

Shannen Laur
No. 1 Pitch Package
March 11, 2013

Media Objective: To earn coverage in Kent State's student media newspaper, The Daily Kent Stater, about Habitat for Humanity's need for volunteers.

End-user Objective: To generate awareness of the need for volunteers for Kent's chapter of Habitat for Humanity among the students of KSU.

Media Audience: Story for Heather Kunkle, who is the student-life beat reporter for The Daily Kent Stater.

End-user Audience: Students at KSU who read The Daily Kent Stater and who may be interested in volunteering their time at Habitat for Humanity.

Media Outcome Measures: The end user outcome will be measured by whether the story was picked up by KSU student media. Was the story run online on the Stater's website, Kent Wired?

End-user Outcome Measures: The end-user outcome will be measured by if Habitat received more volunteers. Did Habitat receive more volunteer inquiries after the story was run in the Stater? Did Habitat have more interested volunteers attend meetings? If new volunteers attend meetings, a survey will be given. The survey will ask new volunteers how they found out about Habitat to determine if the story was influential to numbers.

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Habitat for Humanity is Seeking Students to Volunteer

KENT, OHIO (March 11, 2013)-Kent State University's chapter of Habitat for Humanity is seeking students to volunteer time to its organization.

The Kent State University chapter of Habitat for Humanity is seeking students to actively volunteer for the organization.

The chapter currently has 292 students signed up for its email listerv, but only 10 to 15 students regularly attend meetings and participate in volunteer opportunities.

"If more students volunteered, houses or house projects could be completed quicker," said Katlyn Carter, senior psychology major and co-presidents of Kent's Habitat chapter. "More volunteers equal more manpower."

Carter said besides completing more housing projects, more volunteers would help Habitat's fundraising events. The organization partners with the School of Fashion Design and Merchandising annually to create a benefit fashion show. Active members of the chapter also participate in a volunteer retreat yearly where they travel to other areas to build or rebuild houses. Carter said "with more volunteers, groups could spread out on multiple work sites."

Compared to other years, the amount of volunteers has remained the same. Carter said when she joined Habitat for Humanity in the 2010 to 2011 school year, the chapter had 10 members who attended meetings and volunteered for work days.

In addition, more Kent State University students willing to donate their time would help Habitat spread its name. The organization must compete with other service groups on campus to target students to volunteer. Carter said more volunteers would help the chapter through word-of-mouth promotion.

In contrast with other campus-run service organizations, the Kent State University Habitat for Humanity chapter is the only one with a mission directly benefiting the communities and families of Portage County. The organization offers an environment where students come together to donate time, effort and power to serve deserving families.

The organization is open to all students, unlike other campus-run organizations, which may limit members to join because of qualifications such as major, gender or interests. Students do not need any prior experience or skills, and volunteering offers students a chance to learn valuable building, construction and carpentry skills.

“Students should volunteer because it is a different environment,” Carter said. “How many times can you be a part in building homes or taking part in a hands-on project? Students of all majors come together to work hard on a project, and hit a goal together.”

The chapter is one of the 17 campus-run service organizations offered at Kent State. Since 1994, students have worked throughout Portage County to create housing for deserving families. A group of students started Kent’s chapter after realizing the problem of substandard housing, not just nationwide, but in their own backyard

“Volunteering with Habitat is a great way to show pride for your area,” said Carter. “Giving your time to better and help your surrounding community is a wonderful learning experience.”

The Kent State University chapter of Habitat for Humanity is campus-run service organization. Volunteers of the organization work with Habitat for Humanity of Portage County to eliminate substandard housing throughout the community. Habitat for Humanity International is a non-profit, charitable organization dedicated to giving families a place to live. For more information on the Kent State chapter of Habitat for Humanity, visit <http://dept.kent.edu/stuorg/habitat/about.html>.

FAQ Sheet

1) Who should I contact for more information about Kent's chapter of Habitat?

Katie Carter is the co-president of Kent's chapter and has vital information regarding the organization to offer. Contact her at kcarte11@kent.edu.

Brenna Lynam is the chapter secretary. Contact her at blynam1@kent.edu.

Tara Melton and Tara Casper handle the chapter's media relations. Contact Melton at tmelton1@kent.edu and Casper at tcasper2@kent.edu.

2) Are the Kent State chapter and Portage County chapter of Habitat for Humanity separate?

Yes, both chapters work as separate organizations, yet frequently work together to provide services.

3) What is the mission of Kent State's chapter of Habitat?

The mission of the Kent State chapter of Habitat for Humanity is to help others living in substandard housing conditions in Portage County by offering labor, raising funds and raising awareness.

4) Does the chapter hold any sort of special event or do any special projects outside of Portage County?

Yes, the chapter partners with Kent State's School of Fashion Design and Merchandising every year to create a benefit fashion show. This is beneficial to both the chapter and the Fashion School. Students in the school create looks with materials from ReStore to showcase in the show. This past year, the event took place in December and tickets were \$7. The proceeds were donated to Habitat. Also, the chapter plans a spring break service trip every year. During the university's scheduled spring break time, volunteers from Habitat travel to other areas to donate time and services to build houses. This year, eight volunteers will travel to Goldsboro, N.C., to build a house.

5) Referring to the answer above, what is ReStore?

ReStore is part of Habitat for Humanity of Portage County. It is a resale store in Kent that sells new and gently used home improvement goods, furniture, home accessories, building materials and appliances to the public for a fraction of the retail price. The proceeds are used by Habitat. ReStore accepts donations of home goods, furniture, appliances and building materials in acceptable shape. ReStore is located at 1510 S. Water Street, in the University Plaza Shopping Center.

6) Does Habitat have regular meetings for interested students?

Yes, the chapter has frequent meetings for prospective volunteers to attend. Unfortunately, the chapter does not hold regular meetings at a set day and time. Typically, the chapter holds meetings in the Center for Student Involvement, located in the Kent Student Center.

Twitter Message

KSU students: Looking to donate some free time and help your community? Habitat for Humanity needs you! <https://www.facebook.com/habitatKSU>.

Character count: 127.

Email message

Pitched to Heath Kunkle, student-life beat reporter. **Word count: 109.**

Subject: Habitat for Humanity needs your help!

Insert: Invitation

 [Habitat press release.pdf \(application/pdf\) 185K](#)

[Attach a file](#)

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Hi Heather,

I am a junior PR major, and I am currently working to help give publicity to Kent State's chapter of Habitat for Humanity. I have attached a press release about Habitat's need for volunteers.

As the student-life beat reporter, I felt this may be a good story topic for you. Habitat is in need of volunteers, and I think a story run in the Stater would help with the organization's awareness and need of volunteers.

If you have any further questions about the press release or Habitat, please feel free to contact me through email or phone at [\(412\) 889-6998](tel:4128896998). I hope to hear from you soon.

Regards,