



STARRS
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Open House for STARRS Organization

When:

April 14, 2012
10 a.m

Where:

Cranberry Township Municipal Center
2525 Rochester Road Suite 400
Cranberry Township, PA 16066

Organization Background:

STARRS stands for strength, talent, attitude, respect, resilience, and spirituality. Sharon Peifer founded the non-profit organization in 2009. STARRS was developed to teach young girls, ages 7-10, that everything they see in the media, appearance wise, is not always in their best interest. The program could be taught as an after school activity, during Girl Scout meetings, etc. With the research Peifer has done, girl's ages 7-10 are the most influenced by what they see and read about in the media.

Campaign Overview:

STARRS will be holding an open house for parents/guardians, teachers, coaches, Girl Scout leaders, etc. to hear what STARRS is offering. Parents are encouraged to bring their daughters so they, too, get to see what kinds of programs are offered.

During the open house, a guest speaker, Dr. Christine Gerbstadt, a registered dietitian, will be talking with the parents as well as daughters about how the media has an influence on a young girls health and self-esteem.

After Dr. Gerbstadt is finished, the girls have an opportunity to make crafts and talk among each other to get to know one another. While they are making crafts and socializing, the parents can ask questions about the

organization and what programs are offered. This gives the parents, teachers, coaches, etc. an opportunity to see if they would be interested in having a program like this at their meetings or social gatherings for the girls.

Goals/Objectives:

The main goal of this event is to promote STARRS organization and what programs are offered. By holding an open house, the community will be able to see and hear what STARRS is about. By having Dr. Gerbstadt speak about self-esteem and healthy lifestyles for the young girls, will create a positive attitude about the organization and will help encourage a greater support for the newly established organization.

Attitudinal

- Have a positive attitude towards the programs offered
- Have a positive attitude towards STARRS
- Have confidence in a positive outcome of the programs

Behavioral

- Have 50+ people show up to the open house
- Have at least 20 different people there who are coaches and Girl Scout leaders who sign up for the program.
- Have positive media coverage in the newspapers and local radio station

Informational

- Know all the details of the organization
- Know how other groups can sign up for these programs

Publics:

Primary

- Girls ages 7-10
- Parents/Guardians
- Coaches
- Teachers
- Girl Scout leaders

Secondary:

- Potential donors for the organization
- Potential vendors for different events
- Guest Speakers
- Local businesses
- Local organizations

Media Relations Plan:

Cranberry Eagle/Butler Eagle

- Send them pitch letters regarding:
 - press release
 - advisory
 - photo release

- feature story

Butler County Radio Network

- Have them talk about the event on their shows
 - Send an advisory
 - Send a radio reader

Social Media:

- Facebook
 - Add an event page
 - Post updates
 - Include links to STARRS website and twitter
- Twitter
 - Tweet to announce updates
 - Include links to STARRS website and Facebook
- YouTube Commercial
 - Interviews with girls who have participated in the programs
 - A Commercial introducing the organization

General Outline of Event:

Doors open to the public

9:45 a.m.

Meet and greet/background of the organization

10 a.m.

Dr. Christine Gerbstadt speaks

10:30-10:45 a.m.

Question and answer

11:30 a.m.

Social time

12 p.m.

Additional:

- Cookies and snacks will be offered during social time from 11:30 a.m.- noon.

Messages:

- To create a world of confident young women.
- STARRS will be a great community benefit.
- STARRS wants to make the community a positive and hopeful place for their young female residents.

STARRS is a newly established non-profit organization with a mission to create a world of confident and empowered women, one girl at a time.