



PUBLIC RELATIONS PROPOSAL FOR THE CULVER'S OF CROSS PLAINS

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Situation:

Nestled between Black Earth and Middleton, Wisconsin, the Village of Cross Plains is known for hiking, biking and snowmobiling trails. Formerly a farming community, Cross Plains is slowly becoming residential, supporting the birth of new businesses each year. Cross Plains is truly becoming an extension of the greater Madison metropolitan area. Nonetheless, Cross Plains is surrounded by billowing hills of trees and large stretches of cornfields. With a population of 3,538 people, Cross Plains is a town where truly —everyone knows everyone—and everyone most definitely knows long time residents and owners of the Culver's of Cross Plains, Jim and Judi Nonn. As Franchisees of the Culver's Franchise, Jim and Judi Nonn opened their restaurant on November 10, 1992.

Culver's is dedicated to providing "hometown hospitality," making sure that every guest leaves happy, and the Culver's of Cross Plains follows suit. Team members know the guest's names and the guests know team member's names. Known for ButterBurgers and fresh frozen custard, the Culver's of Cross Plains makes sure to give back to the community. "Share Nights" were created as a way for Culver's to do this. On "Share Nights" we donate a portion, ranging from 7 percent to 10 percent of sales to individual organizations. Throughout the past 25 years, the Culver's of Cross Plains has worked with the Endowment Fund, Cross Plains Fire Department, St. Martin's Youth Group and many others. The Future Farmers of America is Culver's largest partner, including a nationwide "Thank You Farmers" initiative.

The Culver's of Cross Plains has been a staple within the community since it first opened. As the only fast food restaurant within a six-mile radius, it is a magnet for social interaction. Always fulfilling its objective to bring people together, whether it is local sports teams, seniors or growing families. Culver's has withstood the test of time, as many other restaurants have come and gone within the time period that Culver's has thrived. The 25th Anniversary of the Culver's of Cross Plains is quickly approaching and with it comes the opportunity strengthen its roots in the Cross Plains community, thank its community partners and have a little fun.

Objectives:

- Increase sales by 15% during anniversary week (November 4-10, 2017).
- Generate \$2,500 of collective donations (or \$375 a day) for organizations partnered with during Cross Plains Culver's Anniversary week (November 4-November 10, 2017).
- Raise awareness by 25% within the Cross Plains community about Culver's charitable actions.

Target Audience:

According to the U.S. Census of 2014, 70% of households in the Cross Plains community are families and 63.37% of persons are adults between the ages of 18-64, with the median age being 38.6 years of age. Because of this, the primary target audience for this plan will be adults between the ages of 35 and 50. More specifically, male and female heads of households will be targeted equally in hopes that they will bring their families to celebrate. Because many of the adults in Cross Plains grew up in the Madison area, they have a connection to the community and may have lived in Cross Plains since Culver's first opened. The target audience has seen Cross Plains grow before their eyes, from a quaint little village to a city on the verge of urbanization. Because of this drastic change and the aging of their children, they may feel a sense of nostalgia. They may be reaching a time in their lives when they feel that the "good ol' days" are a time of their past. They are active within the community, inclined to give back and recognize the importance of supporting local businesses.

Strategy:

To associate community service and nostalgia of good times with the Culver's Cross Plains by celebrating 25 years of Culver's within the Cross Plains community through a comprehensive communications plan. This will increase sales by 15%, generate \$2,500 of donations to the FFA and create 15% more awareness about Culver's charitable actions from November 4 – 10, 2017.

Tactics:**Delicious Throwback Week**

During the week leading up to the Culver's of Cross Plains anniversary, each day will feature a popular item on the menu discounted to the price it was when the Culver's of Cross Plains first opened in 1992. Along with the discounted items, each day will be paired with an organization in Cross Plains that Culver's has supported throughout its time within the community for a Share Night. The organization will be invited to the restaurant and asked to

advertise guests, greet and talk with guests. In return, Culver's will donate 10 percent of the given day's sales to the respective organization. The goal will be to raise a collective \$2,500 in seven days for seven organizations.

The following is a suggested discount schedule:

	Item	Price	Organization
Saturday 11/4	Reg. Soft Drink	\$0.99	EMS
Sunday 11/5	Chicken Tenders	\$3.39	Endowment Fund
Monday 11/6	Kid's Meal	\$2.99	Fire Department
Tuesday 11/7	Reg. Shake	\$2.19	Lions Club
Wednesday 11/8	Reg. French Fries	\$.95	St. Martin's Youth Group
Thursday 11/9	1 Scoop Sundae	\$1.35	Optimist
Friday 11/10	Butter Burger	\$1.39	Wisconsin Heights FFA

Ribbon Cutting

To celebrate Cross Plains Culver's anniversary within the community, the Cross Plains Chamber of Commerce will conduct a ribbon cutting ceremony on Friday, November 10 at 10 a.m. Community partners will be invited to the ceremony, including the organizations partnered with during Flashback Week and Franchise employees. Efforts will be made to have the ribbon be Culver's blue. The ceremony will provide a photo and networking opportunity. Two photos will be taken at the ceremony. One with the Chamber, Culver's managers and Jim and Judi Nonn. The second will include the organizations partnered with for Flashback Week. After the ceremony, all attendees will be invited to enjoy cake, custard and lunch in the restaurant. Two large cakes from the Costco will be ordered for the event.

Past Employees and Community Partners Open House

To emphasize the community relationships between Culver's and other businesses, organizations and community members in Cross Plains, a 25th anniversary open house will be

held at Coach's Club on Wednesday, November 1 from 6 to 9 p.m. Past employees will be invited via Facebook event and word of mouth to arrive at 6 p.m., community members will be invited via e-vite to arrive at 7 p.m. The open house will be buffet style with appetizers and free beer and wine. Two large cakes will be ordered from the Costco for the event. Those who attend will be invited to take a tour of Culver's new office across the street, in the old Monks restaurant building.

25 Days of Giveaways Text to Win

Throughout the anniversary week and the month of November, a giveaway contest titled 25 Days of Giveaways will take place starting November 1. Guests will be invited to enter the giveaway contest each day. Guests will enter the contest by texting a number to win each day. The winner will be chosen the following morning and contacted by Ken Gellerstedt. The winner will have 15 days to pick the prize up at the Cross Plains Culver's. Each gift will be accompanied by a note from Jim and Judi Nonn, thanking them for their business throughout the past 25 years.

Promotion

Multiple marketing functions will be used to promote Cross Plains Culver's 25th anniversary celebration. A special 25th anniversary logo will be created to be used on all promotional items.

Bag Stuffers

Bag stuffers will be designed to give out with dine-in, to-go and drive-thru orders. Two versions of the bag stuffers will be created. For version one, the front will feature a short description of the event, flashback prices and a list of our specials and partnerships during our anniversary week. The back of bag stuffer #1 will feature fun facts about what life was like in 1992, this will include popular music, facts about Culver's, TV shows and special events. Version two of the bag stuffers will have the same front as version one. However, version two will feature a short letter of thanks from Jim and Judi Nonn on the back.

Between October 27 and November 2, 2017, 1000 of version one bag stuffers will be handed out to raise awareness about the celebration. From November 3 - 11, 1000 more bag

stuffers will be given out. Two hundred of the bag stuffers will be of version one, 800 of the bag stuffers will be of version two.

Royalty Rewards Email

On November 3, 2017, an email will be sent to all Royalty Rewards members. The email will include a letter from Jim and Judi Nonn thanking guests for their continued loyalty and support. The e-mail will also invite members to join the celebration by stopping in during the celebration. Included in the email will be a list of specials and share nights.

eClub

On November 2, 2017 an email will be sent to all eClub members, notifying them about the following week's celebration, inviting them to join the fun.

Text Club

On November 10, 2017 a text message will be sent to all text club members notifying them of the anniversary celebration taking place.

CULVER's: 25 years in Cross Plains deserves a celebration. Enjoy \$1.39 ButterBurgers. Today Only.

Cross Plains Chamber Website

The Cross Plains Chamber of Commerce's website includes two opportunities for event promotion. Each share night will be added to the Chamber's calendar. Information on the special deals and details of the share night will be included in the description. The special deals during the anniversary week will be included under the Chamber's "hot deals" section.

Posters

Ten posters will be hung around the restaurant on October 27 to generate awareness of the upcoming 25th anniversary celebration week. The poster will include a list of specials and partnerships and a short blurb about the restaurant's celebration. The blurb should explain the flashback prices and invite guests to flashback to the nineties with Culver's for a week. A poster should be hung on each door, the drive thru window, the condiment counter and the register.

Drive Thru Poster

An additional poster will be designed to be laminated and positioned at the entrance of the drive thru. The poster will advertise Culver's 25th anniversary week and invite guests to ask

a crew member for more information. Crew members at the drive thru will have copies of the bag stuffers to give to guests who ask for information. The poster will need to be connected to the ground using metal spokes.

Parking Lot Sign

A large banner will be printed to advertise Culver's 25th anniversary week. It will be positioned in front of the Culver's marquee. The sign will go up on November 3, 2017. The poster will be ordered.

Marquee Sign

Each day during Flash Back week, the Culver's marquee will feature the day's special.

Press Release

Two press releases will be sent out surrounding Culver's 25th Anniversary. The first will be sent a day before the celebration begins on Thursday, November 2. This will contain information about the celebratory week, specials, share nights, donation goal of \$2,500, a quote from Jim and Judi Nonn and ribbon cutting. The second press release will be sent a three days after the celebration on Monday, November 13 (or as soon as possible). This press release will include information about the ribbon cutting and will announce the collective dollar total of donations to be made to the various organizations partnered with. It will also include a quote from Jim and Judi Nonn, a community partner and a franchise member.

Restaurant Decoration

Culver's will flashback to the nineties for its 25th anniversary week. Old POP will be framed and hung around the restaurant with the year the item was promoted.

A large "2" and "5" cardboard cut out will be hung above the condiment counter in the restaurant. The cardboard pieces will be covered in a collage of black and white photos of the Cross Plains Culver's. This will include past events, specials and crewmembers.

Time Table:

25th Anniversary Checklist

Culver's of Cross Plains - complete by August 22, 2017

Week of Deals

- Find prices from 1992
- Connect with 7 organizations, plan share night
- Set up reminder e-mails for changing prices each morning

Ribbon Cutting

- Contact the Chamber of Commerce about Ribbon Cutting
- Decide and confirm what will take place
- Plan date, time and place
- Invite people to the Ribbon Cutting
- Schedule reminder email to everyone who will attend

Community Partners Dinner

- Plan a date for the event
- Work with Jim and Jen on food, cake, custard etc
- Reserve banquet room
- Create a list of people/organizations to invite
- Create an invitation to send out
 - Decide how everyone will be invited
 - Prepare for invitations to be sent out
- Place order for the cake
- Purchase/schedule purchasing of decorations
- Personally invite Franchise members on August 8

Promotion

- Bag Stuffers
 - List of information to be on each bag stuffer
 - Letter from Jim and Judi
 - List of specials and organizations
 - Create posters
 - Print
 - Cut
 - Give to the store divided up (labels of when to begin handing out)
 - Schedule reminder e-mail of when to begin
- Posters
 - Create posters
 - Print Posters
 - Give to Culver's with note of when to hang up
 - Schedule reminder e-mail
- Drive Thru Poster
 - Decide how to do drive through poster
 - Design drive thru poster
 - Order/print
 - Give to Culver's with note of when to post
 - Reminder e-mail

- Parking Lot Sign
 - Order parking lot sign
 - Design Parking lot sign
 - Give to Culver's with note of when to hang
 - Reminder e-mail
- eClub
 - Create e-mail about week of specials
 - Schedule to be sent
 - Create e-mail on anniversary
 - Schedule to send
- Text Club
 - Create text messages
 - Schedule to be sent
- Royalty Rewards
 - Create e-mail about event
 - Schedule to sent
 - Create "thank you email"
 - Schedule to send
- Press Release
 - Write Press Release
 - Schedule to send

Restaurant Decoration

- Find old POP
 - Frame
 - Choose where/how to hang
 - Give to Culver's with note of how and when to hang
 - Schedule e-mail reminder
- 25 Collage
 - Find/cut large card board numbers "2" and "5"
 - Find old photos from the Culver's of Cross Plains
 - Print/make black and white copies of photos
 - Make a collage on the large numbers
 - Deliver to Culver's with a note of when to hang up
 - Schedule a reminder e-mail

	Date (2017)	Activity
September		

October	October 10 October 15 October 27 October 30	-Send out invitations to community members for dinner -Reminder e-mail to Mary about specials (to keep in mind when ordering stock) -Hang Restaurant Posters -Reminder e-mail to Sam about celebration week (to keep in mind when scheduling) -Begin handing out bag stuffers
November	November 3 November ____ November 10 November 11-13	- Decorate restaurant (including old POP and “25” sign) -Begin Throwback Week -Community Dinner -Pick up cake -Pick up balloons -Chamber Ribbon Cutting -Review Sales, evaluate activities and objectives
Ongoing		-Check back, update on progress

Budget:

- Staff expenses for planning and implementing this plan
- Cost of printing large outdoor sign
- Materials needed such as flyers, posters and bag stuffers
- Decorations needed such as frames for POP, cardboard numbers and glue
- Share Night Donations and cost of giving discounts
- Cost of employee prizes and rewards
- Cost of community dinner at Coach’s Club
- Cost of overstaffing November 10, 2017

Evaluation:

- *Objective #1:* to increase sales by 15% during anniversary week, will be evaluated through comparing this month’s sales to last year’s sales within the same time period.

- *Objective #2:* Generate \$2,500 of collective donations (or \$357 a day) for organizations partnered with during Cross Plains Culver's Anniversary week (November 3-November 10, 2017). Will be evaluated by totaling donation values throughout the week.
- *Objective #3:* Raise awareness by 15% within the Cross Plains community about Culver's charitable actions. Will be evaluated by tracking media mentions and impressions.