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Capstone Abstract

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Communications Plan for the Steve Patterson Award for Excellence in Sports Philanthropy

Each year, the Robert Wood Johnson Foundation (RWJF) honors up to three sports related charities with the Patterson Award for Excellence in Sports Philanthropy. Although award recipients do not receive a monetary grant, they gain access to the RWJF's extensive network of grant-writers and charitable experts who assist winning organizations in both improving efficiency and broadening their reach.

Through its self-nomination process, the Patterson Award typically receives 35-50 applications each year. This communications plan provides multiple ways to increase the number of applicants as well as to increase the award's presence in the media. This proposal first researched the successful tactics of other award organizations and then tailored them to the Patterson Award. In addition, the plan includes the use of new social media as well as the marketing opportunities they present.