increase donations, the target audience must also be addressed. The updated Facebook page acknowledges these potential donors by sharing *SV-SLI* student stories. It also specifically addresses how donated money is used, citing *SV-SLI*'s semi-annual donation reports. The updated Facebook page also reiterates the idea of gratitude by regularly thanking those involved in *SV-SLI*, such as families, scholars, mentors, and donors. To keep this consistent, a social media editorial calendar will ensure posts about scholars on Sundays, thankfulness on Thursdays, and giving on Tuesday.



Shenandoah Valley Scholars Latino Initiative - SV-SLI

@shenandoahvalleysli

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Shenandoah Valley Scholars Latino Initiative - SV-SLI

November 29 at 7:58pm · 🌐

For today's #ThankfulThursday SV-SLI wants to thank all those who have donated to SV-SLI this holiday season. Our outgoing scholars are preparing for their first year of college. Each graduating scholar received a new laptop computer and a scholarship from SV-SLI. This would not be possible without your donations!

As always, SV-SLI continues to support all of our scholars by:
- Paying for the costs associated with college prep classes. Such expenses include AP testing fees... See More

Education

Search for posts on this Page

A mentoring and scholarship program for youth in the Shenandoah Valley.

About

See All

www.shenandoahvalleysli.org/



Shenandoah Valley Scholars Latino Initiative - SV-SLI

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Shenandoah Valley Scholars Latino Initiative - SV-SLI

added an event.

November 29 at 6:02pm · 🌐



FEB 4

SV-SLI Fifth Anniversary Gala Sat 6:00 PM EST · Mount Crawford

Like Comment



SV-SLI
Shenandoah Valley
Scholars' Latino Initiative

Shenandoah
Valley Scholars
Latino Initiative -
SV-SLI

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Shenandoah Valley Scholars Latino Initiative - SV-SLI

November 29 at 5:57pm · 🌐

"Educators, professionals, and community members - coming together to support the college dreams of some deserving high school students"

<https://www.youtube.com/watch?v=lhhOtcREBbg>



▶

SVSLI_FINAL

Promo Video for SVSLI Music: Easy Lemon by Kevin Macleod (incompetech.com)

YOUTUBE.COM

Like
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Shenandoah Valley Scholars Latino Initiative - SV-SLI

🎉 celebrating success.

November 29 at 6:38pm · 🌐

That feeling you get when the acceptance letters roll in...

Congratulations to our very own SV-SLI Scholar, Rocio Ramirez, for getting accepted to EMU!



Like
Comment

Facebook Editorial Calendar

Day	Content Theme	Link/Image
Sunday	#ScholarSundays	Image of SV-SLI Scholar
Monday		
Tuesday	#GivingTuesdays	Link to Global Giving Site
Wednesday		
Thursday	#ThankfulThursdays	
Friday		
Saturday		



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Shenandoah Valley Scholars Latino Initiative - SV-SLI

November 29 at 6:51 pm · 🌐

Today is #ScholarSunday! Meet Kenia, a 2015 inducted scholar at Harrisonburg High School. A high school senior, Kenia loves her creative writing class and volunteering at her church's daycare. Lately, she's been working with her mentor Laura on her college applications.

"Working with Laura has been a blast. SV-SLI has really helped me stay on track to meet my goals."

Thank you to all of our donors, mentors, and scholars for all you have done this semester. The hard work is paying off, and we are so proud of Kenia and her fellow scholars for their dedication to academic success!





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Shenandoah Valley Scholars Latino Initiative - SV-SLI

November 29 at 5:46pm · 🌐

It's #GivingTuesday!

This holiday season, the best gift to give is helping others. Every donation, no matter how small or large, helps our Shenandoah Valley Scholars excel academically and become one step closer to attending college.

Donate today:... [See More](#)



Support College Dreams of Latino Students - GlobalGiving

GLOBALGIVING.ORG

Like Message Share More

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@shenandoahvalleysli

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Shenandoah Valley Scholars Latino Initiative - SV-SLI

November 29 at 7:58pm · 🌐

For today's #ThankfulThursday SV-SLI wants to thank all those who have donated to SV-SLI this holiday season. Our outgoing scholars are preparing for their first year of college. Each graduating scholar received a new laptop computer and a scholarship from SV-SLI. This would not be possible without your donations!

As always, SV-SLI continues to support all of our scholars by:

- Paying for the costs associated with college prep classes. Such expenses include AP testing fees, Dual Enrollment tuition, SAT fees, and other such fees.
- Providing our scholars with computer access if they do not have it at home. In our digital age, students need to have access to technology to keep up with their peers and ensure equal opportunity. We provide laptop computers to scholars in need.
- Conducting our own college prep course. A college professor leads our SV-SLI students through activities to introduce the scholars to the rigorous coursework they will encounter in college. The course helps students understand time-management and focuses on skill building (critical reading, study skills, writing with purpose).
- Continuing our mentorship program. Each scholar has a mentor from a local university who helps guide the scholar through the process of preparing for college.
- Setting up college experiences. Our scholars go on field trips to local (and regional) universities with board members and mentors. These experiences provide scholars with a better understanding of college life.

For more information, read our Fall 2016 Donor Update at

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1m5!1m1!1s0x89b4a08eb8621697:0xe5d6e4710a09b66e!2m2!1d-79.0716958!2d38.149576!1m5!1m1!1s0x89b4ed26a75d58e7:0x1b754788050ee616!2m2!1d-78.8793097!2d38.4719168!3e0

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