



Patterson Award Communications Plan

PATTERSON / AWARD
EXCELLENCE IN SPORTS PHILANTHROPY

ROBERT WOOD JOHNSON FOUNDATION

Overview

1. SWOT Analysis
2. Strategic Considerations
3. Communications Goals
4. Communications Objectives
5. PR Tactics
6. Appendix



SWOT Analysis

Strengths

- Organizational Structure already established
- Network of Notable Alumni
- Financial and Organizational backing of RWJF

Weaknesses

- Lack of notoriety and public image
- No actual grant money given with award
- Self nomination process may dissuade potential applicants

Swot Analysis

Opportunities

- Create a large network of influential alumni
- Enable more athletes to take their philanthropic efforts to the next level

Threats

- The many other, more widely known sports philanthropy awards (Walter Payton MOY, Roberto Clemente Award)
- Other awards that give out grant money. (All Sports United Humanitarian Award gives \$100,000)

Strategic Considerations

- While there are many other philanthropy awards, most do not provide the services and the assistance the RWJF gives Patterson Recipients.
- Other Major Awards (Beyond Sports Award and All Sports United) provide significant monetary grants to award recipients.
- League Awards receive more media attention than those from external organizations
 - Walter Payton Man of The Year- NFL
 - Roberto Clemente Award and Branch Rickey Award- MLB,
 - King Clancy Memorial Trophy and NHL Foundation Player Award- NHL
 - J. Walter Kennedy Citizenship Award- NBA

Strategic Considerations

- Currently Receives 35-50 applications per year
- 1-3 Winners selected annually
- Social Media Presence
 - 106 Facebook Likes
 - 87 Twitter Followers
 - 3 YouTube Subscribers (slightly over 1,000 views)
 - No LinkedIn presence (apart from main RWJF page)
- Philanthropy in Sports has never been greater

Communications Goals

- Educate athletes about the benefits of applying for the Patterson Award
- Attract attention to the Patterson Award from the general public
- Create a Media presence for the Patterson Award
- Increase the number of applicants
- Expand Social Media Presence

PATTERSON / AWARD
EXCELLENCE IN SPORTS PHILANTHROPY

ROBERT WOOD JOHNSON FOUNDATION

Communications Objectives

- Have at least 75 applicants in 2014 and 100 in 2015
- Have at least two features in national publications
 - Sports Illustrated, ESPN The Magazine, TIME
 - Wall Street Journal, New York Times, Washington Post
- Get featured on at least one national television program
 - ESPN Outside the Lines, 30 for 30, 60 Minutes
- Reach at least 1,000 Twitter Followers and 1,000 Facebook Likes

Tactics

- Create a Summary of Benefits of Winning the Award
- Commission a Study on how winning organizations have benefited and improved since winning Award
- Develop Comprehensive Social Media plan centered around #ImAChampion Twitter Campaign
- Press Kit and Pitch Letter
- Partner with a media outlet
- Require Award Recipients to Stay involved
- Advertising Campaign

Summary of Benefits

- Create a detailed and simplified list for busy athletes and foundation-heads
 - Allows them to quickly see why they should apply for award
 - Will increase applicants
- Also would provide media members a more detailed description of award
- Highlight the role RWJF plays in assisting Award recipients

Commission Study on Effects of Award

- Commission a study to provide hard data to potential applicants to show how organizations have improved since winning Award
- Provide hard data to convince potential applicants to apply
- Potentially raises prestige and importance of Award

PATTERSON AWARD
EXCELLENCE IN SPORTS PHILANTHROPY

ROBERT WOOD JOHNSON FOUNDATION

Social Media: Twitter

- Build upon excellent YouTube Video which features winners saying the causes they champion
- Create #ImAChampion
 - This will create conversations in social space and draw more people to Patterson Award



Social Media: Twitter

- Use Twitter @PattersonAward to retweet the best #ImAChampion Tweets
- Consider Sponsoring #ImAChampion to get it trending
- Use previous Award recipients to promote #ImAChampion to their followers and fans from their personal accounts and retweet their favorites



Notah Begay III
@NotahBegay3

#ImAChampion for Native American Health. What do you champion? @PattersonAward
youtu.be/qobiUh8epso

14

RETWEETS

2

FAVORITES



6:07 PM - 16 April 2013 - via Twitter · Embed this Tweet

← Reply Delete ★ Favorite



Steve Nash
@SteveNash

#ImAChampion for an early education. What do you champion? @PattersonAward

1600

RETWEETS

30

FAVORITES



7:02 PM - 16 April 2013 - via Twitter · Embed this Tweet

← Reply Delete ★ Favorite

Social Media: Facebook

- Sponsor Facebook Ads/posts to draw more traffic to Award page
- Have previous winners link to the Award page from their Official Facebook pages and post the YouTube Video
- Develop Donation Feature to allow Fans to donate to Organizations



facebook

Social Media: Facebook

- Update Facebook page regularly
 - Feature news about sports philanthropy
 - News about RWJF and Patterson Award
 - News about Winning Foundations
 - Ways for Facebook Fans to get involved with winning organizations



Social Media: LinkedIn

- Create LinkedIn group for past winners of Patterson Award
- Would allow winning organizations to collaborate and share successful ideas



Pitch Letter and Press Kit

- Develop a Press kit to send out to national media and the media in the award winner's local markets
 - Corporate Backgrounder of RWJF
 - Bio of Steve Patterson
 - History of Award and About the Award
 - Past Winners
 - Selected Press
- Draft a generic Pitch Letter highlighting the benefits of the award, the history of the award, and past winners' efforts.
 - Letter can be tailored to individual publications and for individual organizations
 - Also develop a pitch letter for TV

The logo for Sports Illustrated, featuring the words "Sports Illustrated" in a bold, red, sans-serif font with a white outline.The logo for Street & Smith's Sports Business Journal, featuring the words "STREET & SMITH'S SportsBusiness JOURNAL" in a black, sans-serif font with "SportsBusiness" in a larger, bold font.The logo for TIME magazine, featuring the word "TIME" in a bold, red, serif font.

Media Partnership



- Partner with ESPN, NBC Sports, or CBS Sports
 - Partnership would include Features on network of each winning organization (Outside the Lines, 30 for 30)
 - Networks could also broadcast award ceremony
 - Potentially announce winners at the ESPYs or similar type of award ceremony
- Partnership would benefit winners by drawing more attention to their organizations
- Would benefit Networks because 30 for 30 style features are very successful
 - Smaller segments also popular (ESPN's *My Wish* with Make a Wish Foundation)
 - Jimmy V Week



Alumni Participation

- In addition to tweeting and featuring a link on Facebook, require alumni to recruits their friends and colleagues
 - Best advertising is "Word-of-Mouth"
- Require alumni to put a "Patterson Award Winner" Logo on their foundation websites
 - Eagles Youth Partnership features "Beyond Sports Award" Logo on their site
- Strongly encourage alumni to attend annual Award Ceremony
 - Will attract more media attention
 - Will raise attendance

Advertising

- Advertise in industry journals such as Sports Business Journal, Sports Business Daily, and the Sports Philanthropy Association
- Consider less expensive advertising such as Sponsored Facebook Posts, or YouTube ads.
- Get Alumni to advertise for you
 - The effort to send out a tweet or Facebook post with the #ImAChampion video is minimal for any athlete or association

Appendix

1. Sample Pitch Letter
2. List of Previous Patterson Award Recipients
3. Selected Media
4. Link to Beyond Sports Study on impact of Beyond Sports Award

Sample Pitch Letter

Jennifer J. Cingari
Media Contact
ESPN 30 for 30 Shorts
Jennifer.J.Cingari@espn.com

Dear Ms. Cingari,

Each year, the Robert Wood Johnson Foundation awards up to three different sports-related philanthropy organizations the prestigious Steve Patterson Award for Excellence in Sports Philanthropy. I believe your viewers would be very interested in learning about the history of the Patterson Award and its notable alumni.

This unique award offers the winning foundations exclusive access to the RWJF network of grant writers and philanthropic advisors. Named for UCLA basketball standout, NBA player, and Arizona State head basketball coach Steve Patterson, the award honors Patterson's legacy of leadership and giving back to the community.

After a rigorous self-nomination and selection process, the RWJF selects three (one league or organization, one team, and one individual athlete's) charities. The award is bestowed upon foundations that demonstrate excellent leadership, maximum efficiency, and maximum impact on their communities.

In addition to learning about Steve's legacy and the Patterson award, I believe your viewers would be interested in learning about the work of our winners. Some of our past winners include the Steve Nash Foundation, the Eagles Youth Foundation, the Notah Begay III Foundation, and the U.S. Soccer Foundation.

I believe your viewers will be interested in Steve's story, and the work of our award recipients, especially given ESPN's commitment to philanthropy in Sports.

I will be in touch soon to set up a possible interview and to answer any questions. In the meantime, please visit us on the web at www.rwjf.org/patterson. Thank you.

Previous Award Winners

- Eagles Youth Partnership- 2005
- Jacksonville Jaguars Foundation- 2006
- Moyer Foundation- 2007
- Memphis Grizzlies Charitable Organization- 2007
- San Francisco Giants Community Fund- 2008
- Steve Nash Foundation- 2008
- Marvin Lewis Community Fund- 2009
- Red Sox Foundation- 2009
- Dikembe Mutombo Foundation- 2010
- U.S. Soccer Foundation- 2010
- Cincinnati Reds Community Fund- 2011
- Brian Griese and Judi's House- 2011
- Chicago White Sox Volunteer Corps- 2012
- Notah Begay III Foundation- 2012

Other Sports Philanthropy Awards and Organizations

- [All Sports United Humanitarian Award](#)
- [Beyond Sport Award](#)
- [Sports Philanthropy Foundation](#)

Selected Press about Sports Philanthropy

- [How Sports are Scoring Points for Charity](#)
- [D.C. Teams Boosting Focus on Charitable Giving](#)
- [Beyond Sport's Effect Study](#)