

Strength in Numbers
FY03 Marketing Plan

Coalition: Evanston Substance Abuse Prevention Council

Fiscal Agent: PEER Services, Inc.

Program Component	Start/End	Target Population	Total Number of Targeted Recipients	Total Number/Program Component	Location	Total Cost
Surveys	May	a. ETHS students b. ETHS parents c. ETHS teachers/staff	a. 3,033 b. 500 c. 500	a. 1x per year b. 1x per year c. 1x per year	a. ETHS b. On-site survey (p/t conferences) c. Interoffice mail survey	Incentives: \$1,500 Envelopes: \$500 Cost: \$2,000
Focus Groups	Ongoing	a. ETHS students b. Evanston parents c. ETHS teachers/staff	a. 120 b. 40 c. 40	a. 12 b. 4 c. 4 Focus Groups = 20	a. ETHS, Library, Student-to-Student b. Library, Parent Enrichment c. ETHS	Participant Stipend: \$2,000 Cost: \$2,000
Posters	School: September –June Community: Ongoing	a. ETHS students b. Evanston parents/community c. Evanston middle school students & teachers (7 middle schools)	a. 3,033 b. 60,086	(#posters per month = total) a. $300 \times 9 = 2,700$ b. $300 \times 4 = 1,200$ c. $20 \times 7 \times 8 = 0$ (recycled from ETHS) Total Posters= 3,900 (\$345 for 300 posters)	a. ETHS (50 per wing, incl. clsrms) b. 250 + businesses c. ETHS (lounge, main office) d. Chute, Haven, Nichols, King Lab, Timber Ridge, St. A's, & Roycemore	Printing: \$4,500 Software/Equipment: \$1,000 Cost: \$5,500
Flyers	School: September - June Community: Ongoing	a. ETHS students b. Evanston parents/community c. ETHS teachers/staff	a. 1,000 b. 3,000 c. 315	(#flyers per month = total) a. $500 \times 8 = 4,000$ b. $500 \times 8 = 4,000$ c. $500 \times 4 = 2,000$ Total Flyers = 10,000	a. cafeterias, ETHS events b. p/t conferences, parent groups, library, newsletters, church bulletins, grocery stores, etc. c. ETHS staff mailboxes d. cafeterias, activities, staff boxes,	NO COST/IN HOUSE
Mailers	School: September - June Community: Ongoing	a. ETHS students b. ETHS parents c. Evanston Community	a. 3,000 b. 3,000 c. 2,000 (November –June)	(# of mailers per month = total) a. $3,000 \times 6 = 18,000$ b. $3,000 \times 6 = 18,000$ c. $200 \times 10 = 2,000$ Mailers = 38,000	a. home address b. home address c. business address	Printing: \$1,500 Postage: \$6,000 Labor: \$1,200 Cost: \$8,700

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Presentations & Outreach	Ongoing	Evanston Community	2,625* *Est. 25 participants per presentation	25 presentations 5,000 brochures	ETHS (administration, staff & students) Service Clubs District 65 (staff & students) Community groups	Printing: \$500 Cost: \$500
Print/Visual Advertising	Ongoing	a. ETHS students b. Evanston Parents/Community	a. 1,998/message b. 1,998/message	(# of ads* per month = total) a. 8 b. 3 x 12 = 36 Total Ads = 44	a. The Evanstonian, Fresh Print, Sophomore Ink, ETHS website, school bulletin b. The Evanston Review, The Round Table, The Evanston Express, The Sentinel, The City of Evanston Website, District 65 Newsletter, Marquees, The Century Theatre	Avg. Cost per Ad: \$200 Cost: \$8,800
Radio & ECMC Advertising	Ongoing	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 Total Ads = 28	a. ETHS announcements, ETHS radio and TV b. ECMC programs/fillers	No Cost
Message Retention Activities	September - June	a. ETHS students b. Parents c. ETHS teachers/staff	(#recipients x activities) a. 50 b. 25 c. 25	Recipients = 100	ETHS sponsored activities & sporting events, cafeterias, ETHS Substance Abuse Awareness Week, Alcohol Awareness Month (April), community events	Cost: \$ 500 (estimated \$5/recipient) (incentives)
Promotional Items	Ongoing	a. ETHS students b. Evanston parents/community c. ETHS teachers/staff	a. 2000 b. 1000 c. 500	Total Items = 3,500	magnets, pens, water bottles, key chains, stress balls, screen savers	Cost: \$3,500 (estimated \$1.00 per item)
Staff	Ongoing	Program Coordinator Contractors	1-5	N/A	N/A	Salary (.75 FTE): \$25,000 (In-Kind, PEER Services) Training/Travel: \$1,000 Supplies: \$500 Cost: \$26,500