

ENGAGING ELDER GEN-Z



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Fall 2022 PRCC Capstone
December 21, 2022
United Way of Washington County, MD

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EXECUTIVE SUMMARY

United Way of Washington County, Maryland (UWWCMD) is struggling to engage and motivate County residents between 18-25 years-of-age (Elder Gen-Z), resulting in a lack of volunteer participation from that group. However, if UWWCMD can effectively engage Washington County Elder Gen-Z through education and event endorsement, the organization will see volunteer participation from this group increase.

By the end of this plan, UWWCMD will have strengthened and standardized its social media communications, increased the amount of digital traffic driven back to its website, and deepened its relationship with Washington County Elder Gen-Z by integrating its “in-person” communications with the digital landscape. The plan will span from May 2023 – September 2023 and cost a total of \$2,000. Today, Elder Gen-Z is brimming with drive, not only to better themselves but to better the world around them. They are an invaluable ally to any organization if they can be effectively reached and motivated. However, to be successful requires an organization to turn its preconceived notions of promotion and public relations on their head. Elder Gen-Z does not want to be “sold” to. Instead, an organization must be willing to be pragmatic, radically vulnerable, and above all, honest with itself and its community.

If UWWCMD proceeds with the implementation of this communications plan, they will increase the regularity and diversity of its social media posts, tailoring their content to Elder Gen-Z interests and values, while remaining true to United Way’s mission. Additionally, UWWCMD will thoroughly integrate its social media channels and website to drive digital traffic towards key information. The plan will culminate in a live educational presentation event highlighting what professional development and soft skills there are to gain from volunteerism, how to be selective when choosing a volunteer organization, and why it is essential to be active in one’s community. Washington County is teeming with non-profit, philanthropic, and charity organizations. Just about everywhere you look, there are opportunities for young adults to volunteer their time and expertise. If UWWCMD can capitalize on its existing strengths and hone these new ones, it will see growth among the Elder Gen-Z audience and higher rates of volunteer turnout among them.

BACKGROUND

External Environment –

Since the winter of 2020, the Covid-19 pandemic has disrupted how Americans conduct themselves, at home and in public. Over 1 million people in the United States have died because of Covid-19, and now, in 2022, we are still feeling the impact of this disease. While most businesses and organizations around the country have resumed, with a few exceptions, it is business as usual. Many Americans are still taking precautions for their health and safety, like avoiding environments that may perpetuate the spread of Covid-19. On top of Covid-19 and its newest variants, the spread of other infectious diseases; such as Monkeypox, Ebola, and *Vibrio vulnificus*, a flesh-eating bacteria, that has killed 11 people so far in Florida (Olsen 2022); are only further contributing to the American public's anxieties around reentering public life.

Despite anxieties surrounding the pandemic, there has been an explosion in activism in the last two years, especially among young adults. The Black Lives Matter movement began in 2013, but became prominent in the public eye in 2020 through national and international protests following the murder of George Floyd in Minneapolis (Turan 2022). People across the world gathered in-person and online to advocate for racial justice, and many of these groups are still very publically active in 2022 (Turan 2022). There has also been a major increase in small scale activism among the youth. This includes an explosion in student walkouts for a number of reasons including but not limited to; LGBTQ+ rights, trans rights, racial justice issues, gun violence, and disliked guest speakers. Two recent examples of this are Georgetown University students walking out of a Mike Pence speech on October 19th in protest of his anti-LGBT legislations in Indiana, and University of Michigan medical students walking out of their commencement in protest of speaker Kristen Collier's anti-abortion views in July (Schwerha 2022 & Paül 2022). In other instances, students have organized protests to coincide with walkouts, and have demonstrated commitment to those protests in spite of push back from their schools as well as police.

Young adults have a strong desire to make their voices heard in a society in which they feel that merely showing up at the polls is not enough. Despite concerns about disease, social repercussions, and threat of force, these groups are still showing up and willing to act. Demonstrating a remarkable opportunity for organizations willing to reach out and provide appropriate motivation.

Industry –

There are hundreds of non-profit, philanthropic, and charity organizations in the Washington County, MD area, many of which United Way of Washington County, MD (UWWCMD) works with directly. The exact number is constantly changing as organizations are formed and disbanded. Currently, there is no official list or oversight of these groups, and therefore no way to accurately track their size or impact in totality. For our purposes, the organizations of greatest interest to United Way will be those with the greatest influence, highest popularity, and name recognition within the community. That being; Habitat for Humanity, Rotary Club of Hagerstown, and Boys and Girls Club of Washington County. While these

organizations are not United Way competitors in the traditional sense; as UWWCMD works with these groups regularly; they have been considered competitors for volunteers' time and resources.

Competitive Analysis –

Habitat for Humanity:

Habitat for Humanity is a popular Christian volunteer organization with household name recognition. They often partner with youth groups and schools to bring in on the ground volunteers to build or renovate homes for families in need. Adult volunteers are predominately 35 years old and older. "Habitat homeowners earn the opportunity to purchase a home with family members 18 years or older committing to a minimum of 200 "sweat equity" hours to Habitat. These hours are worked through the construction of their own home, construction of other future homeowners' homes, work in the ReStore, and participation in speaking engagements as a Habitat representative. Homeowners are granted no-profit, no-interest loans held by Habitat with affordable monthly payments. Through their partnership with Habitat, families are provided access to the Homebuyers Academy, a program developed by Habitat staff, that strives to enhance the financial literacy of future homeowners (Habitat for Humanity 2022)." Their sponsors and community partners include Alsip & Associates, Citi, Maryland Affordable Housing Trust Alexander Charites, Inc., Wells Fargo, Hagerstown Housing Authority, Washington County Gaming Commission, Washington County Community Organization Funding, Hagerstown Rotary, Hagerstown Rotary-Sunrise (Habitat for Humanity 2022).

Habitat volunteers that are not habitat homeowners make a large time commitment, but receive little to no professional development or networking opportunities unless that person is preparing for a specific trades career.

Habitat for Humanity of Washington County has a website, Facebook, and LinkedIn. Habitat uses these channels as means to keep users up to date on organizational changes, upcoming events, and organizational history.(See table 1 for Breakdown of Competitors' Followers on Social Media)

Rotary Club of Hagerstown:

Rotary Club of Hagerstown (Rotary) is a longstanding service club in the Washington County community. They perform service projects of various types themselves as well as partner with other local organizations. While the organization is not specified to have any religious affiliation, it is not uncommon for Rotary meetings to begin with Christian prayer. Based on the organization's published media, the majority of its volunteer base are adults 40 years old or older and is a homogenous demographic. Rotary prides itself on the opportunities available to its members' to develop their personal and professional networks as well as build professional skills. The tradeoff for these opportunities is a high time commitment. To access the greatest benefits from this organization, members must attend weekly meetings, often very early in the morning, on top of regular participation in volunteer events (Rotary Club of Hagerstown 2022).

Rotary Club of Hagerstown has a website, Facebook, and Twitter. Rotary uses these channels to inform users of the organization's history, mission and goals, and completed events. (See table 1 for Breakdown of Competitors' Followers on Social Media)

Boys and Girls Club of Washington County:

While there are several youth focused organizations in Washington County, the Boys and Girls Club should be considered UWWCMD's largest competitor in the digital sphere. Boys and Girls Club's volunteer base is made up of a large mix of ages, and consist of a larger proportion of 18-25 year olds than the previously mentioned groups. It does not have any direct religious affiliations, and states its mission to be, "to enable all young people, especially those who need us most, to reach their full potential as productive, caring, and responsible citizens."

Volunteering with this organization represents a large time commitment on site as well as in training. It also represents large opportunities in professional development, especially if one plans to enter the child care or education field.

Boys and Girls club has the most varied digital presence with a website, Facebook, Twitter, Instagram, YouTube, and Snapchat. Boys and Girls club are significantly more engaged with their audiences via these channels than the previously discussed organizations. They utilize these channels to inform users about their history, upcoming and recapped events, organizational update, as well as anecdotes from volunteers and youth members. (See Table 1. for Breakdown of Competitors' Followers on Social Media)

Table 1. Breakdown of Competitors' Followers Social Media

Competitors	Facebook	Twitter	Instagram	LinkedIn	YouTube	Snapchat
Habitat for Humanity	3.3K	N/A	N/A	197	N/A	N/A
Rotary Club of Hagerstown	977	48	N/A	N/A	N/A	N/A
Boys and Girls Club of Washington County	2.9K	69	360	N/A	10	Unavaible

Internal Environment –

United Way of Washington County, MD (UWWCMD) provides a unique set of services to the Washington County, MD community. Not only running its own outreach events, but partnering with organizations throughout the county, strengthening connections between them to help build a better community for everyone, and providing its volunteers with the opportunity to build skills and connections. The official UWWCMD team is small and they remain relatively low budget. The organization has reported seeing increasing success in its community impact efforts in recent years. The UWWCMD Day of Caring has seen an increase in volunteers from 817 to 900+ and accomplished projects from 85 to 96 just between 2021 and 2022. More money is being donated, more volunteers are participating, and more lives within Washington County are being impacted for the better. However, there is still room for growth. Primary communication with volunteers is conducted via email, newsletter, and on the UWWCMD website, which is contingent on individuals already having subscribed for updates. The UWWCMD website itself, while visually appealing, is difficult to navigate and feels unfinished

in certain sections (particularly the “News” and “Our Impact” pages) As of today, to reach new eyes, UWWCMD has five active social media platforms; Facebook, Twitter, Instagram, YouTube, and LinkedIn. The organization also has a TikTok account that has yet to be utilized. A brief overview of the relevant platforms are as follows (See Table 2. for Breakdown of UWWCMD Social Media Engagement & Usage):

Facebook:

Likes, comments, and shares are low. Posts are made in irregular frequency, often multiple high profile posts made in a single day. There are also a disproportionately large number of event recap posts (photos, achievements, thank you posts, etc.) verse announcement or “hype” posts. Overall, the Facebook page gives the impression that it lives in the past.

Twitter:

The link to this platform is not presently listed on the UWWCMD website. Posts are made even less frequently than on Facebook. Twitter has more announcement and “hype” posts comparatively, but they are made very infrequently and receive little to no interaction.

Instagram:

Post on this platform are also made irregularly. Post primarily consist of graphics and recaps, with notably few true pictures or videos of events that otherwise are posted to the Facebook page. Post on this platform are primarily geared towards flattering other organizations and making newsletter announcements.

LinkedIn:

LinkedIn is the most effectively organized and utilized platform. It receives the most interactions compared to the other platforms, however those interactions are still overall low. LinkedIn posts are the most varied in content and media and are overall visually appealing. Post frequency could be higher.

While having these platforms can be highly beneficial, they are currently being underutilized and are primarily attracting the attention of county residents 40 years-old and older. At this time, UWWCMD is not utilizing any tools to measure and evaluate analytical data from its social media channels or its website. This gap in communications with young adults has presented United Way with a unique opportunity to develop deeper and more authentic connections with the Washington County the community that will extend its impact like it never has before.

Table 2. Breakdown of UWWCMD Social Media Engagement & Usage (available data)

Social Media Channel	# of Followers	# of Following	# of Posts
Facebook	2.4K	382	Unavailable
Twitter	420	116	345
Instagram	815	371	583
LinkedIn	294	Unavailable	Unavailable
YouTube	15	Unavailable	36

KEY PUBLIC

United Way of Washington County, Maryland's (UWWCMD) target audience will be Washington County, MD residents between the ages of 18-25, referred to as Elder Gen-Z.

Demographics –

It is important to distinguish to which generation 18-25 year-olds in 2022 belongs. That is Gen-Z. Based on the current literature, the agreed upon birth year range for Gen-Z is 1997-2012, and as of 2022 these individuals are between 10-25 years of age (Dimock 2019). However, we are specifically focusing on those 18-25, which we will be calling “Elder Gen-Z” as the target audience for the communication plan.

In the United States (US), 12.8 million, or 42.1%, of adults between the ages 18-24 are enrolled in a secondary education institutions in both undergraduate and graduate programs (Hanson 2022). Additionally, 74.5% of 18-19-year-olds in the US are enrolled in a secondary education institutions, and 66.6% of all American college students fall below 25 years of age (Hanson 2022). This, unsurprisingly, places Elder Gen-Z firmly in the current college age demographic, which is commonly a group that has more free-time than most other age groups excluding retirees. However, Elder Gen-Z is also active in the workforce. The approximate employment rate of individuals ages 16-24 in 2021 was 51% (Bureau of Labor Statistics 2022). This is a 5-6% increase from the 2020 employment rate which sat at approximately 46% (Bureau of Labor Statistics 2022). This drop in employment in 2020 is a direct result of the Covid-19 pandemic and the significant business closures and layoff observed in every sector, especially the retail and food service industries where college students often take full or part-time employment. However, they still fall significantly below all other age groups, except retirees, whose employment rates range between 70-80% (Bureau of Labor Statistics 2022). As of 2019, the average income of 18-19 year-olds was \$460 weekly/\$23,920 annually, and the average income of 20-24 year-olds was \$589 weekly/\$30,628 annually (Martin 2019). In combination together, Elder Gen-Z is uniquely positioned as having more free-time on their hands while earning the lowest income across all age groups.

In Washington County, MD, the Gen-Z population (10-25) is estimated at around 40,000 individuals, with those older accounting for a larger proportion of this number (World Population Review 2022). While no data was found to precisely identify the Washington County 18-25 population, it can be estimated at 20,000+, making them only about 13% of the total 150,575 county population according to the Census Bureau. There is general demographic information for Gen-Z in Washington County that is expected to approximately reflect in the 18-25 age range. This includes the male to female ratio of Gen-Z in Washington County which stands at 54% to 46%, which is a significant difference from the 50.88% to 49.12% ratio observed in the total population (World Population Review 2022). Additionally, the ethnicity spectrum for Washington County residents currently stands at 81.21% White, 10.89% Black or African American, 4.88% two or more ethnicities, 1.69% Asian, 0.15% Native American and Alaska Native, and 0.10% Native Hawaiian and Pacific Islander (World Population Review 2022).

These statistics observed related to the whole of Gen-Z, when applied to Elder Gen-Z, reflect a population that is predominately masculine and limited in diversity.

Psychographics –

Gen-Z, particularly those born between 1997-2003 who are now 18-25, are the first living generation of Americans that do not consciously remember 9/11. However, they were raised in its aftermath. Elder Gen-Z grew up in nearly constant war, ever increasing tensions relating to homeland security, and the degradation of trust between US citizens and the government on all levels. While they may not have been directly affected by the 2008 housing crisis and subsequent recession in the way many millennials were, they observed its effects within their homes and communities. As a result, Elder Gen-Z have become distrustful of the promises of security often made by the government and their community figures. As well as, news that they perceive to be “too positive”. This has encouraged increased feelings of self-reliance. And finally, as they came of age, their first steps into adulthood were irrevocably altered by a global pandemic that effectively put a halt on their ability to securely “leave the nest”. Despite this turmoil Elder Gen-Z, however, also grew up with access to information in ways that no other group had before and are unequivocally digital natives.

Elder Gen-Z is characterized as “tech-savvy, empowered, prematurely matured, risk-averse, protected, and pampered (Dobrowolski 2022).” This is a group of individuals that are at home in the digital world in a way that previous generations are not. So much so that they prefer to develop relationship and express their support or lack thereof almost exclusively in digital spaces. “Gen Z prefers a social media network relationship compared to interacting with people in person (Cho 2018 p.13).” While they are not motivated to in-person action by inter-personal growth, they are very strongly motivated by personal growth, injustice, and the need for change. In the context of volunteering as an intermediate step between school and career “Only a small percent of the Gen Z future workforce intends to participate in volunteering (Cho 2018 p.13).” A study of Gen-Z values, competencies, and ethics conducted in Poland observed that 59.9% of participants were motivated to public action by family/health/friendship, 18.4% were motivated by opportunities for personal/career growth, and a whopping 0.0% were motivated by patriotism (Dobrowolski 2022).

Things that tend to stand in the way of Gen-Z and engagement with volunteering are language & communication, information barriers, time & resources, disbelief & distrust, and concerns about privacy & security (Brandtzaeg 2016 pp.670-672). Due to the nature of how Gen-Z navigates the internet, it is easier for relevant information to be lost in the noise. If it is not something being spread by their peers, gives the impression of being an Ad or feels disingenuous, they are significantly less likely to engage with the message. To note, in this context there is a distinction between “peers” and “influencers”, as not all influencers, even if they fall under this age category, will be considered peers. Building upon this, even if they do receive the message there is the challenge that this group may not have the resources or flexibility to participate due to prior commitments. For example, if the message does not seem to

benefit their personal growth, they are likely not going to prioritize it over something like work or school. Finally, and potentially most influential, Gen-Z has a deep-seated distrust of the government and those in positions of authority, largely stemming from the circumstances of their childhood and concerns about privacy and personal safety. However, once that trust is established, it is strong and difficult to break so long as transparency and authenticity is maintained. For a non-profit volunteer organization, Elder Gen-Z is potential either their strongest ally or largest missed opportunity.

PRIMARY RESEARCH

Methodology –

Research was conducted by digitally distributing a 12-question quantitative survey among Washington County residents between 18-25 years-of-age. This included two screener questions, two demographic questions, and eight research based questions. The survey was distributed among the United Way of Washington County Maryland (UWWCMD) Gen Next volunteer email list containing approximately 35 individuals, the Barbara Ingram School for the Arts (BISFA) United Way alumni network containing approximately 20-30 individuals, and on the UWWCMD social media platforms Facebook, Twitter, and Instagram. There was a reminder sent to the Gen Next group 2 weeks after initial contact. Statistically, when calculating out a target sample, the sample size of a population does not change much for populations larger than 20,000. Therefore, this is the number that the survey results have been based off. With a population of 20,000, a minimum of 377 viable responses were necessary to meet a confidence level (CL) of 95% with a +/-5% margin of error (MOE). Only 23 viable responses were necessary to meet a CL of 85% with a +/- 15% MOE. A total of fifteen responses were collected, six of which were valid and met the solicitation criteria. Based on these results, the confidence level was 60% and the margin of error was 40%. In this context, CL can be defined as the percentage of times it can be expected to achieve the same data results if an experiment (this survey) were to be conducted again (Bevans 2022). Additionally, MOE is the percentage difference from the CL out of 100% that has been allowed for miscalculations or changes in the sample population.

The secondary research heavily implied that digital communications, particularly social media, should be the focus of organizations trying to reach adults between 18-25 when attempting to trigger in-person engagement. However, by nature of how this group utilizes and curates the content they consume through these channels, it was theorized that other platforms and communication mediums may prove to be more effective in keeping Elder Gen-Z engaged. Additionally, there was uncertainty whether Elder Gen-Z's desire for faster communications or their general distrust of public figures would increase or decrease the number of impressions necessary to trigger follow through with a call-to-action. As well as, what type of information is desired from this group to aid in ease of engagement. Whether it is strictly links, descriptions of purpose, or some combinations of messaging tactics that is the most influential. Having this group confirm directly which means and methods of communication they find most effective for themselves was imperative to understanding how to promote volunteer opportunities.

After determining how best to holistically communicate with Elder Gen-Z, the next step was to gather what events and social causes that they want to hear about most. There has been no agreed upon overarching current in the literature at present. In fact, Elder Gen-Z seems to have taken an interest in a little bit of everything so long as they feel they are personally growing and meeting some previously unmet need. So, gathering any information on Elder Gen-Z of Washington County's interests and values was highly important. Lastly, and likely most important, this survey sought to more clearly define the obstacles that stand in Elder Gen-Z's

way when it comes to pursuing volunteer opportunities. By understanding this, UWWCMD can seek to directly remedy said issues in their planning processes and communications.

Hypothesis –

If United Way of Washington County Maryland (UWWCMD) educates county residents between the ages of 18-25 on UWWCMD's mission and services when promoting volunteer events, then they will see an increase in volunteer turnout among this demographic.

Research Questions –

1. What is the most effective method of communication to reach adults 18-25 in Washington County?
2. What combination of communications tools (i.e. # of impressions, available information, messaging strategies, etc.) must be present for adults between 18-25 to follow through with a call-to-action from a volunteer opportunity?
3. What social/public causes matter to 18-25 year olds?
4. What prevents adults 18-25 who are interested in volunteering from participating in local opportunities?

Primary Research Findings –

A total of fifteen responses were collected, six of which were valid and met the solicitation criteria. Based on these results, the confidence level was 60% and the margin of error was 40%. The results have been documented in the mean, median, and mode format and were as follows.

There was an even split between male, female, and non-binary identifying individuals, with ethnicity being a mode of five individuals self-reporting as Caucasian and one Hispanic. Respondents reported in equal numbers being active volunteers and interested in volunteering in the future. None reported zero interest or experience in volunteerism in the past, present, or future. When asked to provide which volunteer organizations individuals are currently active in and/or may be active in in the future the mode responses were United Way and Williamsport SDA Church; with Fort Richie community center, Children in Need, and "various others" also included. When asked what social causes respondents feel the most passionate about supporting through volunteerism the mode response was youth support and care. Median responses were hunger and poverty & homelessness. while other responses included care of the elderly, public health, domestic violence, women's rights, LGBTQIA+ rights, and the environment. These responses differed slightly from what social causes respondents feel are the most important in Washington County with the mode responses being poverty & homelessness and substance abuse. The other responses included hunger, youth support and care, LGBTQIA+ rights, and public health.

In addition to direct questions about respondent's attitudes towards volunteerism, the survey also included several questions about communications. The mode responses to what types of digital communications respondent's use were email and social media, with the mean responses being email, social media, and websites. When asked which methods of communication respondents would be the most likely to respond to, respondents only selected the options in-person, social media, and email. No one reported that they would respond to digital ads or physical mail. In response to how many times a respondent must see an ad or announcement before pursuing more information, the mode response was 1-2 times. Which is a remarkably fast turnaround. This is, however, contingent on the strength of that initial message. When asked what types of information respondents wish to receive in communications about volunteer opportunities, all optional responses (link to learn more, background of the organization, description of the organization's goals, how successful the organization has been in achieving its goals, and direct sign-up for volunteer event) were selected in similar rates. The choice "option to subscribe" (to provide an email) was not selected at all. Lastly, when asked, what obstacles, if any, stand in the way of respondents pursuing a volunteer opportunity the mode response was concerns about time commitment, with the second highest response being distrust of local organizations. The only response not selected at all was concerns about transportation.

Primary Research Analysis –

Based on these results, Elder Gen-Z is highly responsive to email and seem to be most easily reached in this method, however, they do not want to be badgered for access to it. Requesting their email or attempting to get them to subscribe for more content upon initial contact would be ineffective and perceived as inconsiderate of their time. Especially considering that they report the ability to act on messaging within 1-2 impressions. Elder Gen-Z is also highly concerned about time commitment and requires thorough proof and reassurance that their time is being respected and used wisely. They are fast mover and fast decision makers, however, given the age of Elder Gen-Z, they may not yet have the life experience to contextualize the impact their time and effort truly has. When being propositioned volunteer opportunities, they require additional guidance, support, and information to inform their decision making. In light of this, to establish initial consistent communications with Elder Gen-Z, social media is going to be the most effective method. However, coupling social media communication with desirable "in-person" and email communications is invaluable to maintaining that relationship.

When asked to report what causes Elder Gen-Z is most willing and likely to volunteer to support, the most common response was youth groups. However, when asked what issues they think are the most important in Washington County, they reported addiction services and homelessness. This discrepancy may be due to the high number of youth organizations already present in Washington County, and/or anxieties and social biases surrounding working with addicts and the homeless. When promoting volunteer opportunities related to public health and wellness to Elder Gen-Z, weaving additional background information about the individuals running the opportunity, safety protocols currently in place, and data on the positive effects

volunteering with this group has on the community is necessary. If done effectively this may improve not only turnout at volunteer events, but the public's positive perceptions of the organization promoting it as well.

When communicating volunteer opportunities to Elder Gen-Z, there is a resounding desire for more information. Especially about organizations' backgrounds and effectiveness. This does not mean they want to be "sold" to; which in many ways directly opposes classical perceptions of marketing and communications. Elder Gen-Z is unlike any generation that has come before them, and should not be approached in the same ways. Above all, Elder Gen-Z values authenticity and pragmatism in their communications. For an organization to be taken seriously and earn their respect, it must be willing to be vulnerable. This means not only sharing its successes, but also its shortcomings. Elder Gen-Z openly rejects pandering and empty promises, instead relying on data and pragmatic honesty. Especially in that honesty is less than flattering. If they do not feel they can take a message at face value, it will be intentionally ignored. Providing thorough, comprehensive, and balanced information in messaging can assist in navigating this reported distrust of local organizations and community leaders. Regardless of the circumstance, Elder Gen-Z needs to be heard, have their time respected, and make a meaningful difference for themselves and their community. The combination of social media, "in-person", and email communications previously laid out provides a unique advantage to meeting these needs.

UNITED WAY NOW

Situation Analysis –

United Way of Washington County, Maryland (UWWCMD) is a reliable and effective non-profit with goals to support the Washington County community that everyone, regardless of background, can get behind. Currently, there is a lack of regularity and diversity in UWWCMD's social media communications. Posts differ in frequency from platform to platform, from month to month, and their content tends to be clumped into homogenous groups rather than diversely distributed. The demographics of the UWWCMD digital community is skewed heavily towards adults over the age of 40. As of 2022, there are over 20,000+ individuals between 18-25 living in Washington County, but they remain largely inactive in UWWCMD digital spaces (World Population Review 2022). As time progresses, this communications gap will result in unsustainability within UWWCMD's organizational structure.

The biggest challenge to connecting with Elder Gen-Z in Washington County will be meeting them where they are. Not just in the physical sense of choosing a platform, but cognitively and emotionally; while also not excluding the needs of UWWCMD's currently active community. This will require a delicate balancing act. If UWWCMD does not seamlessly integrate their digital and "in-person" communications, reaching this group will be extremely difficult. As well as find a balance between relatable, emotionally evocative, messaging and professional, data driven, formatting. While this sounds like a tough order, execution is more intuitive than one may think, and is most certainly achievable. By working to close that communications gap now and building a sustainable relationship with adults currently aged 18-25, UWWCMD will ensure its future success as an organization and its ability to serve the Washington county community for years to come.

Challenge & Opportunity –

United Way of Washington County, Maryland (UWWCMD) is struggling to engage and motivate county residents between 18-25 years-of-age (Elder Gen-Z), resulting in a lack of volunteer participation from that group. However, if UWWCMD can effectively engage Washington County Elder Gen-Z through education and event endorsement, the organization will see volunteer participation from this group increase.

RECOMMENDATIONS

The Goal:

Promote deeper and more authentic digital engagement among Elder Gen-Z residing in Washington County.

Objectives, Strategies, & Tactics –

Objective 1:

Increase engagement on UWWCMD social media channels by 25% from May 2023 – September 2023.

Strategy 1: Educate Elder Gen-Z in Washington County via Facebook, Instagram, and LinkedIn about their community's needs and available engagement opportunities.

Tactic 1.1: Increase the regularity of their social media (Facebook, Instagram, and LinkedIn) posting.

- Recommended number of post to be made per day: At least one (1) per channel.
- Optimal post frequencies (if possible): Facebook is 4-5, Instagram on 1-2, LinkedIn 1 (Hill 2022).
- UWWCMD will create a **Professional (Pro) Hootsuite** account and spend one day every two weeks to write and schedule out posts to automatically publish.
 - Hootsuite Pro provides in app and online singular (1) user access, the ability to connect up to ten (10) social media accounts, and to write and schedule social media post, and interact with comments made on those posts, and track social media analytics from one location.
 - The tool allows the user to build multiple posts as well as singular post that can be scheduled to publish on multiple channels, ultimately cutting down on time and effort for the user.
- Text heavy posts will be scheduled for early morning between 8-10 am and visual media heavy posts should generally be scheduled for early afternoon between 12-2 pm.
 - Ideally, synching with the 9-5 daily schedule that most jobs and educational institutions are built around.
- Spend a minimum of 15 minutes per day responding to comments, interacting with other relevant organizations, and boosting posts across all three platforms.
 - These other relevant organizations will include organizations UWWCMD partners with (ie. Boys and Girls Club, Habitat for Humanity, etc.), local news organizations (ie. Herald Mail), and United Way sister organizations in other counties.
 - These interactions do not need to be excessive or time consuming, rather a few likes, comments, or reposts to interesting or UWWCMD relevant posts. The goal

is not to inundate these channels, but to remain visible and strengthen those bonds.

Tactic 2.1: To diversify their social media presence, UWWCMD will feature specific types of post on Facebook, Instagram, and LinkedIn. (Twitter has been intentionally excluded from these recommendations, as the platform has become and will likely continue to be an unstable and unreliable channel for reputable organizations.)

- Create posts about volunteer event opportunities related to youth support and care, addiction care, and homelessness will be localized to Facebook and LinkedIn.
 - Images and video media recorded of these events will be posted primarily to Facebook and Instagram.
 - No more than three (3) images and one (1) video will be included in each post to extend the content's lifespan and reduce viewer fatigue.
 - While Instagram will focus primarily on visual media and LinkedIn on writing and professional communications; Facebook will serve as a catchall for all posts except for specified LinkedIn only content.
- Post graphics of the **analytical results** of those volunteer events to Facebook, Instagram, and LinkedIn.
- Post **LinkedIn only** "job postings" made within the volunteer subsection of the "employment" page for volunteer event opportunities.
 - These posts should highlight the opportunity's relevance for personal growth and skill development.

Objective 2:

Improve visibility of UWWCMD's mission and goals among adults between 18-25 via their owned channels (website) by 25% from May 2023 – September 2023.

Strategy 2: Build trust with Elder Gen-Z in Washington County on social media (Facebook, Instagram, and LinkedIn) and the UWWCMD website through sharing authentic project outcomes and humanization of organization staff.

Tactic 1.2: UWWCMD will build credibility with Elder Gen-Z is by "citing" itself.

- Every social media channel that United Way is actively using, meaning Facebook, Instagram, and LinkedIn, will have included within the account's biography links to all the other social media channels as well as the UWWCMD website.
- All social media posts on Facebook and LinkedIn will include links back to the United Way website.
 - Particularly links to the "About" page, sign-up pages, or "News" page based on what is relevant to the post. (Note, it may be worth considering creating separate "Newsletter" and "Blog" subsections under the "News" page.)

- If none of these specific pages are relevant, then the link will be to the UWWCMD website “Home” page.
- Driving traffic in this manner will allow posts to be shorter and more digestible for viewers, while still provide the maximum access to information about United Way’s mission and goals.
- A Google Analytics account for the UWWCMD website will need to be made.
 - Google Analytics and Google Tag Manager certification will be necessary for optimal account set-up and utilization.
 - These tools are free and, while it is front heavy in its education and set up requirements, once established can practically run itself.
 - The Google Analytics and Google Tag Manager tools are invaluable for analytics gathering and evaluation.

Tactic 2.2: Another way UWWCMD will build credibility and humanize itself to Elder Gen-Z will be through “Meet the Team” posts (See Appendix for mock-ups).

- “Meet the Team” posts will be made on Facebook, Instagram, and LinkedIn.
 - Instagram post word count should not exceed 25 words, for ease of viewing.
- Post will include anecdotes from team members about motivations, best memories, or challenges they have overcome during their time at United Way.
 - Not just names and years active.
- Posts will always include links back to the UWWCMD “News” page or “Leadership” page where a ½ - 1 in-depth biography of each team member will be located.
 - Inclusion in this post series will be voluntary and should be extended to staff, board members, faculty, interns, and volunteers.
 - The more varied the individuals and positions they hold are, the more effective this series will be.
- The goal is to showcase all the faces for United Way and highlight their different perspectives, experiences, and value they receive from working with United Way.

Objective 3:

Increase the number of subscriptions made by adults 18-25 to the UWWCMD email database by 15% through structured virtual and in-person communications from May 2023 – September 2023.

Strategy 3: Encourage future engagement between Elder Gen-Z in Washington County and UWWCMD through virtual (Zoom) and in-person (live presentation) communications by providing education on the realities of volunteerism in their community.

Tactic 1.3: UWWCMD will create a 30-45 minute presentation that can be given both virtually and in a live presentation format to integrate its digital communications with its “in-person” communications.

- For the purposes of this plan, the primary focus will remain on the virtual (Zoom) presentation method.
- Presentation creation, review, and approval should take place between May and June, months 1 and 2 of the plan.
- Presentation content should not exceed 60 minutes in length, and there should be a scheduled minimum of 15 minutes for questions and discussion post presentation.
- Its content should emphasize what professional development and soft skills there are to gain from volunteerism, how to be selective when choosing a volunteer organization, and why it is essential to be active in one’s community.
 - Unless asked directly about UWWCMD volunteer opportunities, presenters **should not** bring up events like United Way Day of Caring **during the presentation**, rather keep content as educational and unbiased as possible.
- The Presentation event will **launch** via Zoom meeting in **early August**, to coincide with the beginning of the school year.
- Presentation **promotions** will be made on the UWWCMD Facebook, Twitter, Instagram, and website during the month of **July**, or one month prior to launch.
 - Messaging within those promotions will emphasize the educational value and school year preparation aspects of attendance.
- A virtual sign-up sheet located on the UWWCMD website will qualify interested parties for an emailed invitation to access the zoom meeting.
- A secondary request for participants’ email for further communications post presentation (ie. volunteer opportunities, a copy of resources used in presentation, etc.) will be made during the presentation itself.
 - The purpose of collecting participant emails during or post presentation, rather than during sign-up, is to ease participants into wanting more information.
 - If emails for further communications were to be collected during sign-up, UWWCMD may be collecting junk emails, as those who attend the event are more likely to remain engaged with UWWCMD; or participants may be potentially turned off from attending the event at all.

Evaluation & Measurement –

Objective 1:

Metrics – Engagements

UWWCMD will track changes in engagement (follows, likes, comments, shares, reposts, etc.) on its Facebook, Instagram, and LinkedIn channels via the Hootsuite Pro analytics tracking

tool. An initial baseline should be established immediately after the creation and set-up of the Hootsuite Pro account. Further, official review of these analytics should be made in the second and fourth week of each month. For this objective to be considered accomplished, the total engagements with UWWCMD social media channels will increase by 25% between May and September.

For the first tactic under objective 1 to be considered successful, the overall number of social media posts per month will have increased by a minimum of 15% within the May – September timeframe. Given the limits of social media analytics tracking technology, it is unlikely that it will be possible to track the exact demographic information of new followers. However, when accompanied by the second tactic listed under this objective and how it has been tailored to Elder Gen-Z, any growth in followers within the May – September timeframe will be considered correlated and relevant.

For the second tactic under objective 1 to be considered successful, the overall number of likes, comments, share, and reposts will have increased by a minimum of 10% within the May – September timeframe. Overall results will be tracked by the Hootsuite Pro analytics tool, but it is essential for whomever oversees the daily post interactions makes note of the basic demographic information of those interacting, the date, and on which platform. This does not need to be overly detailed and can be done in an excel (or similar program) sheet. Potential categories for reference are under 18, 18-30, 30-50, over 50, and unknown. The goal is merely to gain a general idea of who these posts are reaching and how frequently.

If by the fourth review, the fourth week of July, there is not a minimum of 3-5% increase in overall engagements from the baseline, evaluate analytics data to determine patterns in higher engagement. Particularly patterns of higher engagement based on dates, post times, and content, and refocus efforts towards these areas.

Objective 2:

Metrics – Page Views & Referrals

Establishment of a Google Analytics account is essential to effectively track UWWCMD website traffic and growth. UWWCMD will focus primarily on tracking Page Views and Referrals, which are preprogrammed subsections of the tool. This tool also allows the user to filter for specific demographic information, allowing Elder Gen-Z activity to be easily tracked. To best utilize Google Analytics, certification in Google Analytics and Google Tag Manager is recommended. Certification is free and will take approximately 4-6 hours total and should be complete in May, month 1 of the plan. Much like when tracking social media analytics via Hootsuite, a baseline for activity on the UWWCMD website should be established during June, month 2 of the plan. Reports on this activity should be pulled at the end of each month for team review.

The goal of this type of tracking is to measure how many people are on the UWWCMD website, what pages they are spending time on, and what source they arrived from. If the first

tactic of objective 2 is to be considered successful the total number of page views, particularly on the “About” page, sign-up pages, and “News” page, will increase by 15% from the established baseline within the May – September timeframe.

If the second tactic of objective 2 is to be considered successful website traffic driven from Facebook, Instagram, and LinkedIn will cumulatively increase by 10% from the established baseline within the May – September timeframe. Set-up and maintenance for this tracking will require more active involvement. This is where a Google Tag Manager certification will supply necessary foundation knowledge in tag tracking. Under the subsection of referrals, parameters will be established to track specific URL tags associated with Facebook, Instagram, and LinkedIn created using the Google Analytics Campaign URL Builder (See Appendix for mock-up). These URL tags will be added onto the end of website links include on social media posts, and will need to be refreshed each month. These URL tags should be specific to each channel, the month the post was made, and if the post was a part of a series (ie. “Meet the Team”).

If Elder Gen-Z referrals from Facebook, Instagram, and LinkedIn do not increase by a minimum of 3-5% by the end of July, month 3 of the plan, then review which referral sources are most commonly utilized and focus public specific content in these areas.

Objective 3:

Metrics – Event Sign-up vs. Attendance & Email Acquisition

Evaluation of this objective will not require the use of any new tools. When determining if it was achieved UWWCMD will measure how many people signed up vs. how many were in attendance and how many email subscriptions were acquired post presentation. For the event to be considered successful, 85% of the total number of those who signed up to attend the event will have been present in the zoom meeting. For the overall objective of acquiring email subscriptions to be considered successful, a minimum of 15% of event attendees will have provided their email addresses to UWWCMD post presentation. If these goals are not met but the presentation itself was well received (to be evaluated via brief survey post presentation), consider partnering with additional organizations for promotions and re-evaluate the method and time used when requesting attendees’ email addresses. If these goals are not met and the presentation itself was not well received, UWWCMD must determine if changes to the presentation can be made to remedy this, or if the event is unviable for continuation.

Positioning –

United Way is uniquely positioned as the optimal choice for Elder Gen-Z to support their community and enhance their own professional development for the lowest and most flexible time investment. United Way’s competitors either have high time requirements for individuals to receive comparable professional development, or a low time commitment with equally low professional development. Additionally, UWWCMD has the potential to provides access to the highest quality tools and community to support young adult volunteers in their professional and

personal development journey. Through its programs Gen Next and Youth United, United Way already has the foundation to be the go to organizations for young adults between 18-25 to support their community, improve themselves, and build lasting connections that will carry them through adult life.

To achieve its goal of promoting deeper and more authentic digital engagement among Elder Gen-Z residing in Washington County, UWWCMD needs to capitalize on the vibrant and professional tone that it has already established on its website and in its in-person events, and bring it to social media. When Elder Gen-Z hears the name United Way, their first thoughts should be **Opportunity, Education, and Authenticity**.

Framing –

To achieve this position in Elder Gen-Z’s minds, when framing its messaging, United Way will benefit most from utilizing both the **actions** and **issues** frame. That is, when attempting to motivate Elder Gen-Z through social media and in-person messaging, placing emphasis on the actions Elder Gen-Z can take and what benefits they will receive in return. As well as referencing the issues that Elder Gen-Z in Washington County find relevant, like youth support and care, addiction care, and homelessness.

Actions –

Elder Gen-Z is very concerned with improving their chances of acquiring sustainable employment that will support their lifestyles and provide them with personal fulfillment. As a result, they are consistently on the lookout for opportunities that will teach them new skills, hone their current skill set, and provide them with valuable content to add to their resumes. As well as opportunities that can inform their passions and career aspirations. They also value straightforward, to the point, communications. To connect with Elder Gen-Z, UWWCMD should keep their event and program promotions simple and direct, potentially utilizing a “cause and effect” format. For example, “Build your resume (Find your passion, Grow your network, etc.) by volunteering with United Way of Washington County.”

Issues –

While Elder Gen-Z is often characterized as disconnected from their communities in the media, this couldn’t be further from the truth. The problem lies in that their methods of engagement, and the issues they engage with, are often different from those of older generations. Top issues of interest expressed by Elder Gen-Z in Washington county are youth support and care, addiction care, and homelessness. If UWWCMD wants to appeal to Elder Gen-Z’s hearts, emphasizing its promotions of volunteer opportunities that relate to these topics; especially if those opportunities are on the organizational, communications, or technical side; they will be more likely to attract the attention of Elder Gen-Z.

Key Messages –

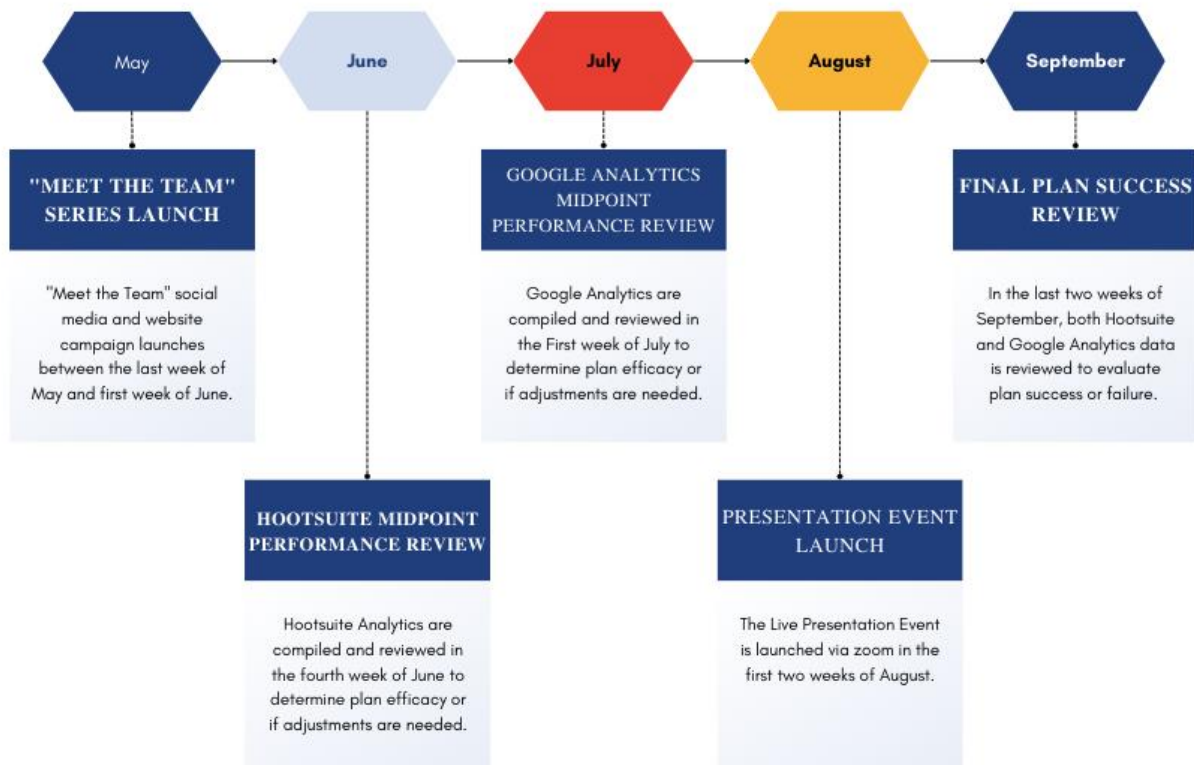
- I) Volunteering with United Way of Washington County, MD will improve one's professional development and expand one's personal and professional networks, sign up today.
 - i) United Way's program Gen Next for adults under 40 provides volunteer and internship opportunities to Washington county residents, as well as providing opportunities for networking and resume development support (United Way). (Actions)
 - ii) "[R]esearch revealed that the most common skills acquired [through volunteering] are linked to teaching and transfer of knowledge, as well as *soft skills* which are related to the values of the respective associations in which the volunteers worked. These are personal skills (effectiveness, listening, adaptability, etc.), communication skills (knowing how to explain, communication with members and beneficiaries of the associations, etc.), interpersonal skills (sense of responsibility, teamwork, organizational skills, etc.), and the skills designated "various", which often result in forms of expression values (solidarity, passion, understanding, etc.) (Khasanzyanova 2017)." (Actions)

- II) United Way is the optimal organization to volunteer with to give back to the Washington county community without the need to sacrifice all of one's personal time, visit the website to learn more.
 - i) In 2022, United Way reported that its annual Day of Caring event, held in September, accomplished 96 volunteer projects across Washington county with the help of 900+ volunteers in a single day. (Issues)
 - ii) In its 2021-2022 Collective Impact review, United Way reported partnering with 17 different volunteer organizations and non-profits in Washington county, MD and regularly collaborates with at least 75 total organizations. (Issues)

CALENDAR & BUDGET

Calendars –

MILESTONE OVERVIEW



PHASE		DETAILS																						
			MAY					JUN				JUL				AUG				SEP				
			1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25
1	Training & Account Set-Up	<ul style="list-style-type: none">- Hootsuite Pro Account Training- Hootsuite Pro Account Set-Up- Google Analytics & Tag Manager Training- Google Analytics Account Set-Up																						
2	Social Media & Website Content Creation & Publication	<ul style="list-style-type: none">- Currate Social Media Content- Create & Publish Social Media Content- Write & Review Blog/Newsletter Website Article (Meet the Team)- Publish Blog/Newsletter Website Article (Meet the Team)- Daily Social Media Interactions																						
3	Live Presentation Development & Promotion	<ul style="list-style-type: none">- Research Presentation- Write Presentation- Review & Approve Presentation- Promote Presentation on Social Channels & Website																						
4	Evaluation & Measurement	<ul style="list-style-type: none">- Review Hootsuite Analytics- Review Google Analytics- Review Presentation Event Success- Create/Update URL Tags for Social Media																						
5	Milestones	<ul style="list-style-type: none">- "Meet the Team" Series Launch- Hootsuite Midpoint Performance Review- Google Analytics Midpoint Performance Review- Presentation Event Launch- Final Plan Success Review																						

PROJECT END

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Budget & Expense Report –

Total Budget \$2,000								
Expenses		May	Jun	Jul	Aug	Sep	Total	Average
Tools & Technical Support	Monthly totals:	\$64	\$64	\$64	\$64	\$64	\$320	\$64
	Hootsuite Pro Account	\$49	\$49	\$49	\$49	\$49	\$245	\$49
	General Technical Support (\$15/h + 1h/mo)	\$15	\$15	\$15	\$15	\$15	\$75	\$15
Social Media Maintenance	Monthly totals:	\$105	\$240	\$240	\$240	\$240	\$1,065	\$213
	Hootsuite Pro Set-Up & Training (\$15/h + 2h)	\$30	\$0	\$0	\$0	\$0	\$30	\$6
	Content Curation (\$15/h + 2h/mo)	\$0	\$30	\$30	\$30	\$30	\$120	\$24
	Content Creation & Publishing (\$15/h + 8h/mo)	\$0	\$120	\$120	\$120	\$120	\$480	\$96
	Social Media Analytics Review (\$15/h + 1h/mo)	\$0	\$15	\$15	\$15	\$15	\$60	\$12
	Social Media Interactions (\$15/h + 5h/mo)	\$75	\$75	\$75	\$75	\$75	\$375	\$75
Website Maintenance	Monthly totals:	\$90	\$105	\$90	\$90	\$90	\$465	\$93
	Blog/Newsletter Post Development/Publication (\$15/h + 3h/mo)	\$0	\$45	\$45	\$45	\$45	\$180	\$36
	Google Analytics & Google Tag Manager Training (\$15/h + 6h)	\$90	\$0	\$0	\$0	\$0	\$90	\$18
	Google Analytics & Google Tag Manager Set Up (\$15/h + 2h)	\$0	\$30	\$0	\$0	\$0	\$30	\$6
	Google Analytics & Google Tag Manager Review (\$15/h + 1h/mo)	\$0	\$0	\$15	\$15	\$15	\$45	\$9
	URL Tag Creation (\$15/h + 2h/mo)	\$0	\$30	\$30	\$30	\$30	\$120	\$24
Presentation Development and Launch	Monthly totals:	\$0	\$120	\$0	\$30	\$0	\$150	\$30
	Development of Presentation (\$15/h + 8h)	\$0	\$120	\$0	\$0	\$0	\$120	\$24
	Presentation Launch (\$30/h + 1h)	\$0	\$0	\$0	\$30	\$0	\$30	\$6
Total Expenses	Monthly totals:	\$259	\$529	\$394	\$424	\$394	\$2,000	\$400
	Tools & Technical Support	\$64	\$64	\$64	\$64	\$64	\$320	\$64
	Social Media Maintenance	\$105	\$240	\$240	\$240	\$240	\$990	\$198
	Website Maintenance	\$90	\$105	\$90	\$90	\$90	\$465	\$93
	Presentation Development & Launch	\$0	\$120	\$0	\$30	\$0	\$150	\$33

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Appendices –

Primary Research Survey Questions –

Screeners Questions:

1. How old are you?
 - Below 18
 - 18-25
 - 26-34
 - 35-44
 - 45-54
 - 55-64
 - Over 65
2. Are you a resident of Washington County, Maryland?
 - Yes
 - No

Survey Questions:

1. What is your gender?
 - a. Woman
 - b. Man
 - c. Non-Binary
 - d. Prefer to Self-describe _____
2. What is your ethnicity?
 - a. Asian
 - b. Black or African American
 - c. Caucasian (non-hispanic)
 - d. Hispanic
 - e. Native American or Alaska Native
 - f. Native Hawaiian or Pacific Islander
 - g. Two or More
 - h. Other (Please Specify) _____
3. Have you participated in any volunteer activities in the last 6 months?
 - a. Yes (If so where?) _____
 - b. No
 - c. I do not volunteer.
4. Do you plan to volunteer in the next 6 months?
 - a. Yes (If so where?) _____
 - b. No
 - c. I do not volunteer.
5. What types of digital communications do you use, if any? (Select all that apply)

- a. Email
 - b. Websites
 - c. Blogs
 - d. Social Media
 - e. Live Chat
 - f. Video Chat
 - g. I do not use digital communications
 - h. Other (Please Specify) _____
6. If an organization reached out to you about a volunteer opportunity, which methods of communication would you be most likely to respond to? (Select all that apply)
- a. In-Person Conversation
 - b. Social Media Post
 - c. An Email
 - d. Digital Ad
 - e. Physical Mail
 - f. I would not respond
 - g. Other (Please Specify) _____
7. What social causes, if any, are you passionate about supporting through volunteer efforts?
(Text Box)
8. What social causes, if any, do you feel volunteer organizations should prioritize in Washington County, MD?
(Text Box)
9. How many times do you need to see an advertisement or announcement before you “click to learn more”?
- a. 1-2 times
 - b. 3-4 times
 - c. 5-6 times
 - d. 7+ times
 - e. I never pursue learning more
10. If you have received a notification about a volunteer opportunity, what information would you like to be included in that message? (Select all that apply)
- a. A link to learn more
 - b. A background of the organization
 - c. A description of the organization’s goals
 - d. How successful the organization has been in achieving its goals
 - e. Direct sign-up for volunteer event
 - f. Option to subscribe for more information
 - g. Other (Please Specify) _____
11. What obstacles, if any, stand between you and volunteering? (Select all that apply)
- a. The time commitment

- b. Financial resources
- c. Lack of information
- d. Lack of reliable transportation
- e. Distrust of local organizations
- f. Safety concerns
- g. Other (Please Specify) _____

Solicitation Material –



GEORGETOWN UNIVERSITY

[LINK](#)

Hello!

My name is Bailey Rafter and I am a Georgetown University graduate student in the Public Relations and Corporate Communications (PRCC) program. This fall, I am working with United Way of Washington County, a non-profit volunteer organization here in Washington County that works towards promoting education, financial stability, and public health in our community. I am conducting a brief **5 minute survey** of **Washington County residents between 18-25 years-old** to better understand their feelings and motivations related to community volunteerism.

Your participation in this study is **invaluable** and will help United Way achieve its goal of connecting with young adults in deeper and more meaningful ways, and to be able to provide better support for those individuals in our community.

To participate, you can [CLICK HERE](#), click below, or scan the QR code with your smartphone camera. Survey responses are voluntary and 100% **anonymous** and **confidential**. For questions or concerns, please contact me at: capstonesurvey.fall2022@gmail.com

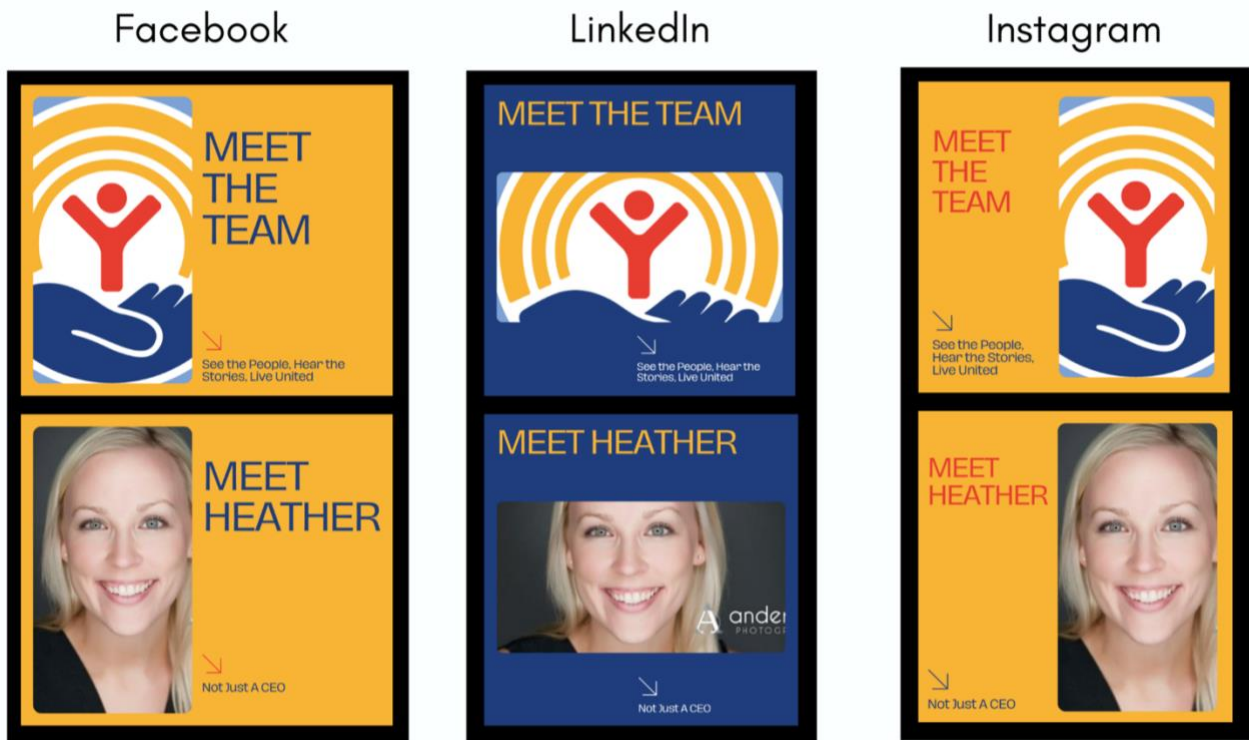
Thank you for your assistance!

[CLICK HERE](#)



“Meet the Team” Post Mock-Ups –

- Made with Canva



URL Tag Mock-Up –

Social Media Channel	Simple URL Tag for July	"Meet the Team" URL Tag for July
Facebook	?utm_source=FB&utm_medium=Social+Media&utm_content=July	?utm_source=FB&utm_medium=Social+Media&utm_campaign=Meet+the+Team&utm_content=July
Instagram	?utm_source=Insta&utm_medium=Social+Media&utm_content=July	?utm_source=Insta&utm_medium=Social+Media&utm_campaign=Meet+the+Team&utm_content=July
LinkedIn	?utm_source=LI&utm_medium=Social+Media&utm_content=July	?utm_source=LI&utm_medium=Social+Media&utm_campaign=Meet+the+Team&utm_content=July

Google Analytics Campaign URL Builder Link & Tool Example –

<https://ga-dev-tools.web.app/ga4/campaign-url-builder/>

Enter the website URL and campaign information

Fill out all fields marked with an asterisk (*), and the campaign URL will be generated for you.

website URL *

https://www.unitedwaywashcounty.org/about-us

The full website URL (e.g. **https://www.example.com**)

campaign ID

The ads campaign id.

campaign source *

FB

The referrer (e.g. **google**, **newsletter**)

campaign medium *

Social Media

Marketing medium (e.g. **cpc**, **banner**, **email**)

campaign name

Meet the Team

Product, promo code, or slogan (e.g. **spring_sale**) One of campaign name or campaign id are required.

campaign term

Identify the paid keywords

campaign content

July

Use to differentiate ads