



Clothesline Cards & Stationary

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PUBLIC RELATIONS PLAN FOR CLOTHESLINE CARDS & STATIONARY

Wilson's Public Relations Strategic Program Planning Matrix

- 1. Background:** Clothesline Cards & Stationary was launched in 2000 by Lauren McPherson and her design team. The goal for the company was to create a line of stationary that was fun and trendy, yet sophisticated and classy. We have found great success as a reward for our creative genius and willingness to think outside the box. The client base began in Hartford, CT, where our first Clothesline boutique was opened. Since that time, Clothesline products have reached clients across the United States through online ordering or by post. Our renowned Wedding Department caters to brides-to-be and their vision of wedding stationary sets in a series of consultations. Our design team at Clothesline works hard to create the best product for all-occasions and all clients who chose us.
- 2. Situation Analysis:** Working in the paper industry, many people critique our organization for not being eco-friendly. The amount of materials that enter and leave our doors is immense, especially in the spring and summer months for wedding stationary. In consideration for Mother Earth, Clothesline has implemented a series of eco-friendly stationary sets to cut back on paper consumption. Our organization has been recycling excess paper since day one. McPherson and her team recognize the need to recycle on a daily basis in order to preserve the forests and

environment. As a team of tree-huggers, we also encourage our clients to take on the responsibility.

There have been several difficulties reducing our carbon footprint. The convenience of recycling is an encouragement in itself to do the act, but conserving paper is not always an option for displays and sample kits. Some wedding stationary sets take several tries to please the bride-to-be. Electricity could be saved by turning off the display lights at night but could prevent potential buyers from seeing the products offered while window shopping. Potential problems are cost-based and energy-conscious concerns.

3. **Central Core of difficulty:** If the client is not pleased with the personalized product, paper and materials are wasted at the expense of the environment.
4. **Preliminary Identification of publics and resources:** The Environmental Protection Agency (EPA) and the State Department of Environmental Conservation may be concerned and affected by the problem. The environment is at risk if materials are not used with distinct purpose. Both agencies would be willing to help solve the problem. The client(s) should be willing to cooperate to cut down on wasted paper supplies.

Recycling and Abitibi Paper Receivers could be used to solve the issue of wasted paper. More earth-conscious consumers would also aid the solution to the problem. Careful planning before printing large stationary kits could save paper from the start. A series of consultations with the client, especially selective brides-to-be, would construct a better idea of final design and decrease the need to reprint the kits.

5. **Campaign goal(s):** Clothesline seeks to please its clients to the highest degree through careful design planning in a series of consultations for large projects, like wedding stationary kits, while conserving materials.
6. **Objectives:** First, set up a meet and greet with client(s) three months before stationary is needed for post. Remain in contact throughout the planning process. Keep client updated on progress, design alterations or necessary changes in the following 4-5 weeks. The second

consultation involves a detailed sketch of each piece of the stationary kit for approval. The client(s) approves or directs changes that should be made. In the following week, changes are submitted for second approval via email or in-store meeting. A month prior to due date, stationary set is arranged for final approval before printing. Printing occurs two weeks before date to allow for reprint and/or mailing. Client(s) gives final approval of printed material before sent to recipients.

7. **Key publics:** The audience involved in the objectives is the client(s). The self-interest for Clothesline is a happy client with beautifully crafted stationary that is up to our promised standards. Messages to motivate include a commitment to cooperation and open lines of active communication with a positive attitude. Positivism to reach a desired product is a key in design. The client(s) has the self-interest of a stationary kit that fulfills their requests and brings total satisfaction. The relationship with the client(s) develops from the first meet and greet to the final presentation of the kit. The purpose of the initial meeting is to learn about the client(s) and what suits their taste and preferences. A cooperative relationship with the client(s) is necessary to accomplish all of the objectives. Client(s) and members of the design team are in regular communication with the client(s) via telephone, email, video chat, and/or face-to-face conversations. The influentials in the planning process belong to the client(s) and their satisfaction with the presented project along the planning process.
8. **Message design:** The primary message will be directed at the client(s) who is the focus of the objectives. The message will highlight the cooperative process to design and create a suitable match for the client(s)'s needs and desires. Cooperative is the key word. The secondary messages would be directed to the environmental agencies that have concerns with recycling and reusing materials rather than wasting them. Their interest is fulfilled with the eco-friendly message, which is also cooperative like the primary.
9. **Strategies:** Clothesline must contact the EPA and the State Department to express their concerns for recycling. Some interest would be generated from the request itself. A cooperative plan should be arranged for an Abitibi Paper Retriever to be placed in the rear lot of the store. Both Clothesline and the agencies would be benefitting from the Retriever, along with the environment. Members of the community would be invited to recycle their paper materials in

the Abitibi Paper Retriever, which would be picked up every month. Not only is Clothesline recycling their materials, but involving the community in the conservation campaign.

Advertisements for wedding stationary kits inform the public of clientele. The client(s) contact Clothesline and express a desire to work with the design team, setting up an initial appointment. Clothesline must commit to the assignment. The client(s) is placed at the start of the planning process with a blank template of possibilities. Members of the design team display options and record feedback from the client(s). The design team works one-on-one to satisfy the client(s) and presents the product for approval.

10. **Tactics:** The messages will be carried by news releases, public service announcements and posts on social media sites. They will act as advertisements to spread the message and launch the strategy. A fact sheet will provide an overview of information on the campaign background and goals. Head of Marketing, Ty McTigue, will create visuals for publicity around the city and in the Charlotte Chronicles. Elise Baldarelli, Social Media and Blog Specialist, will support the campaign with media coverage through online outlets. Blog posts about recycling possibilities will generate interest in the community. She will remain in contact with media outlets to refresh news and keep audience updated. These tactics have been set to carry out Clothesline's mission of client approval and total satisfaction while recycling.

11. **Calendar:**

Recycling Campaign 2012	June	July	August	September	October	November
Meeting with team (discuss ad plans, budget, schedule, key publics)						
Assess price for campaign, budget						
Committee meetings to plan details (discuss recycle options, companies)						
Assign tasks to team to promote and prepare						

Begin print ads in community, contact media						
Plan event calendar for first month of campaign (release flyers and print ads)						
Revise plan with team and explain expectations for campaign						
Launch Recycling Campaign (Nov. 2)						

12. **Budget:** Clothesline has a practical budget for the recycling campaign that includes three stages of spending. The Abitibi Paper Retriever is ordered for November when the campaign is set to be launched. The cost to rent is minimal but included in the budget plan. Current spending will not exceed the income of Clothesline to keep the budget balanced. Advertisements require \$1,000 per quarter to reach out to the Charlotte Chronicle and print recycled paper signs for the campaign. This breaks down to be \$100 for Paper Retriever rental, \$250 for print advertising (flyers, store banner) and \$450 for media coverage on the local radio station and in the Charlotte Chronicles. Posting on social media is free. The excess \$200 will be kept for emergency funding or a publicity blitz based on the coverage up to the last two week span. Once the campaign is launched, the Paper Retriever will provide Clothesline with revenue that will be donated to a local charity for Autistic children. Spending will be tracked on budget sheet to make sure it stays within the allotted guidelines. The campaign will be more of a paperless project to promote the message through actions. This campaign is not a large expense to Clothesline and is more about the amount of paper and supplies that will be budgeted and recycled throughout the months to come.

13. **Communication Confirmation:**

Key Public	Self-Interest	Primary Messages	Influentials
Local Clients	To be satisfied with stationary products that match needs and desires	“Doing business with Clothesline Cards & Stationary is the best	The media coverage and advertisements for Clothesline Cards &

	In a timely manner. To make deadlines.	choice for personalized stationary products at your highest satisfaction. Our design team will work with you to ensure your project is complete on time and to perfection”	Stationary. Word of mouth and reputable business to trust with your special day and more.
EPA/State Department	To work hand in hand with environmental agencies and local business to promote recycling and preservation of natural resources.	“Clothesline will work with you to campaign for less waste and more recycling for a more sustainable tomorrow.”	Media, approach to contact, and management techniques will influence the partnership decision.
Media	The need to generate interest in local events and business through luring articles and advertisements.	“Clothesline produces the best stationary products on the east coast! Place all your stationary needs in the creative hands of the design team and never be disappointed.”	Any reader of the media, especially those planning a wedding with large stationary needs.

Key Public	Objectives	Strategies	Tactics
Local Clients	Attract new clients in the upcoming winter months; new clientele should generate profits and more positive customer testimonials by word of moth	Provide clients with step-by-step care during planning process; provide positive and painless experience for client; encourage them to return with their other stationary needs	Appeal to clients by exceeding expectations with product; advertise in local cafes and shops
EPA/State Department	Achieve more recycling and reduce carbon footprints in the community	Provide support and make information easily accessible and easy to use; provide positive partnership	Provide a detailed fact sheet and follow up with contact closer to campaign launch
Media	Generate positive coverage in the media through 4 announcements 2-3 months prior to event; customer testimonials; advertising visible to targeted audience	Create friendly relationship with cooperation and trust with varying media outlets locally and in the PR field	Create a press release regarding the campaign; release information for news story/addt'l coverage; offer public press conference

14. **Evaluation criteria:** Clothesline will measure the success of their recycling campaign with the local response. The community involvement is a major gauge of a successful campaign. Also, a reduction of waste and carbon footprint will measure the completion of campaigns goals and objectives. Happy clients will also be an indicator of a job well done. Remaining under budget is a final measurement of success.
15. **Evaluation tools:** To evaluate the success, Clothesline will ask for feedback from the community. Positive feedback will indicate success. Media coverage of the campaign and the chatter around the shopping district is a tool that can gather simple data. News stories covering the campaign launch can be gathered to evaluate the media coverage surrounding the campaign. The schedule of planning can be evaluated if the predetermined steps match the time of action. A balanced budget and a Paper Retriever full of paper to be recycled is the main tool to measure the criteria of the objectives.

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