

**Evanston Social Norms Marketing Campaign
Marketing Plan, Year 1 (January 2001 – June 2002)**

Coalition: Evanston Substance Abuse Prevention Council

Fiscal Agent: PEER Services, Inc.

Primary Target Population: Evanston Township High School (ETHS) Students: 3,033 (2000-2001 enrollment); ETHS Teachers/Administration: 313

Secondary Target Populations: Evanston parents & community members, 18 & over: 60,086 (1990 Census Data); Evanston middle school students: Dist. 65: 2,215; Parochial: 162

Program Component	Start/End	Target Population	Total Number of Targeted Recipients	Total Number/ Program Component	Location	Total Cost Based on \$24,985
Surveys	April 2001 April 2002	a. ETHS students b. ETHS parents c. ETHS teachers/staff	a. 3,033 b. 300 c. 100	a. 1x per year b. 1x per year c. 1x per year	a. ETHS b. Mail Survey, On-site survey c. Interoffice mail survey d. On-site surveys	Incentives: \$900/year Postage: \$250/year Cost: \$1,250/year
Focus Groups	April 2001- April 2002	a. ETHS students b. Evanston parents c. ETHS teachers/staff	a. 100 b. 50 c. 50	a. 10 b. 5 c. 5 Focus Groups = 20* *10 participants per FG	a. ETHS, Library, Student-to-Student b. Library, Parent Enrichment c. ETHS d. Middle schools, ACS youth board	Cost of Incentives: \$1,000 (\$5 stipend per participant) Cost: \$1,000
Posters	September 2001- June 2002	a. ETHS students b. Evanston parents/community c. ETHS teachers/staff d. Evanston middle school students & teachers (7 middle schools)	a. 3,033 b. 60,086 c. 313 d.	(#posters per month = total) a. 150 x 7 = 1,050 b. 150 x 5 = 750 c. 5 x 5 = 25 d. 20 x 7 x 8 = 0 (recycled from ETHS) Total Posters= 1,825	a. ETHS (35+ per wing, incl. clsrms) b. 250 businesses c. ETHS (lounge, main office) d. Chute, Haven, Nichols, King Lab, Timber Ridge, St. A's, & Roycemore	color copying: 11x17 1-25: \$2.98ea; 26+: \$1.98ea a. 150 x \$1.98 x 7=\$2,079 b. 150 x \$1.98 x 5=\$1,485 c. 5 x \$2.98 x 4=\$60 Cost of copying: \$3,624 Cost of software: \$1,000 Cost: \$4,624

Flyers	September 2001- April 2002	a. ETHS students b. Evanston parents/community c. ETHS teachers/staff	a. 1,000 b. 3,000 c. 315	(#flyers per month = total) a. 125 x 8 = 1,000 b. 500 x 8 = 4,000 c. 315 x 4 = 1,260* Total Flyers = 6,260 *every teacher & administrator receives 4 flyers per year.	a. cafeterias, ETHS events b. ETHS events, p/t conferences, parent groups, library, ETHS parent newsletters, church bulletins, grocery stores, hospital newsletters, insert w/ paychecks c. ETHS staff mailboxes d. cafeterias activities staff boxes	7,260 @ x .09¢ (first 100) .045¢ (after 100) 8 flyers/783 copies per run \$40/run x 8runs Cost of copying: \$320 In-Kind Donation
Program Component	Start/End	Target Population	Total Number of Targeted Recipients	Total Number/ Program Component	Location	Total Cost
Mailers	September 2001- June 2002	a. ETHS students b. ETHS parents c. Evanston Community	a. 3,000 b. 3,000 c. 1,500 (November – June)	(# of mailers per month = total) a. 1,500 x 8 = 12,000* b. 1,500 x 8 = 12,000* c. 150 x 8 = 1,200 Mailers = 25,200 * every student and parent receive 4 mailings per year, (every ETHS household	a. home address b. home address c. business address	25, 200 @ .18¢(first 100) .09¢(after 100) .75¢ per cut per 100 sheets: 3,150 mailers/788* copies \$80/run x 10runs cost of postcards = \$800 + .20¢ postage = \$5,040 Cost: \$5,840 *4 postcards per page
Presentations	July 2001- June 2002	Evanston Community	250* *Est. 25 participants per presentation	20 presentations	ETHS (administration, staff & students) Service Clubs District 65 (staff & students) Community groups	In-Kind Donation
Print/Visual Advertising	September 2001- June 2002	a. ETHS students b. Evanston Parents/Community	a. 1,998/message b. 1,998/message	(# of ads* per month = total) a. 4 x 8 = 32 b. 4 x 10 = 40 Total Ads = 56 *Includes Editorials	a. The Evanstonian, Fresh Print, Sophomore Ink, ETHS website, school bulletin b. The Evanston Review, The Round Table, The Sentinel, The City of Evanston Website, District 65	Evanstonian: 10 x \$75 = \$750 Fresh Print: 3 x \$50 = \$150 Soph. Ink: 3 x \$50 = \$150 Review: 12 x \$283 = \$3,396 RT: 12 x \$180 = \$2,160 Sentinel: 8 x \$100est. = \$800 Cost: \$7,406
Radio & ECMC Advertising	September 2001- June 2002	a. ETHS students b. Evanston Parents/Community	a. 1,998/message b. 1,998/message	(# of ads per month = total) a. 1 x 8 = 8 b. 2 x 10 = 20	a. ETHS announcements b. ECMC programs/fillers	No Cost

Message Retention Activities	September 2001- April 2002	a. ETHS students b. Parents c. ETHS teachers/staff	(#recipients x activites) a. 10 x 32 = 320 b. 10 x 8 = 80 c. 10 x 8 = 80	(# activities per month = total) 6 x 8 = 48 Total Activities = 48	ETHS sponsored activities & sporting events, cafeterias, ETHS Substance Abuse Awareness Week, Alcohol Awareness Month (April), community events	Cost: \$ 480 (\$1 per receiptent)
Promotional Items	Ongoing	a. ETHS students b. Evanston parents/community c. ETHS teachers/staff	a. 1500 b. 1500 c. 300	Total Items = 3,300	magnets, pens, water bottles, key chains, stress balls, screen savers	Cost: \$3,300 (estimated \$1 per item)