

### Assignment 3 – Marketing Campaign Plan (60 points)

Develop a marketing plan, including a campaign name, slogan, and any marketing materials you might use (letterhead, brochures, T-shirt logos, designs, buttons, etc.). Be creative!

3.1 In your group, develop a marketing campaign strategy, and introduce/summarize it here. The main questions to answer are: What do you hope to accomplish through your campaign? What are your target audiences? What is the **evidence** that your strategy will work with the target population? (**Literature base required for evidence-based practices**) (7 points) (Comp. 6.1)

Note: Comp. 6.1: Examine evidence-based practices to prepare for professional engagement across systems.

The "Second Chances, Stronger Families" marketing campaign aims to raise awareness about the unique challenges faced by formerly incarcerated fathers, combat stigma, and increase community support for their successful reintegration. By emphasizing family reunification, job training, legal assistance, and mental health support, the campaign will highlight the importance of providing second chances to parents who are striving to rebuild their lives. Through strategic messaging, digital storytelling, and targeted outreach, the campaign seeks to engage the public, potential employers, policymakers, and donors to foster sustainable support for the Second Chance Collective program.

The campaign targets five key audiences: (1) formerly incarcerated fathers and their families; (2) local employers; (3) faith-based organizations; (4) community members; and (5) donors and volunteers. These audiences were selected based on their potential to either benefit directly from services or contribute to long-term program sustainability. Storytelling strategies will speak directly to the experiences of fathers returning home, while outreach efforts will engage employers, churches, and social service agencies in building a supportive ecosystem.

Digital storytelling is a central evidence-based strategy. Research shows that emotionally compelling narratives increase audience engagement, donor activity, and public advocacy in nonprofit campaigns (Chung & Cho, 2017; Taproot Foundation, 2025). Success stories from fathers who have reintegrated will be shared on social media, at events, and through faith-based community partners.

Faith-based partnerships form another evidence-based pillar of the campaign. Studies have consistently shown that faith-based organizations are well-positioned to support reentry efforts due to

their community trust, access to volunteers, and holistic service models. A national evaluation by Johnson, Larson, and Pitts (1997) found that faith-based programs reduced recidivism and improved reintegration outcomes among participants. Similarly, the Council of State Governments (2008) reports that partnerships with churches and community groups improve continuity of care and increase program credibility in marginalized communities.

Public awareness events, such as community forums and employer roundtables, will be used to humanize the reentry experience and connect stakeholders. Research supports the effectiveness of employer engagement and second-chance hiring campaigns as strategies to reduce recidivism and improve financial outcomes for returning citizens (Pfeiffer, 2024; Visher et al., 2011).

By grounding this campaign in evidence-based strategies—particularly digital engagement, storytelling, and cross-sector partnerships—"Second Chances, Stronger Families" will elevate public understanding and mobilize practical, community-based support for formerly incarcerated fathers.

#### **References**

Chung, A., & Cho, H. (2017). Fostering Parasocial Relationships with Celebrities on Social Media: Implications for Nonprofit Organizations. *Nonprofit and Voluntary Sector Quarterly*, 46(3), 592–613. <https://doi.org/10.1177/0899764016667770>

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Johnson, B. R., Larson, D. B., & Pitts, T. C. (1997). Religious programs, institutional adjustment, and recidivism among former inmates in prison fellowship programs. *Justice Quarterly*, 14(1), 145–166. <https://doi.org/10.1080/07418829700093221>

Pfeiffer, M. (2024). Evidence-Based and Promising Programs and Practices to Support Parents Who Are Incarcerated and Their Children and Families. The Council of State Governments Justice Center.

	<p><a href="https://csgjusticecenter.org/publications/evidence-based-promising-programs-practices-support-parents-incarcerated/">https://csgjusticecenter.org/publications/evidence-based-promising-programs-practices-support-parents-incarcerated/</a></p> <p>Taproot Foundation. (2025). Social Media and Storytelling Development. <a href="https://taprootfoundation.org/projects/25863">https://taprootfoundation.org/projects/25863</a></p> <p>Visher, C. A., Debus-Sherrill, S. A., &amp; Yahner, J. (2011). Employment after prison: A longitudinal study of former prisoners. Justice Quarterly, 28(5), 698–718. <a href="https://doi.org/10.1080/07418825.2010.535553">https://doi.org/10.1080/07418825.2010.535553</a></p>
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