



Social Innovation Program

Summer 2010

Effective Marketing to Non-traditional Audiences:
A Marketing Plan for the Appomattox Regional Library System

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Scott L. Firestone
Regional Library Director
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209 East Cawson Street
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Dear Mr. Firestone,

We would like to thank the Appomattox Regional Library for allowing us to work with them over the past six weeks. This has been a tremendous opportunity and learning experience for each one of us.

In particular, we want to thank you and Wendy Austin for taking the time out of your busy schedules to guide us in our work. The Hopewell Library is lucky to have such dedicated people working for the community.

Our team was amazed by the shocking literacy statistics in the Tri-Cities and surrounding area that limit people in so many different ways in their daily lives.

Something needs to be done to reach the illiterate and motivate the community to grow individually and as a whole. Being illiterate limits people in the work-force, in their health, and in their parenting.

Thank you for the trust and confidence you placed in us in allowing us to work with you. We hope our recommendations can contribute to the goals and high standards the Library has on reaching and helping the community.

The following report contains the research we completed that focuses on the best marketing strategies that target the illiterate population, effective messages, and addresses potential obstacles the outreach program might face.

Sincerely,

Alejandra Tamez
Project Leader
Project Phoenix, Class of 2010

About the Team

Hyerin Choi graduated from Richard Bland College of William and Mary with an Associate's Degree in Science, with an emphasis in Math, in May 2010. She is transferring to the University of Virginia to study Biomedical Engineering in August 2010, and has already gained valuable experience at the Microbiology Department at Virginia Commonwealth University. She has also worked as a physician's assistant at INOVA Health Center for three years. She plans to go to medical school and would like to pursue a career as a cardiovascular surgeon.

Lauren Edmonds will graduate from the College of William and Mary in 2011 with a B.A. in International Relations and Environmental Policy. She is interested in the development of sustainable communities from both a social and environmental perspective.

Papa Osei is a rising sophomore at Washington and Lee University and is contemplating a major in either Economics or Business. He plans to attain an MBA after graduating in 2013 before moving back to his place of birth, Accra, Ghana, to work.

Carl Syverud is a rising senior at the University of Mary Washington, seeking his B.S. in Economics with a Business minor. He wants to use his degree to help in the business operations of a medical facility.

Alejandra Tamez is a rising senior at Radford University studying Public Relations and Marketing. Her involvement with her church and her volunteer experience in the non-profit sector has strongly influenced her and made her aware of the social needs in the community and around the world. She wants to work with children, and would ultimately love to work overseas with a program like UNICEF that fights for children's rights.

Katie Thatcher is an Anthropology and Environmental Policy double major at the College of William and Mary. Focusing in clean water accessibility, she is studying environmental degradation and its relation to healthy community development. Katie will be abroad in Cameroon next semester to conduct research on the laws and policies that surround clean water, as well as the NGOs and nonprofits that exist in the area.

Linda D. Wilkinson (Clinical Faculty) has extensive and varied nonprofit experiences having held senior leadership positions with United Way, Girl Scouts USA, the National Multiple Sclerosis Society, and Richmond Court Appointed Special Advocates (CASA).

As program and community development director for several national organizations, Linda created programs now used as best practice models which have been rewarded with generous grants. She is knowledgeable of private, corporate and government funding opportunities.

Her responsibilities have also included developing marketing plans for programs and events with a focus on incorporating the agencies' mission into all publicity opportunities.

She received her undergraduate degree in Political Science from Randolph-Macon College and Masters in Public Administration with a concentration in nonprofit management from Virginia Commonwealth University.

Phoenix Project Summer Program Overview

The Phoenix Project is a Virginia-based private 501(c)3 nonprofit founded in 2006 to leverage power of social entrepreneurs and institutions of higher education to effect positive change in communities. The organization's mission is to promote sustainable solutions to social and economic problems by educating and empowering emerging social entrepreneurs and building community support for social innovation.

Phoenix educates top undergraduate and graduate students during its ground-breaking and intensive Social Innovation Program (SIP), a six-week academic and experiential program. Students engage in a core curriculum while serving as *pro bono* management consultants to nonprofits and municipal agencies in one of the nation's most severely economically distressed communities. The 2010 SIP class participated in the fifth iteration of the annual program.

The Phoenix Project connects collegiate social innovators with community service opportunities through the AVAIL online service-learning platform developed in partnership with Learn and Serve America, TRUiST and George Mason University. AVAIL will launch during the fall semester of 2010 and will be offered free of charge to all Virginia institutions of higher education. It will include a database with thousands of service listings and will allow students to track their hours and share their experiences through social media. This platform will greatly enhance university and community stakeholders' ability to connect students to sophisticated service opportunities.

The Phoenix Project has offices in Petersburg and Northern Virginia and can be reached at (703) 642-7264 or info@phoenixproject.org.

The Phoenix Project strives to provide the highest quality services to its community partners and always endeavors to provide complete and accurate information. All work, however, is provided "as is" with no warranty, either express or implied. By accepting this work product, you agree that neither the Phoenix Project, its staff, students, nor partner institutions can be held liable for any losses or damages caused either directly or indirectly by reliance upon this work product. Unless expressly agreed in writing, the Phoenix Project reserves the right to modify, reproduce, and distribute this work product without prior written notice or consent.

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Executive Summary

The Appomattox Regional Library asked a team of Phoenix Project students to create an outreach and marketing plan to disseminate information about the availability of literacy programs to citizens around the region with low levels of literacy.

This report contains a target audience analysis and the demographics of low literacy residents in Hopewell, Petersburg, Prince George County, and Dinwiddie County, research on best practices for literacy programs, suggestions for partnership and funding opportunities, and suggested low cost marketing materials and messaging.

Based on our research of literacy within the library's service area, predominately white females make up the majority of the low literacy population, with the exception of Petersburg where African-American females are the majority of the functionally illiterate population. We decided to split the target demographics into two groups: low literacy men and women aged 18-30 and all other low literacy residents falling outside of that 18-30 age range. The groups were divided to give clarity and purpose to the marketing efforts.

In order to reach the target audience during their predicted daily schedule, we suggest several promotional strategies such as a free laundry day promotion, church outreach, day care outreach, and a promotional event at a Wal-Mart store. Information about how to precede these programs are included. We also included a general list of advertising locations based on our target audience's profile, with consideration to their literacy level and income.

Suggested marketing materials for use at these promotional events include magnets, tote bags, key chains, and ice scrapers, and we have included a list of cost and vendor information for these items. Our research into best practices showed that the messaging on materials should use simple and concrete wording, using bold and easily legible typefaces.

We assembled a list of funders that the library could approach. The priorities of Wal-Mart Foundation's State Giving Program within the Workforce Development/Economic Opportunity category seem to fit your efforts, as do the philanthropic missions of the Verizon Foundation, Adult Education- Basic Grants to States (#84.002), and the Dollar General Literacy Foundation.

It is our hope that the marketing strategies, analysis of your target demographics, potential funding sources, and promotional event suggestions contained within this report should be implemented within the next year and that they will jump start your outreach efforts in the region.

Introduction

The Appomattox Regional Library System (ARLS) provides services and programs to the communities it serves through support of life-long learning, general information, and the exchange of ideas with effective use of traditional library resources and emerging technology. The library plans to expand their illiteracy outreach and programming.

ARLS has requested a marketing plan to disseminate information about available literacy services and programs.

Project Description

This report contains a marketing plan for two target demographics: women from ages 18-30 and all other low literacy adults. We researched the target audiences' lifestyle to determine appropriate avenues for outreach, and we recommended appropriate marketing styles, promotional programs, and potential grants.

Methodology

Our data came from a variety of sources, including the United States Census Bureau, Foundation Center, and online contact databases like www.yellow.com. Best practices for literacy programs were identified through several sources, including the four successful and innovative literacy centers, including Dorcas Place, Center for Literacy, Learning Lab Organization, and Mercy Learning Center. Details on these programs' services and contact information are included in the report.

Project Results

Our team decided to focus our efforts on a target audience and to identify advertising locations that fit this demographic. Because the target audience is low income and low-level-literacy, our marketing plans are simple, direct, and low cost. We have also added a list of potential grants to provide funding for promotional products.

Findings

Target Audience Analysis

The target market for this program consists of low literacy residents in Hopewell, Petersburg, Prince George County (Disputanta, Carson) and Dinwiddie County (Dinwiddie, McKenney).

Statistics from the Office of Vocational and Adult Education shows that females make up the majority of this target. With the exception of Petersburg, the predominant race will be white, because Petersburg's demographics differ significantly from that of the state of Virginia and the surrounding region. Whereas, Virginia is 73% White and 19.9% African-American, Petersburg is 18.5% White and 79.0% African-American.¹ In view of this, African-Americans will make up the majority of the functionally illiterate population of Petersburg. The demographics of the other target areas are a closer match to that of Virginia and so for these areas, the data may be more of a realistic representation of their functionally illiterate population. Although the age group with

the lowest literacy rate is 25-44 years, we decided to target men and women aged 18-30, because this age bracket had a larger range than the two groups before it (16-18 and 19-24) thus we have tried to include people in these two age groups. It will be easier to target a younger audience and to achieve significant results as they have more years and potential to contribute to the workforce and economy.

Virginians by Age, Ethnicity, and Sex Deemed Functionally Illiterate (July 1, 2000 – June 30, 2001)

Age Group	Asian		Black		White		Hispanic	
	M	F	M	F	M	F	M	F
16-18	53	40	588	467	841	586	173	132
19-24	222	305	1263	1064	1408	1556	1277	985
25-44	759	1819	1725	2174	2098	3303	2226	3044
45-59	240	688	500	886	689	1365	358	601
60 Plus	93	121	182	318	291	466	24	75
Subtotal	1367	2973	4258	4909	5327	7276	4058	4837

<http://wdcrobcolp01.ed.gov/CFAPPS/OVAE/NRS/tables/view.cfm?tableID=2>

*Data does not include Am. Indian, Alaskan Native & Native Hawaiian or Other Pacific Islanders.

From observation and interaction with residents of Petersburg, it is evident that churches will play an important role in effectively reaching the desired audience. Using the list of churches provided in the appendix, communication can be established with some of the churches to inform them about the program. It is recommended that announcements be made at services and possibly shaping some of their retreats and church activities to focus on adult literacy and education.

Advertising Tools Based on the Target Audience

With the target audience being functionally illiterate, conveying marketing messages to them will be a challenging task. Any text used in advertising material should be in basic, simple and concrete wording and should be bold and easily legible. Emphasis should be placed more on visuals and audio to convey the message.

Best Practices - Adult Literacy Centers

The adult literacy centers below have successful programs that have been recognized through awards and/or grant money. Below are the organizations we used to research best practices for advertising literacy centers:

Dorcas Placeⁱⁱ (Rhode Island)

Dorcas Place Adult & Family Learning Center was the only adult literacy center recognized by the National Coalition for Literacy in 2009. It was recognized because of its high level of success in assisting low-income adults to develop literacy skills, in addition to increasing the learners' community involvement. Dorcas Place runs a family literacy program that provides care and education for children of adult learners, as well as special programs such as a college preparatory program.

220 Elmwood Avenue
Providence, RI 02907
phone: 401-273-8866
fax: 401-273-8893
general email: info@dorcasplace.org
<http://www.dorcasplace.org/>

Center for Literacyⁱⁱⁱ (Philadelphia)

This is the nation's largest community-based provider of literacy services. At least 100 different foundations have supported the Center for Literacy, and they have received significant corporate support. CFL has provided over 50 community-based classes for people to attend, as well as an individual tutoring program.

Center for Literacy
636 South 48th Street
Philadelphia, PA 19143
215-474-1235
<http://www.centerforliteracy.org/philanthropy-q10025-Foundations.aspx>

Learning Lab Organization^{iv}

This program is unique as a computer-oriented learning center that accepts adults and families with children no older than six. Although one-on-one tutoring is provided as a supplement, the development of basic math, reading, and writing skills is done through a computer program. This technology based learning provides an opportunity for people to increase their employability by acquiring the skill of computer operation. The Learning Lab has earned sufficient amounts of grant money, including a \$500,000 grant in 2006 from the Albertson Foundation, Inc.

Learning Lab
308 E. 36th St.
Garden City, ID, 83714
(208)-344-1335
info@learninglabinc.org
<http://www.learninglabinc.org/who-we-are/organization.htm>

Mercy Learning Center (Bridgeport, CT)^v

This service is available only to women in Bridgeport. The program offers many different types of learning, including beginner ESL classes, a one-on-one Tutoring program, and the National External Diploma Program. Additionally, Mercy Learning Center provides child care and initial tutoring for the children of adults in the program. In the fiscal year of 2009, the center has received \$1,601,400 in various types of donations and support.

Mercy Learning Center

637 Park Avenue
Bridgeport, CT, 06604
(203)-334-6699
<http://www.mercylearningcenter.org/>

The organizations above have been analyzed to find the best practices for adult literacy centers. Not only do they have a substantial number of people using their programs, but the organizations have also been successful in increasing the literacy rates of the surrounding communities. By examining these organizations, their advertising methods can be adapted to the Tri-Cities area.

BEST PRACTICES - ANALYZED

The team evaluated and researched the most effective programs across the nation that have similar goals, market segment, and equivalent resources as the READ center of Appomattox Regional Library. Best practices within the programs were analyzed in order to identify a formula for success. By replicating the same best practice methods, similar quality results can be expected.

Adult literacy refers to the art of helping adults acquire the skills they need to be successful in today's knowledge-based society. Traditional literacy programs focus only on reading abilities. Clarifying the specifics of the services that will be offered in the program is crucial to convey a clear message and market effectively. "Best practices need to be recorded, reviewed, reflected on, and refined if we are to address literacy needs effectively."
(<http://www.nb.literacy.ca/pubs/Best1/Literacy.pdf>)

Considering best practices for an adult literacy program is helpful and beneficial, although it is necessary to keep in mind that because of the Tri-Cities' demographic. Several methods of advertising and marketing may not apply in specific communities.

In our research we found several different approaches of learning that can also be used as indicators to recognize the audience's priorities and needs. Identifying these needs will generate interest in the program and create appropriate marketing strategies. The creation of effective marketing strategies is based on the needs and interest of the audience which in this case include: better parenting, religious interests, money incentives, health quality improvement, etc.

- The **traditional approach**: used rote learning and classical literature for learning to read and write. Content was irrelevant and unrelated to daily life.
 - The **religious approach**: focused on reading Holy Scriptures to spread "the faith." Writing skills and materials outside of religion were missing.
 - The **work-oriented approach**: had an economic incentive to increase employment and production.
 - The **social-change approach**: overcame oppression for its participants through awareness.
 - The **life-oriented approach**: developed the learners' functional ability to learn, think, solve problems, and develop coping skills for daily living.
- (Taylor & Draper, 72-73).

At this time it is reasonable to assume that the most appealing methods to attract the market segment of the area would be the **Work Oriented Approach** and the **Life Oriented**

Approach. Both of methods focus on the needs of our audience: better quality of life, expanding of job opportunities, and the development of basic skills for daily living. Adults with low literacy skills may have difficulty understanding how to maintain good health or how to correctly follow a doctor’s orders. Many lack the ability to read a book to their children or help them with their homework. More than 50 percent of the market segment consists of women, most with children. A message that conveys the importance of the quality of life for their children and touches on health issues will effectively spark interest in them.

Potential Obstacles

- Transportation to and from literacy centers
- Greater need for volunteers
- Day Care/Scheduling Conflicts

Target Advertising Locations

One of the most important pieces of the literacy program’s marketing campaign is determining where to place the advertisements. The scope of the campaign will be the library’s service area: Dinwiddie County, Hopewell City, Petersburg City, and Prince George County.

There are two target populations for the marketing. The first is the general population of the region. In Dinwiddie County, 16% of the population lacks “basic prose literacy skills” as defined by the National Assessment of Adult Literacy (NAAL). For Hopewell City, 15% of the adult population, considered by NAAL to be people over 16 years old, scores below basic in prose literacy as well. Petersburg has the highest percent of the population that lacks basic prose literacy skills, with 22%. Prince George has the lowest percent of adults who lack basic prose literacy skills, but its 12% of the population is still a substantial segment of the population.^{vi}

Recommendations

Target Advertising Location Recommendations

Specific advertising will target young women between the ages of 18 to 30 years old. Many of these women are mothers, or will become mothers, and providing them with literacy education will greatly help both them and their children. According to the National Center for Family Literacy, “When parents struggle with literacy and basic life skills, their children have fewer chances for success... Family literacy reverses this destructive cycle by giving families the tools they need to thrive today, and most importantly, by helping them educate generations of tomorrow^{vii}.”

For advertising to the wider population, locations were selected that would serve a large primarily low-literacy audience and likely low-income^{viii}.

The targeted locations were:

- Supermarkets
- Laundromats
- Dollar stores

- Goodwill / Salvation Army stores
- Churches
- Emergency medical care facilities, public health departments
- The Virginia Employment Commission's offices
- Public schools, child care services, and Head Start programs
- Hair salons
- Late employers

As businesses and other locations were identified, they were researched using the online Yellow Pages (www.yellow.com) and other databases. For each location, either a telephone number or address is provided for contact, or in some cases both were available.

In some categories, there were larger organizations through which individual businesses could be reached. The Chambers of Commerce are one example. Another method of reaching a large number of employees would be through the largest employers in the area. Wal-Mart is one of the largest employers in the library's service area. Each county/city government is also one of the ten largest employers in each locality. Churches are often members of larger regional assemblies based on their creed; in Petersburg many churches are members of Downtown Churches United as well. Public schools can be reached through the area school districts.

For many of the locations, particularly the private businesses, the literacy outreach will need to contact them individually for permission to promote the literacy services on their properties. Over two hundred and fifty locations are listed in the attached Appendix I along with available contact information. They are also compiled in an electronic database, in which form they are more easily searchable.

A comprehensive, well-researched list for potential marketing outlets is included in Appendix I and the electronic database. The phone numbers are provided for the many locations identified as places frequented by the target population.

To provide structure and limit the scope of the marketing efforts, it is recommended that the marketing campaign be conducted in waves. For example, the efforts could focus on employer outreach through Chambers of Commerce, large employers, and the county/city governments for a certain period of time. After that, the outreach efforts could turn to target mothers at locations they would be with their children, such as schools, childcare services, and Head Start programs. This would allow the marketing campaign to remain focused and effective.

Promotional Programs

The promotional programs that the Phoenix Project team suggested have two simple goals in mind: the target audience, although illiterate, had to be reached directly; the Library had to go where these people would be. Secondly, the cost of the event had to be minimal, so funds could be focused on buying promotional products (that way the Library's message would stick with the audience). By using these simple rules, we were able to come up with the following events:

Free Laundry Day

The team concluded since washers/dryers are very costly, most of our audience would forego buying a washer/dryer if there was a local laundromat they could use. The team therefore

concludes offering to pay for laundry services for a full day would be a good way to raise awareness about the tutoring programs available. Please see Appendix I for a full list of local laundromats the Library could approach regarding partnerships.

Materials Needed:

- Volunteer(s) to stay at the Laundromat all day, telling people about the program and handing out promotional products
- Money to pay for laundry; this will be variable, based on the cost for a load of laundry and how many people attend the event.
- A simple way to advertise for the event on location, such as fliers that say “FREE LAUNDRY DAY” along with a date.

The overall cost for this event should be minimal, since the only major cost is paying for laundry.

Speaking at Churches

Other than marketing costs for the goods the Library should hand out, this event is free. The Library would contact churches regarding talking about the programs the Library has to offer, along with handing out promotional products. The target audience tends to be devoutly religious, which means this program has the potential to reach a large part of this audience. Furthermore, since people tend to be sensitive about their reading ability, this program would be even better, since no one person is singled out.

Materials Needed:

- A volunteer who would be willing to speak in front of a congregation; please note one of the churches in Hopewell is Spanish, so a bilingual speaker would be ideal.
- Promotional Products to hand out

Morning at Day Care

Since part of the Target audience is single mothers that are heads of households, day care seems to be the perfect place to reach them. If the Library can partner with a local daycare and hand out goods to parents as they drop off their kids, then awareness about the offered literacy programs will increase.

Materials Needed:

- Volunteer(s) to wait for parents
- Promotional products to hand out
- Used books for the kids

Partnering With Wal-Mart

Wal-Mart attracts a large percentage of the demographic audience the library is targeting. The library should therefore talk to Wal-Mart about playing an illiteracy ad on their T.V.'s, or by talking to Wal-Mart about having a booth outside their store. The library could partner with Wal-Mart in yet another way by providing tote bags with the library's logo on the side. Wal-Mart would offer to sell the bags to customers as they check out for a small fee, and knowledge of the 800 number would spread.

Materials Needed:

- Volunteer(s)
- Promotional Products to Hand out
- A video to play & funds to pay for playing it
- Wal-Mart's approval

Marketing Variations

When selecting promotional products for the library programs, the Phoenix Project team decided to search for only items that would be used or seen on a daily basis. The team also took into consideration the need for variety, and gives multiple options for the library to consider (with varying costs). Another variable was the quantity of each product the Library would purchase; as a result, the team calculated costs for all bulk orders that they proposed to the library. The promotional products were divided into 4 main types of products:

- Magnets: Low cost, effective ways to reach the target audience; magnets will be seen multiple times daily.
- Tote Bags: Higher cost than magnets, but very durable and practical when shopping; high visibility.
- Key Chains: Low cost, used by everyone, and seen daily, key chains are a great product to promote the 800 number.
- Ice Scrapers: Anticipated frequent use during the winter; an excellent, simple way to promote the 800 number.

Keeping the above categories in mind, the smallest total costs would be \$950.00 for a minimum purchase of each product (the minimum purchase was 500 units). Costs would be largest at \$5,500, if the library chooses to order 2,500 units of each kind of product. The different kinds of promotional products, along with their costs, are displayed below (for complete figures, please see Appendix III):

Magnets

Magnets are the cheapest and most efficient means of advertising for the illiteracy programs at the library. The target audience will see the magnets multiple times a day which is key to message retention. Magnets can also be stuck to any public location, and arouse interest in the 800 number and programs as public advertising.

The Phoenix Project team recommends 2 different types of magnets:

- A regular, square shaped magnet; most economical
Costs: \$90.00 for 500 magnets, \$375.00 for 2,500
- A book shaped magnet; ideal for this program.
Costs: \$250.00 for 500, \$400.00 for 2,500

Tote Bags

While tote bags cost more than magnets, they are environmentally friendly, because they allow consumers to avoid using plastic shopping bags. They are also useful carrying items at other events, such as farmers markets and yard sales. The target audience might appreciate them because tote bags are durable (unlike plastic bags); The 800 number and the logo on the side will be a great way to spread awareness.

Tote bags can be ordered online from www.discountmugs.com or over the phone 1-800-569-1980 (toll free number). The team found a variety of tote bags, but these were the most cost efficient:

1. A small tote bag. Dimensions are 8.75'' length, 12.625'' width, 13'' height

Prices for small tote bags

Qty	500	1000	2500	5000
Price	\$475.00	\$910.00	\$2,225.00	Call

2. A large tote bag. Dimensions are 10'' length, 13'' Width, 15'' height

Prices for large tote bags

Qty	500	1000	2500	5000
Price	\$495.00	\$970.00	\$2,225.00	Call

Please note at the large order of 2,500 tote bags, the prices for small and large tote bags are equal; if the Library decides to order a large amount, they should therefore purchase the larger bags.

The agency will have to contact the Wal-Marts and Food Lions in and around the target area to arrange this.

Wal-Mart	Wal-Mart Supercenter Store 3500 South Crater Road Petersburg, VA 23805 (804) 957 6444	Wal-Mart Supercenter Store 671 South Park Blvd Colonial Heights, VA 23834 (804) 526 0844	Wal-Mart Supercenter Store 12000 Iron Bridge Road Chester, VA 23801 (804) 768 0060
Food Lion	Food Lion 2733 S Crater Rd #275 Petersburg, VA 23805	Food Lion 4000 Prince George Dr, Prince George VA 23875	Food Lion 5209 Oaklawn Blvd, Hopewell, VA 23860

Key chains

Key chains are an unspoken necessity, and are therefore an ideal place the 800 number. When looking for key chains, the team looked for cost efficient, durable key chains and came up with the following item (please see the index for this vendor's URL; this particular vendor had great prices on numerous key chains; the included key chain was cost effective and durable):

- Tear-drop shaped Key Chain, made of plastic.
Cost: \$145.00 for 500, \$650.00 for 2,500

Ice Scrapers

Ice scrapers are not the first item one tends to think of when purchasing promotional products. However, during the winter months, an ice scraper is a necessity that is used on a daily basis, which makes it a great advertising product. Ice scrapers will probably be left in cars year round as well, and could be an occasional reminder.

The Team was able to find 4 different kinds of ice scrapers. They are:

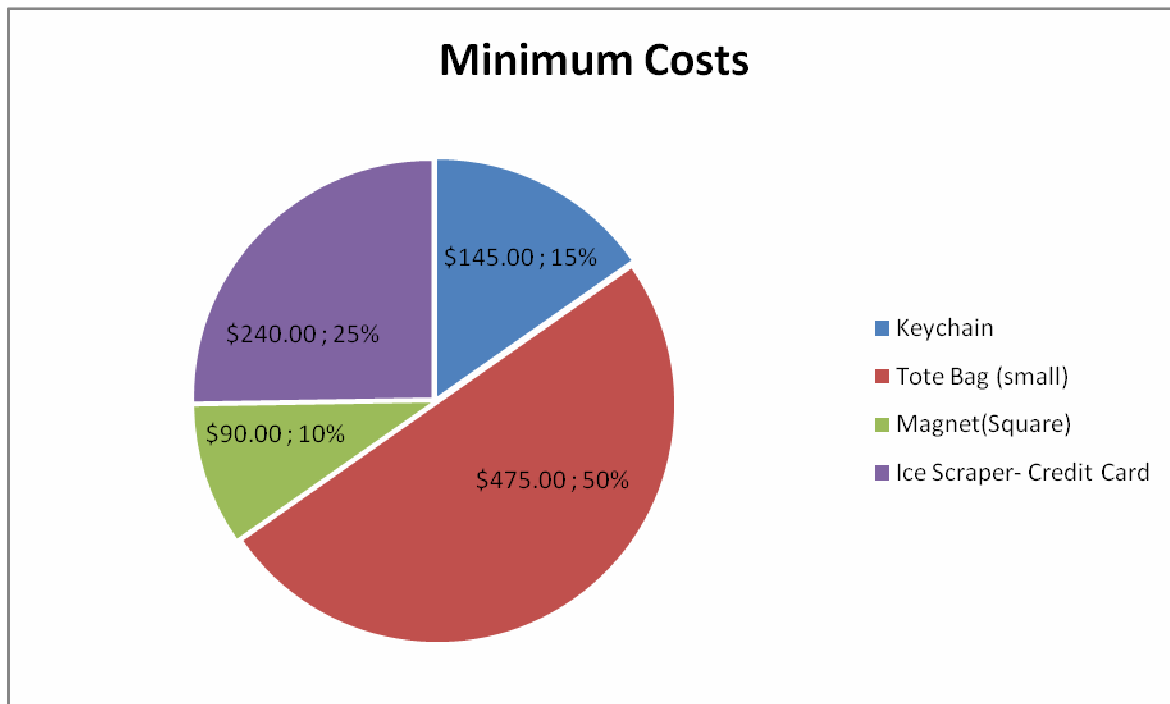
- A credit card-shaped ice scraper. This scraper is cost effective, durable, and for \$0.20 per unit more, can become a keychain.
Costs: \$240 for 500 (\$340 with keychain), \$1,025.00 for 2,500 (\$1,525.00 with keychain)
- A basic, single plastic piece ice scraper. If bought in neon colors, there is a discount.

Costs: \$335.00 for 500 (\$162.50 if neon colored), \$1,525.00 for 2,500 (\$1,425 for 2,500 if neon colored)

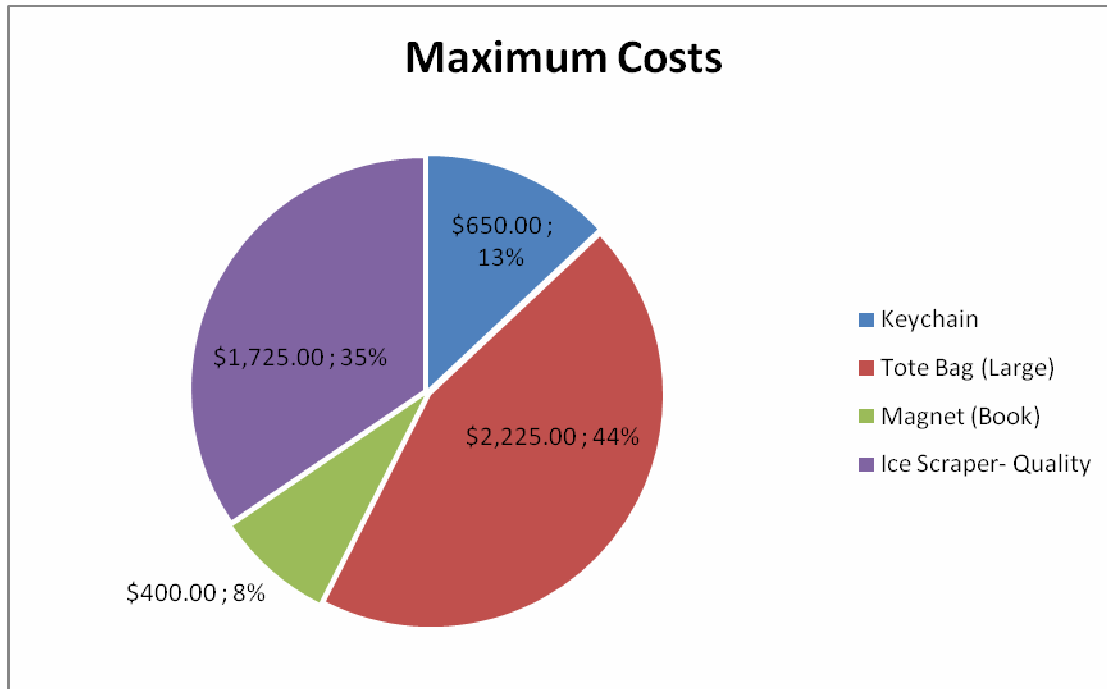
- A high quality ice scraper, with a specialized scraping plastic. The tip has 2 different edges on each side, for different situations.

Costs: \$395.00 for 500, \$1,725.00 for 2,500

Given these costs, and assuming the library wants to order between 250 and 2,500 units of each product, the budget for this program could range anywhere from \$672.50 to \$5,500. These values were found by adding up costs for one type of each good (I.e. one kind of magnet, one kind of ice scraper...); the lower value uses the least expensive options, while the high value uses the most expensive options. In order to better understand the costs, a breakdown of each of these extreme costs by product:



Total Minimum Costs: \$950.00 (500 of each item ordered)



Total Maximum Costs: \$5,000 (2,500 of each item ordered)

Hopefully, these graphs will help the Library understand what promotional products have the highest costs, and therefore which products could be bought in smaller quantities.

In summary, the target audience is illiterate to some degree, lower class, and working long hours while making little money. The promotional products the library chooses to advertise on should therefore be household items this audience would be using so they do not have to buy said product.

Radio

Radio listener demographics mirror that of the target, so it may be beneficial to air commercials on one of these radio stations.

Below is a list of the specific radio stations the client can contact to advertize on air.

107.9 FM WWBR
West Point, VA
757-565-1079

106.5 The Beat 106
Richmond, VA
804-474-0000 (Tracy Driskill, Sales Manager)

92.1 FM WCDX
Mechanicsville, VA
804-672-9299

List of Potential Partnerships

Tri-City Literacy Council

1766 Flank Road,

Petersburg, VA 23805-1131
804-862-9662

List of Potential Grants

While the Library said in the first meeting that funds would be easily accessible, the Phoenix Project Team nonetheless wanted to help the Library with funding. We therefore assembled a list of grants and donors that the library could receive donations/grants from:

The Verizon Foundation

The Verizon Foundation is owned and operated by the phone company that shares its name. Since their mission statement says that their top priorities are “education, literacy, domestic violence prevention or technology for healthcare and healthcare accessibility”, the programs that the Hopewell Library offers would match the goals of the Verizon Foundation. The size of the grants that the Verizon Foundation gives out ranges between \$5,000 and \$10,000.

Adult Education- Basic Grants to States (#84.002)

Found on cfda.gov, this government grant awards a lump sum to states to help fund adult education and illiteracy services. The grant amount ranges anywhere from \$809,000 to \$81,000,000, but please remember that the library will only receive a portion of this.

Dollar General Literacy Foundation

Dollar General believes that “learning to read, receiving a GED or learning the English language is an investment that opens doorways for personal, professional and economic growth.” The Dollar General’s grant guidelines and application procedures will be updated in January of 2011 for the 2011 round of funding.

The Wal-Mart Foundation

Wal-Mart has a State Based Grants Program (grants up to \$25,000) that includes a Workforce Development/Economic Opportunity category that seems to fit with adult literacy programs. An application to this grant for funding for the literacy program would be complimented by a partnership with a Wal-Mart store on tote bags or another promotional effort, as establishing a report with a local community relations manager could help facilitate a successful grant application. The application is online at Wal-Mart’s website, and the deadline is rolling:
<http://walmartstores.com/CommunityGiving/203.aspx>.

Conclusion

We recommend that you consider the suggested promotional programs and marketing methods in order to effectively advertise. Because there are some potential barriers to creating implementing effective measures for the program, we suggest that you consider applying the grants we researched.

Appendix I: Target Locations

Place	Type	Address	City	Telephone	Website	Email
Patrick Copeland Elem.	school	400 Westhill Dr	Hopewell	804-541-6410		
Harry E. James Elem.	school	1807 Arlington Rd	Hopewell	804-541-6408		
Dupont Elem.	school	300 S. 18th Ave	Hopewell	804-541-6406		
Walnut Hill Elem.	school	300 South W. Blvd	Petersburg	804-862-7004		
Robert E. Lee Elem.	school	51 Gibbons Ave	Petersburg	804-861-0155		
J.E.B. Stuart Elem.	school	100 Pleasants Ln	Petersburg	804-861-1975		
A.P. Hill Elem.	school	1450 Tally Ave	Petersburg	804-861-3765		
Peabody Middle	school	725 Wesley St	Petersburg	804-861-9100		
Vernon Johns Junior High	school	3101 Homestead Dr	Petersburg	804-861-1249		
Petersburg High	school	3101 Johnson Rd	Petersburg	804-861-4884		
Blandford Academy	school	816 E. Bank St	Petersburg	804-862-7196		
Carter G. Woodson Middle	school	1000 Winston Churchill Dr	Hopewell	804-541-6404		
Hopewell High	school	400 S. Mesa Dr	Hopewell	804-541-6402		
Prince George High	school	7801 Laurel Spring Rd	Prince George	804-458-8922		
North Elem.	school	11106 Old Stage Rd	Prince George	804-458-8922		
Walton Elem.	school	4101 Courthouse Rd	Prince George	804-733-2750		
N. B. Clements Junior High	school	7800 Laurel Spring Rd	Prince George	804-733-2730		
South Elem.	school	13400 Prince George Dr	Disputanta	804-733-2755		
Beazley Elem	school	6700 Courthouse Rd	Prince George	804-733-2745		
J.E.J. Moore Middle	school	11455 Prince George Dr	Disputanta	804-733-2740		
Harrison Elem.	school	12900 E. Quaker St	Disputanta	804-991-2242		
Education Center	school	11033 Prince George Dr	Disputanta	804-733-2748		
Rowanty Technical Center	school	2000 Rowanty Rd	Carson	804-732-4950		
Dinwiddie Elem.	school	13811 Boydton Plank Rd	Dinwiddie	804-469-4585		
Sutherland Elem.	school	6000 R. B. Pamplin Dr	Sutherland	804-732-4168		

Midway Elem.	school	5511 Midway Rd	Church Road	804-265-4205		
Southside Elem.	school	10305 Boydton Plank Rd	Dinwiddie	804-469-4480		
Sunnyside Elem.	school	10203 Melvin B. Alsbrooks Ave	McKenney	804-478-2313		
Maxwell's Laundromat	laundromat	1604 E Washington St	Petersburg			
Alpha Coin Laundry & Dry Cleaners	laundromat	2174 County Dr	Petersburg			
Prime Laundrymat	laundromat	1728 W Washington St	Petersburg			
Suds Coin Laundry	laundromat	10109 James River Dr	Hopewell			
Wash-Inn Inc	laundromat	101 Cavalier Square	Hopewell			
Waverly Coin Laundry	laundromat	134 Maifield Ave	Waverly			
A Plus Laundry & Drop Off Service	laundromat	1916 S Sycamore St	Petersburg			
Boulevard Coin Laundry	laundromat	1204 Boulevard	Colonial Heights			
McKenney Coin Laundry	laundromat	Boydton Plank Rd	McKenney			
Flat Rock Grocery	supermarket	6203 McKenney Highway	McKenney			
Food Lion #2118	supermarket	13103 Boydton Plank Rd	Dinwiddie			
S&N Supermarket Inc	supermarket	3420 Courthouse Rd	Hopewell			
Parkers Grocery	supermarket	14001 James River Dr	Hopewell			
Save-A-Lot	supermarket	206 Cavalier Square	Hopewell			
Community Food Mart	supermarket	325 S. Mesa Dr	Hopewell			
Food Lion	supermarket	6500 Enterprise Dr	Disputanta			
Food Lion #275	supermarket	Battlefield Plaza	Petersburg			
Halifax Supermarket	supermarket	400 Halifax St	Petersburg			
Save-A-Lot	supermarket	2003 Crater Rd	Petersburg			
Genesis I Hair & Nail Salon	salon	227 Halifax St	Petersburg			
Hair Works	salon	5211 Plaza Dr	Hopewell			
Main Street Salon Inc	salon	224 N. Main St	Hopewell			
CDI Headstart	headstart program	10305 Boydton Plank Rd	Dinwiddie			
Westview Early Childhood Ed. Center	headstart program	1100 Patterson Ave	Petersburg	804-862-7009		
Ettrick I Elem. School	headstart program	20910 Chesterfield Ave	Ettrick			

Woodlawn Learning Center	headstart program	1100 Dinwiddie Ave	Hopewell			
Marguerite Christian Elem. School I & II	headstart program	14801 Woods Edge Rd	Colonial Heights			
Fort Lee, part time office	VA Employment Comm.	1401 B Ave, Bldg P3400	Fort Lee	804-862-6106		
Tri-Cities Reemploy VA, reemployment office	VA Employment Comm.	5286 Oaklawn Blvd	Hopewell	804-541-6548		
Tri-Cities, workforce center	VA Employment Comm.	5240 Oaklawn Blvd	Hopewell	804-541-6548		
Goodwill	Goodwill/Salvation Army	1500 Boulevard	Colonial Heights	804-520-7122		
Goodwill	Goodwill/Salvation Army	12160 Ironbridge Rd	Chester	804-768-1215		
Goodwill	Goodwill/Salvation Army	6700 Landfill Dr	Chester			
Goodwill	Goodwill/Salvation Army	400 Shop Rd	Fort Lee	804-370-5846		
Goodwill	Goodwill/Salvation Army	65 Crater Circle	Petersburg	804-451-1772		
Goodwill	Goodwill/Salvation Army	3100 Union Branch Rd	Petersburg			
Salvation Army	Goodwill/Salvation Army	3229 S. Crater Rd	Petersburg	804-526-8558		
Salvation Army	Goodwill/Salvation Army	1228 S. West Rd	Petersburg	804-732-8449		
Dollar Tree #1322	dollar stores	3330 S. Crater Rd	Petersburg			
Dollar Tree #1006	dollar stores	3107 Boulevard	Colonial Heights			
Dollar Tree #63	dollar stores	830 Southpark Blvd	Colonial Heights			
Family Dollar #1235	dollar stores	4300 Boydton Plank Rd	Petersburg	804-732-1701		
Family Dollar #1394	dollar stores	250 W. Washington St	Petersburg	804-732-5519		
Family Dollar #1493	dollar stores	1508 Boulevard	Colonial Heights	804-526-3833		
Family Dollar #4757	dollar stores	15700 Jefferson Davis Hwy	Colonial Heights	804-526-3728		
Family Dollar #3422	dollar stores	2027 S. Crater Rd	Petersburg	804-733-4335		

Family Dollar #278	dollar stores	3317 Oaklawn Blvd	Hopewell	804-458-3186		
Family Dollar #3323	dollar stores	5207 Plaza Dr	Hopewell	804-452-0600		
Family Dollar #1272	dollar stores	233 S. County Dr	Waverly	804-834-3007		
Southside Regional Medical Center	medical care	200 Medical Park Blvd	Petersburg	804-765-5000		
Petersburg Health Department	medical care	301 Halifax Street	Petersburg	804-863-1652		
Dinwiddie Health Department	medical care	14006 Boydton Plank Road	Dinwiddie	804-469-3771		
Hopewell Health Department	medical care	220 Appomattox Rd	Hopewell	804-458-1297		
Prince George Health Department	medical care	6450 Administration Dr	Prince George	804-733-2630		
Train Up Daycare	child care	4401 Logan Knoll Lane	Petersburg			
Beautiful Beginnings Daycare & Learning Center	child care	1974 S. Sycamore St	Petersburg			
Precious Moments Daycare Center 2	child care	2444 County Dr	Petersburg			
Little Angels Childcare & Learning Center	child care	444 Halifax St	Petersburg			
Burrows Child Development Center	child care	110 W. Bank St	Petersburg			
Just for Kids Limited	child care	29 Morton Ave	Petersburg			
A Kids Child Care Center	child care	1929 S. Sycamore St	Petersburg			
Wiz Kidz Learning Center	child care	2542 S. Crater Rd	Petersburg			
The Father's House Childcare & Learning Center	child care	3340 W. Washington St	Petersburg			
Seventh Day Adventist Child Care Center	child care	300 Poplar Dr	Petersburg			
Angels at Play	child care	5810 Boydton Plank Rd	Petersburg			
Good 4 KIDZ	child care	2901 S. Crater Rd	Petersburg			
1st Infant Tree Childcare	child care	4222 Cameron Rd	Hopewell			
Kid Around Child Care	child care	1713 Dinwiddie Ave	Hopewell			
Little School INC	child care	3608 Oaklawn Blvd	Hopewell			
Little Explorers Child Development Center	child care	2709 Oaklawn Blvd	Hopewell			

Precious Moments Daycare	child care	213 Terminal St	Hopewell			
Little Brite Eyes Child Care	child care	2900 Courthouse Rd	Hopewell			
Lil Angels Day Care INC	child care	1903 Davis Ln	Hopewell			
Bright Star Learning Center	child care	513 Buckingham Ct	Hopewell			
Henderson's Child Devmnt Center	child care	300 Perrymont Rd	Hopewell			
Brighter Living	child care	5301 Plaza Dr	Hopewell			
Greenhouse Day Care Center	child care	23000 Cox Rd	Petersburg			
Little Hearts Childcare	child care	9750 Cedar Ln	Disputanta			
James Child Development Center	child care	4224 Branchester Pkwy	Prince George			
Woodlawn Child Development Center	child care	6764 Billy Williams Dr	Prince George			
ABC Daycare	child care	2563 S. Crater Rd	Petersburg			
Pickett Park Day Care Center	child care	3951 Military Rd	Blackstone			
St. John's Child Development	child care	9402 Sussex Dr	Stony Creek			
Kenston Forest Day Care Center	child care	75 Ridge Rd	Blackstone			
Heavenly Sent Child Care	child care	2007 Cedar Hill Rd	Blackstone			
Hair Works	hair salon	5211 Plaza Dr	Hopewell			
Jinny's Family Hair Salon	hair salon	5270 Oaklawn Blvd	Hopewell			
New Beginning Barber and Beauty Salon	hair salon	3906 Oaklawn Blvd	Hopewell			
Main Street Salon Inc	hair salon	224 N. Main St	Hopewell			
D Holmes Salon	hair salon	333 E. Poythress St	Hopewell			
Golden Comb Hair Styling	hair salon	3118 Winston Churchill Dr	Hopewell			
Salon Nouveaute	hair salon	329 Woodlawn St	Hopewell			
NU You Family Hair Care	hair salon	3510 B Oaklawn Blvd	Hopewell			
Lala's African Hair Braiding	hair salon	1509 Maple St	Hopewell			
Heavenly Hair	hair salon	3208 Oaklawn Blvd	Hopewell			
Lord's & Lady's	hair salon	303 S. 15th Ave	Hopewell			
Jane's Beauty Shop	hair salon	304 N. 2nd Ave	Hopewell			
Shear Images	hair salon	906 Crossings Blvd	Hopewell			
Scissors N Motion	hair salon	2410 W. Broadway	Hopewell			

Studio One	hair salon	3506 Oaklawn Blvd	Hopewell			
Kulture Kuts	hair salon	2320 Oaklawn Blvd	Hopewell			
Martha's Hairstyling	hair salon	3319 Wilington St	Hopewell			
Solutions	hair salon	912 Sycamore St	Hopewell			
Braids & Beyond	hair salon	500 Woodland Rd	Hopewell			
Anitra Andrews Dba Crown of Glory	hair salons	2805 Oaklawn Blvd	Hopewell			
Monet's KUTS & CURLS	hair salon	304 Cavalier Square	Hopewell			
Lorie's Beauty Reflections	hair salon	3901 Pruett Dr	Hopewell			
Beauty World	hair salon	5294 Oaklawn Blvd	Hopewell			
Ben's Beauty Supply	hair salon	3520 Oaklawn Blvd	Hopewell			
Escape Hair & Nail Studio	hair salon	12106 Boydton Plank Rd	Dinwiddie			
Dinwiddie Beauty Shop	hair salon	14129 Boydton Plank Rd	Dinwiddie			
Tee's Beauty Boutique	hair salon	12307 Boydton Plank Rd	Dinwiddie			
Kuttin Station	hair salon	20820 Carson Rd	Dinwiddie			
Designer's Touch	hair salon	9803 Duncan Rd	Petersburg			
Creative Hair Design	hair salon	6224 Courthouse Rd	Church Road			
Mirrors on the Wall	hair salon	23194 Airport St	Petersburg			
Hair Designs by Debra	hair salon	23106 Airport St	Petersburg			
Devine Hair Studio	hair salon	6650 Commons Dr	Prince George			
Elegant Hair by Vickie INC	hair salon	5827 Courthouse Rd	Prince George			
Snipper's INC	hair salon	5805 Courthouse Rd	Prince George			
Ag's Hair Design	hair salon	2872 County Dr	Petersburg			
We R One Hair Salon Inc	hair salon	10604 S. Crater Rd	Petersburg			
Royal Cuts	hair salon	4821 Prince George Dr	Prince George			
Darlene's Creative Hair Boutique	hair salon	3951 Crater Rd	Petersburg			
Three Sisters Beauty Salon	hair salon	1570 Lakeside Dr	Prince George			
D Holmes Salon	hair salon	4112 Commerce Rd	Prince George			
Mirror Image	hair salon	13093 Halifax Rd	Stony Creek			
B & P Beauty Salon	hair salon	12428 Blue Star Hwy	Stony Creek			
Wanda Griffin's Beauty Haven	hair salon	25305 Troublefield Rd	Stony Creek			
Mary's Hair Fashion	hair salon	10908 Bolling Rd	McKenney			

Another Level II Beauty & Barber Salon	hair salon	102 N. Sycamore St	Petersburg			
Cornerstone CUTZ & Stylz	hair salon	21504 Chesterfield Ave	Petersburg			
West END Unisex Hair Salon	hair salon	911 W. Washington St	Petersburg			
Cuttin Up Hair and Nail Salon	hair salon	20805 Granger St	Petersburg			
So Unique Hair Salon	hair salon	335 Halifax St	Petersburg			
Barbaras Beauty Salon	hair salon	39 S. Sycamore St	Petersburg			
Jenny's African Hair Braiding and Weaving Station	hair salon	123 N. Sycamore St	Petersburg			
Villagio Barber and Beauty Salon	hair salon	2019 E. Washington St	Petersburg			
MR Boo's Barber Salon	hair salon	3040 S. Crater Rd	Petersburg			
Personal Touch Beauty & Barber Salon	hair salon	320 Sycamore St	Petersburg			
Naturally Yours Barber and Beauty Salon	hair salon	1700 E. Washington St	Petersburg			
B Unique Beauty and Barber Salon	hair salon	25225 Harwell Dr	Petersburg			
Divas & Dolls	hair salon	20 W. Olds St	Petersburg			
Aicha African Hair Braiding	hair salon	23 W. Washington St	Petersburg			
Hair in Motion	hair salon	12 Goodrich Ave	Petersburg			
Vision's Hair Studio	hair salon	2557 S. Crater Rd	Petersburg			
Jean's Salon of Beauty	hair salon	2150 Crater Rd	Petersburg			
Hair Dreams II	hair salon	2138 E. Washington St	Petersburg			
Innovations Hair Gallery	hair salon	17 E. Wythe St	Petersburg			
Latroy's Hair Studio	hair salon	2155 Jamestown Dr	Petersburg			
Shears to You Beauty Salon	hair salon	348 S. Crater Rd	Petersburg			
Imani Hair Design	hair salon	901 Wythe St	Petersburg			
Exclusive Hair Design	hair salon	2305 E. Washington St	Petersburg			
Glory Dee Beauty Salon	hair salon	2237 E. Washington St	Petersburg			
Hair Biz	hair salon	20 Seyler Dr	Petersburg			
Mattie's Hair Fashions	hair salon	1103 W. Washington St	Petersburg			
Sista Sista	hair salon	2026 S. Sycamore St	Petersburg			
Nyc 2 VA Beauty	hair salon	2032 S. Sycamore St	Petersburg			

LA Dora's House of Beauty	hair salon	36 Halifax St	Petersburg			
Peggy's Klassy Kut	hair salon	2150 S. Crater Rd	Petersburg			
Divine Studio 10	hair salon	1961 S. Sycamore St	Petersburg			
Original Car Wash & Beauty Salon	hair salon	20 N. Union St	Petersburg			
Martini's Barber & Beauty Salon	hair salon	208 S. Sycamore St	Petersburg			
Natural Elegance	hair salon	7 Sycamore St	Petersburg			
All Eyes on You	hair salon	27 E. Wythe St	Petersburg			
Triple Mirrors Beauty Salon	hair salon	2825 S. Crater Rd	Petersburg			
Salon 22	hair salon	3333 S. Crater Rd	Petersburg			
Saint Joseph Catholic	church		Petersburg	804-733-3115	www.sjcpetersburg.com	saintjoseph2@juno.com
Church of the Sacred Heart Catholic	church		Prince George	804-732-6385	www.churchofthesacredheart.com	sacredheart1906@verizon.net
Saint John Catholic	church		Dinwiddie	804-861-0123	www.stjohndinwiddie.org	stjohndinwiddie@verizon.net
Christ and Grace Episcopal	church		Petersburg	804-733-7202	http://www.christandgrace.us/	
St. John's Episcopal	church		Petersburg	804-732-8107		
St. Stephen's Episcopal	church		Petersburg	804-733-6228	http://stepchurch.org/	
St. Paul's Episcopal	church		Petersburg	804-733-3415	http://www.stpaulspetersburg.org/	
Merchant's Hope Episcopal	church		Prince George	804-458-1356		
St. John's Episcopal	church		Hopewell	804-458-8142		
Good Shepherd Episcopal	church		McKenney	804-478-5002		
Calvary Episcopal	church		Dinwiddie	804-469-3932		
Blandford UMC	church		Petersburg	804-861-9144		
Gary's UMC	church		Petersburg	804-861-3201	http://www.garysumc.org	

Kenwood UMC	church		Petersburg	804-733-6234	<a href="http://www.ke
nwoodumc-
va.org">http://www.ke nwoodumc- va.org	
Matoaca UMC	church		Petersburg	804-590-2904		Jeh4723@co mcast.net
Oak Grove UMC	church		Petersburg			
St. Mark's UMC	church		Petersburg	804-733-4487	<a href="http://www.g
bgm-
umc.org/peter
sbg/">http://www.g bgm- umc.org/peter sbg/	
Smith's Grove UMC	church		Petersburg	804-745-7755		
Trinity UMC	church		Petersburg	804-732-3216		
Washington Street UMC	church		Petersburg	804-733-7041		
Wesley Chapel UMC	church		Petersburg	804-590-1837	<a href="http://wesleyc
hapelumc-
va.org">http://wesleyc hapelumc- va.org	
Woods UMC	church		Petersburg	804-590-9231		
First UMC of Hopewell	church		Hopewell	804-458-8076	<a href="http://fumcho
pewell.org">http://fumcho pewell.org	
Wesley UMC	church		Hopewell	804-458-6932	<a href="http://www.w
umethodist.co
m">http://www.w umethodist.co m	
Crawford UMC	church		Dinwiddie			
Lebanon UMC	church		Dinwiddie	804-469-7200	<a href="http://www.le
banonumcdin
widdie.com">http://www.le banonumcdin widdie.com	
Asbury Memorial UMC	church		McKenney	804-478-4255	<a href="http://www.as
burymemorial
umc.org/">http://www.as burymemorial umc.org/	
Mansons UMC	church		McKenney			
Sycamore UMC	church		Prince George	804-541-1181	<a href="http://www.sy
camoreumc.c
om">http://www.sy camoreumc.c om	
Carson UMC	church		Carson	434-246-6969	http://www.ca	

					rsonumc.org	
Salem UMC	church		Carson			
Newville UMC	church		Disputanta	804-458-2200		princegeorgeu mc@earthlink .net
Trinity UMC	church		Disputanta	804-991-2252	http://www.trinitydisputanta.org	
Shiloh Seventh-day Adventist	church		Petersburg	804-861-8654	shiloh25.adventistchurchconnect.org	
Petersburg Seventh-day Adventist	church		Petersburg	804-732-9538	www.petersburgsda.org	
Hopewell Spanish Seventh-day Adventist Company	church		Hopewell	804-458-6095	hopewellspanish22.adventistchurchconnect.org	
Grace Baptist	church		Petersburg	804-732-6943		
First Baptist	church		McKenney	804-478-5810	http://www.fbcmckenney.org/	
Faith Baptist	church		Prince George	804-541-7131	http://www.faithbaptistchurch.homepage.com/	
Charity Baptist	church		Prince George			

Appendix II: Downtown Churches United Membership

deandcu4u@netzero.com

22 E. Washington St., Petersburg, Virginia, 23804-1202

Phone: (804)722-0321 or (804)722-0321

Members:

Members:

CARES

Christ & Grace Episcopal

First Baptist (Harrison)

First Baptist (Washington)

Gillfield Baptist

Good Shepherd Baptist

Greater Faith AME Zion

Lutheran Church of Our Redeemer

Mt. Olive Baptist

Oak Street AME Zion

Salvation Army

Second Presbyterian

Shiloh Seventh Day Adventist

St. John's Episcopal

St. Joseph's Catholic

St. Mark's UMC

St. Paul's Episcopal

St. Stephen's Episcopal

Tabernacle Baptist

Trinity UMC

Washington St. UMC

Zion Baptist

Westminster Presbyterian

Members:

CARES

Appendix III: Product Prices

The figures below assume the library will want to buy at least 250 of each product, at most 2,500 of each product. The lowest price available is used for each item, along with information where the library can purchase these goods. The prices for these promotional products tend to decrease when orders are larger.

Each of the following comes includes a set up fee related to printing the logo on each product. This extra fee is between \$40.00 and \$55.00 for all promotional products.

If the library decides to search elsewhere and find a similar product, please cite these sources in order to get a lowered price. Also, all links allow for custom art submission that will be imprinted onto the item.

Key Chains- Unspoken necessity people see every day!

Suggested Vendor:

www.promotionalproducts.com – Item B803; basic keychain; please search this site for other key chains; their prices on key chains are low and reliable.

Basic Keychain: \$77.50 for 250, \$650.00 for 2,500

Tote Bags- Handy to carry goods a plastic bag could not; also usable at home and other situations!

www.discountmugs.com – Items TOT11 (large shopping bag) and TOT33 (small)

Tot11- \$262.50 for 250, \$2225.00 for 2,500

Tot33- \$242.50 for 250, \$2225.00 for 2,500

Prices are identical, so purchase the larger bag!

Discount Mugs should be used for any order below 5,000 bags. If the library plans to buy a massive amount (5,000+), please visit www.macropromotionalproducts.com , item TB-PVTSD

Magnets – Incredibly practical; the target audience is expected to use it immediately for a long period of time

Suggested Vendor:

www.4imprint.com , item #28804-q; this promotional product website has the least expensive magnet available. It is a square, 20 ml thick magnet

Square Magnet: Minimum order of 500 for \$90.00; \$375.00 for 2,500

<http://new.custom-magnets.com> Item number 8009-012/ “Book”

Book shaped: Book shaped magnets cost \$190.00 for 250, \$400.00 for 2,500

Ice Scrapers- A way to remind people during winter months about the program! Be sure to pass these out only during the winter months, as they may be misplaced during the summer.

There are many kinds of ice scrapers, all with varying prices. From lowest to highest quality (& price):

From <http://rushking.com> , item #I-0006; credit card shaped scraper (the keychain is \$0.20 more per unit). Minimum order of 500

Without keychain: \$240.00 for 500, \$1,025.00 for 2,500

With keychain: \$340.00 for 500, \$1,525.00 for 2,500

From www.discountfavors.com, items 40054 and 40055; large plastic ice scrapers. Blade is not a special plastic. Item 40055 is the same product, but with neon colors, so it is \$0.04 cents less expensive per unit across the board.

40054(regular colors): \$172.50 for 250, \$1,525.00 for 2,500

40055(neon colors): \$162.50 for 250, \$1,425.00 for 2,500

From www.showyourlogo.com, item B1000: full ice scraper, with actual scraping blade. These are higher quality than the previous option, with only slight price change.

\$212.50 for 250, \$1,725 for 2,500

Price for X Product (Price per Product)

Product	Quantity		
	500	1000	2500
Keychain	\$145.00 (\$0.29)	\$260.00 (\$0.26)	\$650.00 (\$0.26)
Tote Bag (small)	\$475.00 (\$0.95)	\$910.00 (\$0.91)	\$2225.00 (\$0.89)
Tote Bag (Large)	\$495.00 (\$0.99)	\$970.00 (\$0.97)	\$2225.00 (\$0.89)
Magnet(Square)	\$90.00 (\$0.18)	\$170.00 (\$0.17)	\$375.00 (\$0.15)
Magnet (Book)	\$225.00 (\$0.45)	\$250.00 (\$0.25)	\$400.00 (\$0.16)
Ice Scraper- Credit Card	\$240.00 (\$0.48)	\$440.00 (\$0.44)	\$1025.00 (\$0.41)
Ice Scraper- Credit Card + Keychain	\$340.00 (\$0.68)	\$640.00 (\$0.64)	\$1,525.00 (\$0.61)
Ice Scraper- Neon	\$315.00 (\$0.63)	\$590.00 (\$0.59)	\$1,425.00 (\$0.57)
Ice Scraper- Plastic	\$335.00 (\$0.67)	\$630.00 (\$0.63)	\$1,525.00 (\$0.61)
Ice Scraper- Quality	\$395.00 (\$0.79)	\$750.00 (\$0.75)	\$1,725.00 (\$0.69)

Appendix IV: Radio Resource Guide

1. Type www.ontheradio.net into your browser. It will take you to this window. Select the “radio stations” tab.



Figure 1-Step 1

2. In the new window, locate the “Enter New Zip Code” box, and enter the Petersburg zip code, 23805; you can also enter the name of the city in the box directly below this one. Use the “search radius” box to either widen or narrow your search.

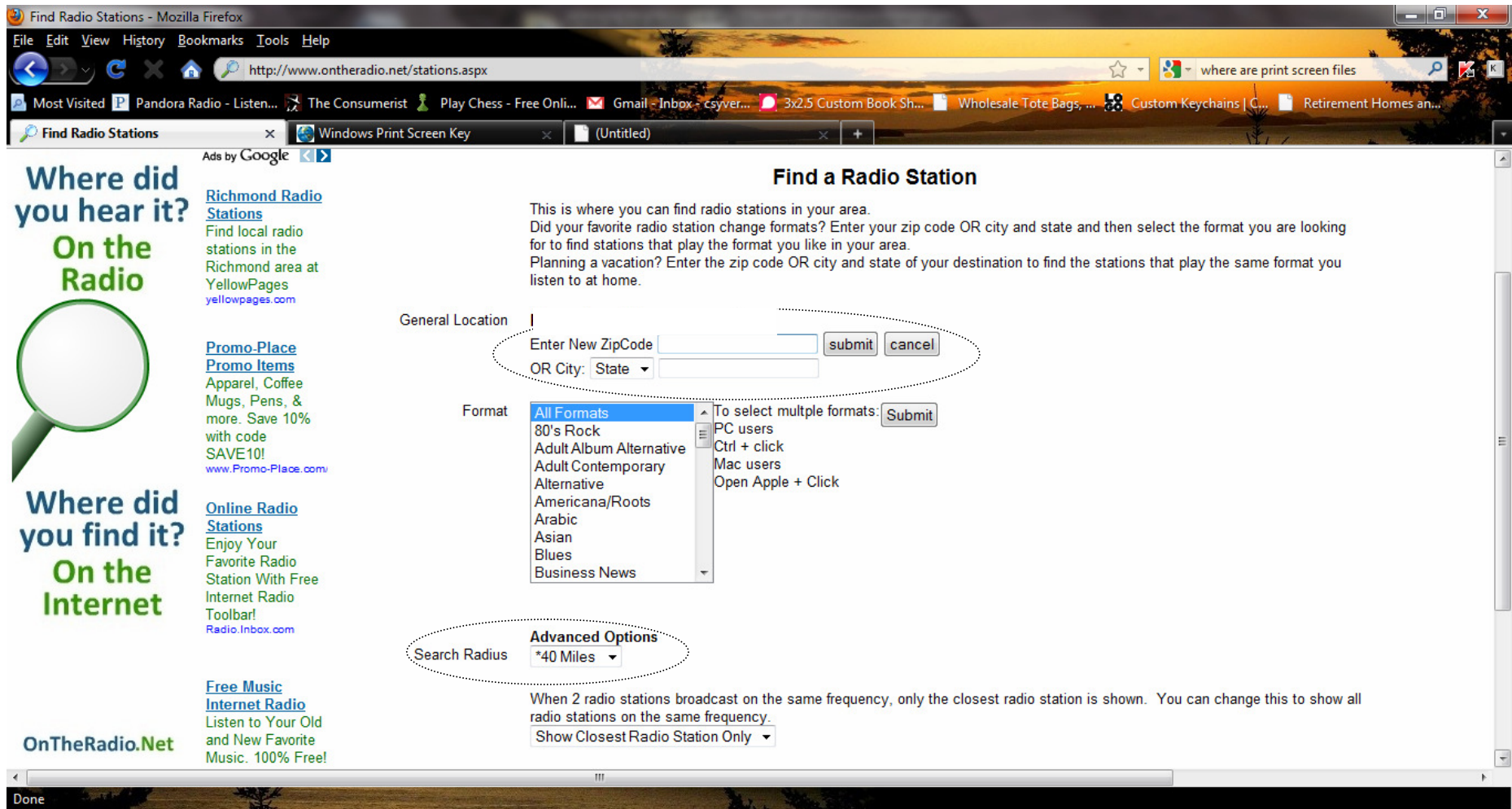


Figure 2-Step 2

- A list of radio stations will pop up; to get more information on each radio station, click on their ID frequency; to go to their website (if they have one) click on the link under the “website” column

**Where did you hear it?
On the Radio**

**Where did you find it?
On the Internet**

Stations matching your criteria

ID Frequency	Station Name	City, State	Phone	Formats	Website
WCVE 88.9 FM		Richmond, VA	Phone	Public Radio, Radio	Website
WJVA 89.3 FM		Emporia, VA	Phone	Religious, Radio	Website
WAUQ 89.7 FM	American Family Radio – Something Good in the Air	Charles City, VA	Phone	Religious, Radio	Website
WDCE 90.1 FM	University of Richmond	Richmond, VA	Phone	College, Radio	Website
WCWM 90.9 FM	College of William & Mary	Williamsburg, VA	Phone	Variety, Radio	Website
WHCE 91.1 FM		Highland Springs, VA		Variety, Radio	
WVST 91.3 FM	Virginia State University	Petersburg, VA	Phone	Jazz, Radio	
WCDX 92.1 FM		Mechanicsville, VA	Phone	Hip Hop, Radio	
WJZV 93.1 FM		Ettrick, VA	Phone	Country, Radio	Website
WBBC 93.5 FM		Blackstone, VA	Phone	Country, Radio	Website
WRVQ 94.5 FM	Q94 Todays Hit Music	Richmond, VA	Phone	Top-40, Radio	Website
WKHK 95.3 FM	K 95 Todays New Country	Colonial Heights, VA	Phone	Country, Radio	Website
WKLR 96.5 FM	Classic Rock 96.5 Planet	Fort Lee, VA	Phone	Classic Rock, Radio	Website
WTVR 98.1 FM	Lite 98 Soft Rock Easy	Richmond, VA	Phone	Adult Contemporary, Radio	Website
WKJM 99.3 FM		Petersburg, VA		Urban Contemporary, Radio	
WLGQ 99.5 FM		Emporia, VA	Phone	Rhythmic Oldies, Radio	
WARV 100.3 FM		Petersburg, VA	Phone	Oldies, Radio	Website
WDYL 101.1 FM	Y101 Richmonds New Rock	Chester, VA	Phone	Alternative, Radio	Website
WLQM 101.7 FM		Franklin, VA	Phone	Country, Radio	
WRXL 102.1 FM		Richmond, VA	Phone	Alternative, Radio	Website
WJRX 102.6 FM		Williamsburg, VA		Religious, Radio	
WSMY 103.1 FM		Alberta, VA		Gospel Music, Radio	
WMXB 103.7 FM	Mix 103.7	Richmond, VA	Phone	Hot AC, Radio	Website
WPZZ 104.7 FM		Crewe, VA	Phone	Christian Contemporary, Radio	
WHFD 105.5 FM		Lawrenceville, VA	Phone	Gospel Music, Radio	
WJMO 105.7 FM		Richmond, VA	Phone	Rhythmic Oldies, Radio	
WBTJ 106.5 FM	106.5 the Beat 106	Richmond, VA	Phone	Hip Hop, Radio	Website
WBBT 107.3 FM	Oldies 107.3	Powhatan, VA	Phone	Oldies, Radio	Website
WVBR 107.9 FM		West Point, VA	Phone	Hip Hop, Radio	Website
WLSE 580 AM		Lawrenceville, VA	Phone	Oldies, Radio	

Figure 3- Step 3

ⁱ www.census.gov

ⁱⁱ Dorcas Place Adult & Family Learning Center, Inc., "Dorcas Place News." *Dorcas Place*. N.p., n.d. Web. 4 Jul 2010. <<http://www.dorcasplace.org/>>.

ⁱⁱⁱ Center for Literacy: Learning for Life,. "Home." *Center for Literacy*. N.p., n.d. Web. 4 Jul 2010. <<http://www.centerforliteracy.org/default.aspx>>.

^{iv} Learning Lab Organization,. "Home." *Learning Lab Organization*. N.p., n.d. Web. 4 Jul 2010. <<http://www.learninglabinc.org/Home.htm>>.

^v Mercy Learning Center,. *Mercy Learning Center*. N.p., n.d. Web. 4 Jul 2010. <<http://www.mercylearningcenter.org/>>.

^{vi} *National Center for Education Statistics (NCES) Home Page, a Part of the U.S. Department of Education*. Rep. National Assessment of Adult Literacy, 2003. Web. 28 June 2010. <<http://nces.ed.gov/naal/estimates/StateEstimates.aspx>>.

^{vii} "What Is Family Literacy? | National Center for Family Literacy." *What Is Family Literacy?* National Center for Family Literacy, 2009. Web. 28 June 2010. <<http://www.familit.org/ncfl-and-family-literacy/what-is-family-literacy>>.

^{viii} "International Literacy Day: Facts about Illiteracy." *SIL International: Partners in Language Development*. Summer Institute of Linguistics, Inc, 2010. Web. 28 June 2010. <<http://www.sil.org/literacy/LitFacts.htm>>.