

University of South
Florida



Client Book

Physicians Proposal



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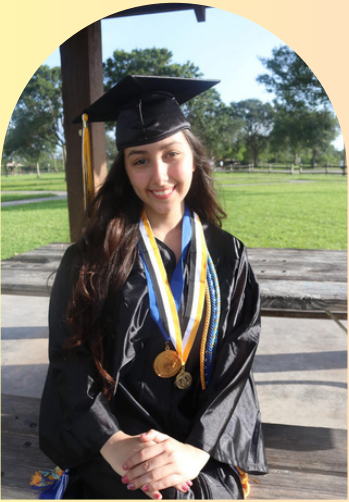
Thank You!

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Meet Our *Team*



Abby Mailman
PROJECT LEADER



Maria Wendhausen
PR and AD



Jenna Soules
PR and AD



Taylor Jones
**Research and
methodology**



Meghan McCarthy
PR and AD



Anna Cucci
PR and AD



Thailiana Schaiman
Marketer

Executive Summary

Our team's mission is to build a better relationship and awareness with healthcare professionals about Gigi's Playhouse. Healthcare professionals communicate a more positive experience when diagnosing Down Syndrome. Thus, encouraging patients to consider Gigi's Playhouse for the opportunities they create. Within this specially designed community they can thrive within, mathematics, English, Exercise, and more. Our team proposed a social media campaign addressing resources, personal testimonies of physicians and current clients of Gigis to build a better relationship. Moreover, hosting a Q & A session event to build a better awareness of Gigi's playhouse. Using this multi prong approach our mission is to empathize that a diagnosis does not define you.



Down Syndrome Achievement Centers
educate. inspire. believe.

Project *Overview*

Formative Research Process

Our groups main purpose is to satisfy the goals of building a relevant relationship between Gigi's Playhouse and healthcare workers along with the awareness of Gigi's Playhouse as a whole among the field, what they do and their motive behind Down's Syndrome. With said goals achieved, Gigi will be set to increase traffic into their house by being recommended regularly by doctors offices and hospitals when a diagnosis is faced. Gigi should be the main point of contact when it come's to support of the family's therefore, focusing on such areas will be of great benefit.

Goals & Objectives

Goal 1

Build a relationship with healthcare workers and Gigi's Playhouse (relationship).

Objective 1

To have an effect on the awareness of healthcare professionals, specifically to have the practitioners communicate a more positive experience from practitioner to patient(7-10 healthcare professionals by the end of May)

Goal 2

Gain awareness of Gigi's within the healthcare community

Objective 1

To have an effect on the awareness of healthcare professionals, specifically to have the practitioners communicate a more positive experience from practitioner to patient(7-10 healthcare professionals by the end of May)

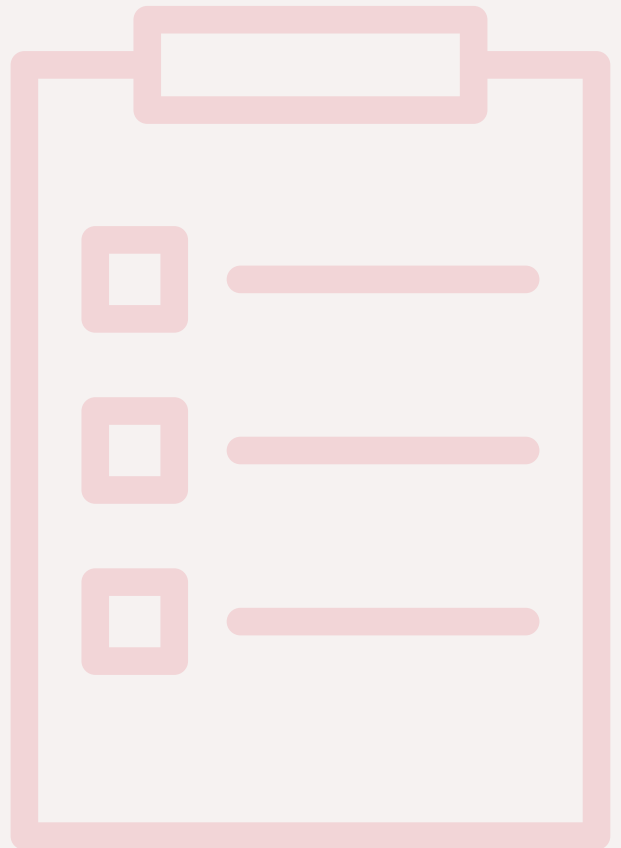
Goals & Objectives

Goal 3

Build a relationship with healthcare workers and Gigi's Playhouse (relationship).

Objective 1

To have an effect on the awareness of healthcare professionals, specifically to have the practitioners communicate a more positive experience from practitioner to patient(7-10 healthcare professionals by the end of May)



Q&A Event

Tactic 1

Healthcare physicians and individuals with Down Syndrome will be invited to a GiGi's hosted Q&A event where the purpose is to answer all questions regarding Down Syndrome through the help of currently partnered physicians as well as patients.

The event will also provide awareness of GiGi's Playhouse to the visiting physicians, and spark interest on wanting to connect and make GiGi's a referral to their patients. The event will also bring to light ways Down Syndrome can be discussed without feeling helpless.

The event can easily be hosted within GiGi's building, or even rent out a meeting room. The event can also be live-streamed and recorded to be posted on all social media platforms including Youtube to further spread the message and bring awareness to a broader audience.

For Immediate Release



GiGi's Playhouse breaks the stigma on a Down Syndrome Diagnosis

Tampa, FL, Date [TBD], 10:00 a.m

Help break the stigma with GiGi's Playhouse as they host a q&a session for doctors and families to dive in deep about all you need to know once your child has received a Down Syndrome diagnosis!

The q&a session will have guest speakers that have Down Syndrome as well as doctors involved with Down Syndrome there to answer all questions. Breakfast will be provided, as well as fun activities for after the session, and an opportunity to learn more about GiGi's Playhouse!

All are welcome to join in on the fun. Hope to see you there!

Press Contact:

GiGi's Playhouse Tampa
(813) 544-8000
info@gigisplayhouse.org

Location

3611 W Hillsborough Ave Suite
200, Tampa, FL 33614

Q & A EVENT

Hello,

Healthcare physicians and individuals with downs syndrome are invited for Gigi's playhouse hosted event



REASON FOR THE EVENT

Generate networking and awareness program between parents currently associates with Gigis playhouse

IMPACT

Achieve awareness goal of how physicians can have an impactful collaboration with Gigi increasing clientele

COLLABORATION

Have a presence of known physicians currently collaborating with Gigi and other being potential partner in near future

CONTACT US

☎ 123-567-8962

✉ gigisplayhouse@gmail.com

3811 Hillsborough Avenue
Tampa, Florida

Be A Teacher For A Day

Tactic 2

Be a Teacher For a Day is an event where individuals with Down Syndrome are given the opportunity to teach a class for a day. The topic can be of anything of their choosing, and it will be a partnership between GiGi's and the USF college of Medicine.

The event would be an excellent opportunity for medical students interested in becoming a geneticist or working with the disabled community. This would also be a great awareness builder towards GiGi's for future healthcare professionals

The USF *Oracle* student journalists would also be invited to watch and write an article about the event.



For Immediate Release



GiGi's Playhouse Be a Teacher For a Day !

Tampa, FL, Date [TBD], 10:00 a.m

Attention all med students! USF College of Medicine will be partnering with GiGi's Playhouse to hold a Be a Teacher For a Day event!

This event entails individuals with Down Syndrome being given the opportunity to teach a class on a topic of their choosing. This event is also a perfect opportunity for med students that would like to work with patients with disabilities.

Free food will be offered as well as a chance to learn about something new. Hope to see you there!

Press Contact:

GiGi's Playhouse Tampa
(813) 544-8000
info@gigisplayhouse.org

Location

3611 W Hillsborough Ave Suite
200, Tampa, FL 33614

Tri-Fold Brochure for Physician Use

Our team created this tri-fold brochure as a way for physicians to learn more about GiGi's Playhouse and refer their patients with Down Syndrome to connect with resources there. The QR code at the corner can be tracked when used as a method of evaluating the effectiveness of this pamphlet. This brochure can be placed in doctors' offices and waiting rooms for ease of access.



Tri-Fold Brochure for Physician Use

Our Story

Chief Belief Officer Nancy Gianni created the Playhouse after an overwhelmingly negative experience she had from her healthcare provider: one where her third child's Down Syndrome diagnosis instilled fear and devastation- rather than hope and optimism.



Down Syndrome Achievement Centers
educate. inspire. believe.

✉ info@gigisplayhouse.org

🏠 3611 W Hillsborough Ave #200,
Tampa, FL 33614

🌐 <https://gigisplayhouse.org>

Our Mission

Our locations act as a bridge that connects individuals with Down Syndrome, their caretakers, and the greater community. Our programs are meant to inspire and inform: all while being completely free of charge.



813-544-8000



EDUCATE.
Inspire.
BELIEVE

The Bases of Our Programs



Therapeutic



Career
Development



Educational

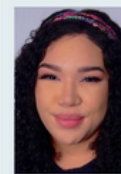


Global Acceptance



The Right Referral

With your referrals, GiGi's can continue to inspire and enhance the lives of those who walk through our doors. Learn more by reaching out to our Tampa team directly, or by visiting gigisplayhouse.org.



Teash Johnson
Site Manager



SerToria "Tori" Windon-Johnson
Program Coordinator



THE ONLY
NETWORK OF
DOWN SYNDROME
ACHIEVEMENT
CENTERS

Social Media



- With these social media posts, we hope to promote awareness and end certain stigmas that surround people with Down syndrome.
- We also want to incorporate posts that thank the healthcare workers that partner with Gigi's by giving inspiring "Hero Highlight" posts.
- Consider the hashtag **#gigimorethanadiagnosis** to encourage user generated content

Budget

Proposed Budget Summary

Budget based solely on base market prices

Project/Initiative	Value
Q&A event	\$6,268 (see breakdown)
Teach For a Day event	\$540
Social media campaign	\$306 (daily)
Tri-fold brochure	\$985 (500 brochures)
TOTAL	= \$8099



Budget Breakdown By Category

Q&A Event		Tri-fold Brochure	
Needed	Cost	Needed	Cost
Venue	\$ 3,000.00	Prints 500	\$ 85.00
Materials	\$ 345.00	Design	\$ 900.00
Signage	\$ 100.00	Design	(Can be free)
Catering	\$ 1,000.00		
Decorations	\$ 250.00		
Equipment	\$ 273.00		
Transportation	\$ 700.00		
Miscellaneous	\$ 600.00	Miscellaneous	
TOTAL	\$ 6,268.00	TOTAL	\$ 985.00

Social Media Campaign (average)		Teach for a Day	
Needed	Cost	Needed	Cost
Socials Marketing (per day)	\$ 275.00	Classroom	FREE
Ads Facebook (per day)	\$ 5.00	Crayons	\$ 345.00
Ads Instagram (per day)	\$ 1.00	Paper	\$ 25.00
Ads Youtube (per day)	\$ 25.00	Projects	\$ 70.00
		Decorations	\$ 60.00
Miscellaneous		Miscellaneous	\$ 40.00
TOTAL (per day tbc)	\$ 306.00	TOTAL	\$ 540.00

Evaluation Methods

To ensure that our tactics align with the campaigns goals and objectives, along with hitting key performance indicators, there are four evaluation methods in place:

For the Q&A event, the most efficient method to gauge perception and opinions would be a survey. The sample size would be purposive--recipients being only those who attended the Q&A event--while the type of survey used would be a likert scale. Survey Monkey will be the platform used to generate the survey, with the questions being formatted on a 5 point satisfaction scale. This kind of scale will be beneficial in determining attendees satisfaction on the basis of "very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, very dissatisfied".

For the Be a Teacher For a Day event, a survey will also be used; with the primary difference being the type of scale implemented. The same purposive sample size will be used along with Survey Monkey being the chosen platform. A dichotomous scale will be used, with some of the questions using "yes/no" and "agree/disagree".

The social media campaign would be evaluated using a content analysis; specifically when it comes to impressions and engagement. Impressions will be more broad in that it only pertains to those who see these social posts, while with engagement: we will be analyzing likes, shares, comments, saves, and the follower growth of GiGi's Playhouse social accounts. We will use the insights tool(s) for every platform that the campaign is distributed, along with utilizing Meltwater to monitor the general conversation about the campaign after its release.

A content analysis will also be used for the tri-fold brochure, except this tactic will be measured by looking at the actions on page. Considering an integral part of the brochure is the QR code that leads to GiGi's Playhouse program page, measuring actions on page will allow us to track the volume of traffic before and after the brochure was distributed. This measurement will aid in gauging the action of physicians and their interest in learning more about GiGi's programs.

Thank You



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