



Gaining Funds For the Fort Worth Report

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Executive Statement

Gaining funds for a non-profit organization is not necessarily easy, but with the help of our group, it can be done. The Ft. Worth Report has a great idea and a solid foundation for wanting to get local news out to the citizens of Ft. Worth. This will help keep locals updated with everything that is Ft. Worth related and will have them interact with the area more.

Mission Statement

Chris Cobler, CEO/Publisher

“To build a self-sustaining nonprofit newsroom devoted to Fort Worth. One that would cover the essential local news about schools, government, healthcare, business, arts and culture, and other important issues that were no longer consistently covered by other local media.”

Background

- The Fort Worth report was launched on April 12, 2022.
- This source of media outlets is built through leadership and local investment throughout the community
- The Fort Worth report wants to inform the public about the choices we all make to impact one another to build and grow as a community.
- I- Looking to approve employment soon with more writers
- Non-Partisan news

Opportunity Statement

- Remaining a successful and respected institution of news production, The Fort Worth Report has now seen an opportunity for continued growth. Being a non-profit organization, The Fort Worth Report relies heavily on the generous donations and collaborations of members and other supporting foundations/corporations. We are seeking funding and volunteers to accommodate this growth, and to help The Fort Worth Report reach its goals of expanding its coverage.

Competition

- The competition that exists with The Fort Worth Report is the large

Target audience

- Age range: 20-45 Consumers of News Consumers in the Fort Worth/Community

Strengths

- A fresh new mindset, along with young reporters and journalists
- Modern Techniques and viewpoints
- Social media pages for company branding and exposure
- Gaining intrigue from donors
- Local news for the people of Fort Worth.

Weaknesses

- Funding and lack Not accredited or established yet
- Not well known or recognized by the public
- Competing with well known and established news publications with similar goals
- No TikTok page or found social media following,
- No mobile app

Opportunities

- Optimize and develop a mobile application to reach a larger audience with more accessibility.
- Connect with investors and potential donors interested in putting their name and money in our company to expand our reach and resources.

Make and write stories about things Fort Worth residents want to read and know about.

Threats

- The Star-Telegram and notoriety have made itself fort worth's number 1 newspaper.
- The large market of news and paper companies in Fort Worth and not saturating the market.
- Create the same media from competing news media outlets
- Creating the same stories other journalists are already speaking on and having to compete for subscribers.

Problems

- Problems are happening at the Fort Worth Report has been the lack of funding and looking to expand upon relationships, with compromising company values.

Strategy/Tactics

- Flyers are being passed out at advertising events throughout Fort Worth to give awareness about the Fort Worth Report
- Interaction with reporters to the public to discuss Fort Worth news within the community
- Focus groups
- Target audience 25-45 Age Range
- Volunteers to work events or fundraisers to bring awareness to a new and helpful news organization.

Proposal

- We propose that The Fort Worth Report provide us with an insight into our plan so that we can make it feasible for The Fort Worth Report to implement.

Research Methods

- **Fort Worth Population:** 938,055
- **Institute For Non-Profit News (INN):** Many case studies were examined, regarding non-profit news companies. We found that to reach a community and ensure that the coverage reflects the community, we have to be aware of the community. WABE News found they had a rather large number of their viewers who identified as non-binary gender. WABE decided to incorporate gender news and topics about gender that reflected this population of their viewers, to represent their community better.

Internal Analysis:

- Classroom visits to local schools for volunteering opportunities
- Student Surveys performed by (secondary, qualitative)
- Staff Interviews performed by PR Team (secondary, qualitative)
- Student Focus Groups performed by PR Team (secondary, qualitative)

External Analysis:

- Audience Research: Classroom visits for volunteers (primary, quantitative)
- Audience Awareness: Focus Groups, Online KPIs for Website (primarily quantitative)

Archival Research

- Analyze all past efforts and plans on advertising, funding, and attempts at increasing brand awareness
- Take note of all successful and unsuccessful attempts

Non-Profit Database

- Interview similar nonprofits
- Examine the model(s) they operate on
- Implement strategies based on data

Research Tools

- Flyers: That will be passed out during advertising events
- Focus Groups: Target Audience, Volunteers
- Limitations: Personnel, Time

Audience and Public Analysis

- The beauty of living in this city is how diverse it is. Over 950,000 people are living in Ft. Worth and they all come from different backgrounds. The Fort Worth report has the potential to bring in a wide variety of the city population. Of course, having more reporters assigned to different events, breaking news, and different trends will help get the process to begin faster. For example, having sports reporters cover all Ft. Worth area sports would cause locals to read about all the teams, clubs, and schools that participated. With the high population and the number of different schools in the area, there can be local support and possible volunteer work. Bringing in more topics and using social media to interact with the general population will also help bring the community together.

Objectives

Impact:

- 1A. Increase website viewership by 25%
- 2A. Seek assistance from the Small Business Administration
- 3A. Launch a fundraising campaign and increase membership by 10%
- 4A. Increase the number of volunteers by 50%

Output:

- 1B. Distribute flyers and advertisements at events and invite viewers to look at The Fort Worth Report
- 2B. Send in paperwork and strike up interest from the small business administration by showing them our site, and getting
- 3B. Flyers will be created by a local printing company in Fort Worth and will be distributed according to the most appropriate times and events. Specifically, events that showcase transparency within our company or community events that are used to fundraise and build a relationship with the community. This includes meet-ups at local restaurants, bars, and coffee-shops
- 4B. Partner with local school districts for volunteers. This would include opportunities to work events, gain transparency with the public on how The Fort Worth Report operates, and for the students to gain experience working and be able to record volunteer hours.

Budget

- Total: \$500
- Advertising Events: \$350
- Printing: \$150
- Apply for grants: \$0
- Lobby for funds from state government: \$0
- School Volunteers: \$0

Reccomendations

- Bring in a different types of viewers from different perspectives
- Find out who your target audience is going to be
- Find what's important to the target audience

Implementation:

- Seek assistance from the Small Business Administration (A fixed amount of money would be allocated, as they are noted for working with nonprofits)
- Launch Fundraising Campaign (Fundraiser Events, Dinners)
- Partner with local school districts (Opportunities for Volunteering)

Evaluation:

- **In-Process:** Are the objectives being accomplished during the campaign?
- Volunteer Base, Audience Feedback, Views or Hits on The Fort Worth Report Website,
- **Internal:** Were the goals met at the end of the campaign?
- Our website hits up?
- Were operations kept within the budget?
- **External:** Determine the impact/outcome that the efforts have had outside The Fort Worth Report
- Are reactions positive from Media, Audience, Volunteers, Employees, Employers
- **Goal Achievement:**
- Has the community of Fort Worth become more aware? Measure presence in media, and event attendance.
- Have more potential volunteers been contacted?
- Measure Volunteer Attendance

Appendix

- Pic Printing
- 4521 S Hulen St Ste, Fort Worth
- Fort Worth Report

2003 8th Ave., #300, Fort Worth, TX 76110

- The current metro area population of Dallas-Fort Worth in 2022 is 6,488,000, a 1.42% increase from 2021.
- “Fort Worth Population 2022 - Population Stat.” *Chislennost.com*,
https://chislennost.com/en/us/population_of_fort_worth_198.html#:~:text=Fort%20Worth%20Population%202022%20The%20population%20of%20Fort,United%20States%20of%20America%20%28USA%29%20from%201561%20cities.
- FortWorthReport.com
- <https://data.fortworthtexas.gov/>