Community/Public Service Worksheet

Service Category: Quality of Life Enrichment Program

Title: Tuscaloosa Gives Back Coat Campaign

Primary UA Contact(s):
Tracy Sims
(name)

Advertising & Public Relations
(Office)

(name)

(Office)

Community Partner(s) (if any):
(name)
Buffalo Wild Wings (fundraiser)
(Organization)

(name)
McAlister’s Deli (fundraiser)
(Organization)

(name)
Yogurt Mountain (fundraiser)
(Organization)

(name)
Innisfree (fundraiser)
(Organization)

(name)
Red Cross (blood drive)
(Organization)

Program Description:
The UA Chapter of The Public Relations Student Society of America (PRSSA) sponsored a coat drive in November-December 2012. Recognizing the invaluable help that individuals and organizations from around the country contributed following the 2011 tornado that devastated much of the city of Tuscaloosa, the student organizers of the “Tuscaloosa Gives Back” initiative sought to meet an essential need for victims of Hurricane Sandy by collecting new and gently used coats, as well as monetary donations.

Objectives/Outcomes:
1. Increase the awareness for "Tuscaloosa Gives Back" on the University of Alabama campus and in the local community by accessing the key target audience of college students and local Tuscaloosa citizens.
2. Set up large donation boxes in specific locations on campus with granted permission (academic buildings and all 16 sorority houses).
3. Collect at least 200

Assessment Measures:
Measurement of the initiative's success came down to whether the initiative's three objectives were met. Please see the Results section below.

Results:
Objective 1 of increasing awareness on the UA campus and in the local community was successfully met: the UA student newspaper, The Crimson White, as well as The Tuscaloosa News and al.com published feature stories about the drive. The Tuscaloosa News also recognized the initiative in a Nov. 25, 2012, editorial titled "Kudos to University of Alabama

Conclusions:
The initiative was organized by one of the UA PRSSA board members who is a native of the state of New York and former resident of New York City. That personal connection strengthened the participating PRSSA members' resolve to help. They were honored to give
Improvement Actions: As the faculty adviser to the UA PRSSA chapter, I would have liked to have seen the initiative become an annual one. The UA PRSSA board had plans to organize and implement another "Tuscaloosa Gives Back" donation drive to help the victims of the 2013 Phillipines