

# O'Rorke Outreach for BAPPG: FY 2016/17

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August 3, 2016

**O'Rorke Inc.**



# FY 2016/17 Outreach

## Outreach Strategy A

- Task 1: Toilets Aren't Trash Cans
- Task 2: Chinook Book
- Task 3: FOG Spanish Radio Ads
- Task 4: Media Relations on Flea & Tick Pesticide Alternatives
- Task 5: BAPPG Annual Report

## Outreach Strategy B

- Task 1: Toilets Aren't Trash Cans
- Task 2: FOG Spanish Radio Ads
- Task 3: BAPPG Annual Report

# Outreach Strategy A

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\$30,000

- Task 1: Toilets Aren't Trash Cans
- Task 2: Chinook Book
- Task 3: FOG Spanish Radio Ads
- Task 4: Media Relations on Flea & Tick Pesticide Alternatives
- Task 5: BAPPG Annual Report

# Task 1: Toilets Aren't Trash Cans! Outreach

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- Possible outreach methods
  - ▣ Facebook online ads
  - ▣ Pandora & Spotify streaming radio ads
  - ▣ RTBiQ mobile ads
  - ▣ Write & pitch press release or OpEd
- Supplemental outreach from BAPPG members
- Budget: \$10,000 - \$15,000
- Timing: January – March 2017

## Task 2: Chinook Book

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- Book Ads with Chinook Book on behalf of BAPPG
  - Print
  - Online
  - Mobile
- Messages could support the Toilets Aren't Trash Cans Campaign
- Budget: \$3,500
- Timing: January – March 2017

## Task 3: FOG Spanish Radio Ads

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- Book Spanish Radio Ads with Univision on behalf of BAPPG
- Ads will run during the winter holidays
- Budget: \$8,000
- Timing: November – December 2016

## Task 4: Media Relations on Flea & Tick Pesticide Alternatives

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- Write & pitch press release or OpEd
- Conduct outreach to coincide with 'Spring Cleaning' season
- Budget: \$2,000 - \$3,000
- Timing: March – April 2017

## Task 5: BAPPG Annual Report

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- Assist with graphic design and content editing for BAPPG Annual Report
- Budget: \$1,000
- Timing: December 2016 – January 2017

# Outreach Strategy B

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\$30,000

- Task 1: Toilets Aren't Trash Cans
- Task 2: FOG Spanish Radio Ads
- Task 3: BAPPG Annual Report

# Task 1: Toilets Aren't Trash Cans! Outreach

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- Possible outreach methods
  - Facebook online ads
  - Pandora & Spotify streaming radio ads
  - RTBiQ mobile ads
  - Chinook Book online, mobile & print ads
  - Write & pitch press release or OpEd
- Supplemental outreach from BAPPG members
- Budget: \$21,000
- Timing: January – March 2017

## Task 2: FOG Spanish Radio Ads

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- Book Spanish Radio Ads with Univision on behalf of BAPPG
- Ads will run during the winter holidays
- Budget: \$8,000
- Timing: November – December 2016

## Task 3: BAPPG Annual Report

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- Assist with graphic design and content editing for BAPPG Annual Report
- Budget: \$1,000
- Timing: December 2016 – January 2017



# Thank you!

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