

# **BUFFALO STAMPEDE CAMPAIGN PROPOSAL**

**Traditions Consulting Group**

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**BRAZOS VALLEY  
MUSEUM** of Natural History

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# Executive Summary

In response to the decline of community attendance and support for the Buffalo Stampede, Traditions Consulting Group – in collaboration with the Brazos Valley Museum of Natural History – created a strategic communication campaign to establish a central goal, including all related objectives, strategies and tactics, for the 16th Annual Buffalo Stampede. To accomplish this, Traditions conducted primary and secondary research to develop a comprehensive plan that promotes a cohesive brand identity to garner increased support and recognition from the Brazos Valley community.

As a non-profit organization, the Museum faces a lack of resources including the availability of staff, time, and proper funding. With this in mind, the underlying function of this campaign – in combination with its goal to scale the success of the event – is to focus on delegating all Museum-related resources to the most productive and efficient methods. In the context of Traditions' campaign, this includes shifting away from an overreliance on paid media and promotions to a greater use of owned and earned media strategies, while still playing to the full potential of the Museum's available resources. Traditions believes that this will achieve a more favorable outcome for both the Buffalo Stampede as an independent fundraising opportunity as well as for the Museum, itself, as the associated organization.



# PROBLEM STATEMENT

The primary issues facing the Brazos Valley Museum of Natural History stem from a lack of reputation and limited community awareness negatively impacting continued operations of the Museum, including the Buffalo Stampede at Boonville Days, in light of current circumstances impacted by the wake of the Covid-19 global pandemic.

# Client Background

The Brazos Valley Museum of Natural History shares the importance of natural history through educational efforts that target the Brazos Valley community, highlighting the preservation and exhibition of historical artifacts.

This is best understood in the Museum's mission statement:

*To preserve and protect natural and cultural history, to stimulate its understanding, and to encourage responsible stewardship of all natural and cultural resources.*

The Museum was first founded in 1961 by the American Association of University Women as the “Junior Museum of Natural History.” However, due to the closure of the Texas A&M Museum Collections and the relocation of the Junior Museum to a larger facility owned and operated by Brazos County, the Museum was renamed as the “Brazos Valley Museum of Natural History” in 1993 to clarify the Museum’s role in the community and to focus collections, exhibits, and programs on the local area. The Museum fulfills this purpose by hosting a variety of galleries, events and activities that focus on promoting its mission. Today, the Museum continues to operate as the only natural history museum located in the Brazos Valley.

## Staff members of the Museum include:

Deborah Cowman, Ph. D., Executive Director  
Maria Lazo, Associate Director and Education Coordinator

Nicole Dupré Mack, Curator of Exhibits and Collections

Viola Luo, Ph. D., Executive Associate  
Morgan Hayes, Administrative Associate  
Garret Leopold, Program Coordinator

## Additionally, the Museum is overseen by a Board of Trustees with 23 members that include:

Bowen Loftin, President  
Parten Wakefield, Past President  
Becky Russell, President Elect  
Ellen Thornton, Treasurer  
Henry Mayo, Secretary



# Public Perception

Sheryl Weatherford recommends Brazos Valley Museum of Natural History. May 30, 2021 · ...

Nice exhibits, friendly staff

1 Like Comment Share

Write a comment...

Donald Clark recommends Brazos Valley Museum of Natural History. April 12, 2020 · ...

This gem of a Museum has quality exhibits, live animals, and beautifully produced events! We are so fortunate to have such an excellent natural history museum in the Brazos Valley. The staff are so polite and really care about their students and visitors to the gallery and events. You will be so glad you visited this great museum!

Like Comment Share

Write a comment...

Sabrina Rhodes recommends Brazos Valley Museum of Natural History. February 21, 2020 · ...

The Museum offers a great educational environment, and at the same time brings fun and creativity. They also bring great exhibits to BCS that emphasize our responsibility to the environment, history and culture of the world in which we live. Highly recommend going to the Museum and one of the community events, like Boonville Days, Butterfly Release and exhibit openings!

Like Comment Share

Write a comment...

Carla Melgoza Ponder recommends Brazos Valley Museum of Natural History. January 25, 2020 · ...

I recently had my son's birthday party. It was a wonderful experience. They were extremely helpful and made his party informational and so much fun! It's a unique option and easy. Highly recommend!

Brazos Valley Museum of Natural History 3232 Briarcrest Dr, Bryan, TX Write a review

4.5 ★★★★☆ 167 reviews 3 months ago

Jennifer Getsee Local Guide · 104 reviews · 1,837 photos ★★★★☆ 3 months ago

It's not real big but there are some interesting things for sure. Only \$5 admission was well worth it!



Like

Catina Laine Local Guide · 190 reviews · 6,258 photos ★★★★☆ 6 months ago

A small place with lots to see. The staff was very nice and informative. The place was clean (restrooms included). We enjoyed our visit. ... More



Like 1

Sami Peterson Local Guide · 144 reviews · 275 photos ★★★★☆ a year ago

Went to the museum to kill some time, small museum but very nice the game collection was fun to see and you could play some of them definitely would recommend for someone with a family of children not necessarily for group of adults but was still enjoyable ... More

The current understanding of the public's perception of the Museum is limited due to a variety of factors including minimal public awareness and a lack of community involvement. However, despite this, the Museum's reputation is relatively positive with most individuals recommending the organization, its day-to-day operations and other special events to the general population.

# The Buffalo Stampede

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## at Boonville Days

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In 2006, the Museum created a new community outreach effort targeting the local population in an educational endeavor to highlight Brazos County's pioneer history titled "Boonville Days." This family-friendly event included many entertainment opportunities including reenactments, musicians, dancers, artisans and more. Following the success of this event, current Museum Executive Director, Dr. Deborah Cowman, suggested adding a fundraising effort in 2008 that encouraged a broader target audience by implementing a 5K and half-marathon scheduled prior to the event and named it "Buffalo Stampede."

Since then, the Buffalo Stampede has continued to scale in size and participation leading to the ongoing growth and dedication to the event by the Museum and its employees. For the event to be hosted in 2024, the Museum will be celebrating 16 years of its annual Buffalo Stampede. However, both throughout and after the Covid-19 global pandemic, the Museum faced significant losses in turnout rates that has started causing issues for the Museum in light of the event acting as a fundraising opportunity for other Museum operations. Before the pandemic, the race averaged around 600 registered runners each year, but now only averages around 150 runners.

The event hosts both a half-marathon course and a 5K course open to the public for registration. The race is split into different award and age divisions, and acts as a qualifying course for future races. Volunteers are encouraged to sign-up to assist with various aspects of the event including set-up and take-down, and cheering on runners as they complete either course. There are a variety of incentives offered for everyone involved including runners, volunteers and spectators. Additionally, the Museum partners each year with a local celebrity who attends the event as an incentive to draw more supporters.

Publics of the Museum can benefit in multiple ways from participating in the event. Such benefits include promoting an active lifestyle, supporting the local community, developing new relationships, and discovering new experiences. It's important to note that these benefits may vary depending on the consumer's unique relationship with the Museum and its event.

# CONSUMER EVALUATION

*The current understanding of the Museum's consumer in specific regards to the Buffalo Stampede at Boonville Days is limited due to a lack of official research by the Museum. It is best understood that the Buffalo Stampede is most popular amongst older individuals – mostly women – with children, and a notable portion of that population is of Hispanic ethnicity.*

# Competitive Analysis

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**Due to the date, time, location and nature of the Buffalo Stampede at Boonville Days, there are a multitude of competing entities and organizations limiting the event's potential turnout and participation. Although the following evaluation focuses on known public events, this does not negate other personal and unrelated circumstances limiting targeted audiences participation in the Museum's event.**

**01.**

Brazos Valley has a multitude of non-profits and organizations well-known for hosting running-related events that must also operate within and around the strength and scope of Texas A&M University. Some examples of these include the Millican Reserve Pumpkinalooza, Voom Heart & Sole 5K, BCS Oktoberfest Half Marathon & 10K and BCS Marathon & Half Marathon.

**02.**

Texas A&M University promotes a strong sense of culture reliant on its participation in football. The Museum's current date and time fall within the University's football season. Despite the event being held on an away-game weekend, the University's football fans are well-known to continue supporting the team even from afar. This can include limiting opportunities for the Museum's event by potential consumers traveling out-of-state for the game, attending watch parties and tailgates in-town and planning unrelated events for the same weekend to combat the same issues facing the Museum.

**03.**

The Museum and individuals in its surrounding community are located relatively close to Austin, TX, where the Austin City Limits Music Festival is being held on the same weekend as the event. This particular music festival is most popular amongst individuals of various ages, which includes those the Museum intends to scale within its event.

# Past Marketing and Communication

Starting with electronic communication efforts, the Museum currently hosts three individual Facebook accounts: one for the Museum, one for Boonville Heritage Park and one for Buffalo Stampede. The Museum also maintains an Instagram and Twitter account; however, both are relatively new and smaller than the scale of the Museum's primary Facebook account. Additionally, the Museum takes advantage of email marketing with scheduled email blasts sent to over 400 individuals starting in mid-September and running through mid-October. These email blasts target general supporters of the Museum and past participants of the event.

The Museum also utilizes print marketing materials including flyers and postcards shared throughout the community. The materials usually contain similar wording and images – promoting a single, continuous message – however, the information is difficult to decipher and tends to be passive which can deter individuals from taking steps to support a call to action, if any.

Lastly, throughout the history of the event, the Museum has continued to build and maintain relationships with a variety of local media outlets located in the Brazos Valley including KBTX, Bryan Broadcasting, the Eagle, KAGS and The Battalion, among others. The Museum utilizes these relations for promotion in the weeks leading up to the event including running paid advertisements and news stories, as well as hosting public appearances by employees on various programs including KBTX The Three. The Museum appears to rely heavily on these relationships to encourage word-of-mouth marketing amongst individuals in the community.

## Strengths

- The Museum has scaled exponentially since its establishment in 1961.
- The Museum encourages an internal culture that produces a dedicated team of professionals inspired to fulfill the Museum's mission, vision and values.
- The Museum's team is committed to a strong purpose shared by all team members.
- The Museum maintains a basis of communication and marketing efforts that serve the purpose of the Museum and its corresponding exhibitions and events.

## Weaknesses

- The Museum is short staffed, making it difficult to successfully delegate the wide-range of tasks necessary to fulfill the Museum's vision.
- The Museum is a non-profit facing limited and delayed funding.
- The Museum's use of communication and marketing efforts is inconsistent with the goals and objectives of its current outreach efforts.
- The Museum lacks a community-based reputation, which misaligns with the Museum's understanding of its place in the Brazos Valley.
- The Museum and its entities (i.e., website, location, operations) lack accessibility.

## Opportunities

- The Museum is a local business located in Bryan, which is an important attribute considered by the Bryan/College Station community and beyond to the surrounding Brazos Valley area.
- The Museum is a local business located in Bryan, which gives it access to a variety of methods for organization and event exposure.
- The Museum is the only natural history museum located in the Brazos Valley, providing a unique opportunity to potential consumers.
- The Museum maintains partnerships with Texas A&M University and its entities (i.e., colleges, employees, organizations/clubs).
- The Museum continues to receive support through sponsorships providing both monetary and resource-related donations.
- The Museum has established a variety of media relations with local media outlets that provide promotion and coverage of the Museum and its ongoing events.

## Threats

- The Museum is one of many non-profit organizations located in the Brazos Valley competing for a variety of resources (i.e., time, money) within a limited area.
- The Museum is a lesser-known non-profit organization located in the Brazos Valley.
- The Museum focuses on the use of external paid media that is not sustainable for the Museum due to both delayed and limited funding.
- The Museum and many of its events operate close to neighborhoods and surrounding populations who do not always support the efforts of the Museum.
- The Museum lacks an integral strength in its current relationships throughout the community, limiting its potential outreach efforts and corresponding results.
- The Museum and its events can be overshadowed by other local news and competitor events.
- The Museum appears to lack a beneficial understanding of current media relation efforts.
- The Museum faces hardship in combating the overload of online information promoted by current use of technology in society.

## Primary Audience

The primary target audience of the Buffalo Stampede is younger adults and college students - a demographic mostly considered to be part of Generation Z. Generation Z consists of people aged 11-26, so the primary target audience is the older half of the population, aged 18-26.

Generation Z is the primary target audience for the Buffalo Stampede because the Museum is seeking younger volunteers and participants to widen the scope of the event. Since the Museum is located in a city with a large university student population, this provides the Museum an opportunity to market to young, active college students.

## Secondary Audience

The secondary audience of the Buffalo Stampede are younger parents with children. These individuals are typically part of Generation Y, also known as Millennials. Born between 1981 and 1996, Generation Y consists of people aged 27-42.

Generation Y is a secondary target audience for the Buffalo Stampede because a significant portion of participants in previous years consisted of Millennials and their families. The Museum has an opportunity to increase marketing toward this generation and increase participation, overall, especially for those with young children.

## Prepackaged Audience

### **Texas A&M University Student Organizations**

Many student organizations at Texas A&M University are centered around a pillar of service and are frequently looking for service opportunities in the community. These organizations can include sororities, fraternities, and men's and women's organizations, among other leadership-based, academic, or pre-professional organizations (see Appendix A. 1.). The Museum could greatly benefit from connecting with these organizations to establish strong working relationships that would increase the number of valuable participants and volunteers from year to year.

### **Texas A&M University Staff and Faculty**

Many faculty and staff members at Texas A&M University fall into the secondary target audience of millennials, specifically those with young children and families. The Natural History Museum of the Brazos Valley could benefit from marketing to this prepackaged audience because many faculty and staff are frequently looking to give back to the community that they live and work in. This audience could greatly increase the amount of registered runners and volunteers for the Buffalo Stampede.

# Audience Research

When approaching marketing towards different generations, it is imperative to understand what motivates individuals within each generation, how they consume news and media and how inclined they will be to support your cause.

While both Generation Y and Generation Z rely heavily on technology and regularly consume social media, there are a few vital differences between the media consumption habits of each generation. Both generations spend relatively the same amount of time on social media, but Generation Y tends to be more loyal to brands and organizations than Generation Z (Reisenwitz). These findings imply that Millennials would be more likely to continue interacting with and supporting the Museum, whether through volunteering and participating in the race or becoming members of the Museum.

Volunteering has seen a steady decline in America since the early 2000's. Multiple studies have attempted to identify the generational differences in motivation to volunteer. These studies have shown that Generation Z is more likely to volunteer for an organization if they believe it can provide them with beneficial learning experiences toward their career aspirations (Cho et al.). It is also important to note that members of Generation Y are much more likely to volunteer continuously for an organization they are interested in, whereas Generation Z has less volunteer retention. Thus, the Museum may secure higher volunteer retention rates with the implementation of training courses to develop useful skills among the Generation Z demographic.

# Research

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## Methodology

Our main objectives are to establish how the race was marketed in the past, which demographics future marketing efforts should focus on and how the Museum can increase participation through registration and overall turnout for the event. To accomplish this, we will employ a quantitative method by conducting research through surveys of targeted respondents, including college students and community members with families.

## Results

A total of 32 surveys were collected (see Appendix A. 2.). A majority of survey participants identify as female and all participants belong to Generation Z. Responses show that Instagram (30.8%), Snapchat (25%) and TikTok (22.1%) are the three most frequently used social media platforms among participants. In terms of traditional news outlets, a majority of respondents claim they do not consume any local news (45.5%), while around one-fourth of respondents (27.3%) claim they consume news through campus news sources, such as The Battalion, and just over one-fifth of respondents (21.2%) claim they watch local news stations, such as KBTX and KAGS.

A majority of respondents (87.9%) state that they are completely unfamiliar with the Museum. While most respondents (75.8%) state they do not currently attend local events, there is a large proportion of respondents (82.8%) who claim they would like to attend more in the Brazos Valley. However, three-quarters of respondents (75.8%) state they are not interested in attending local running events, specifically. A majority of respondents are drawn to local events and volunteering by a genuine interest in the organization, convenience and incentives, such as volunteer hours or resume building. Finally, about half of all respondents (51.5%) are involved in organizations at Texas A&M University that require service hours.

## Implications

The media usage of our respondents shows an opportunity for the Museum to market to a larger audience through social media – specifically Instagram. Because the majority of respondents are not familiar with the Museum, marketing through platforms such as Instagram and TikTok could cultivate familiarity with the organization that may draw people into participating in or volunteering at the event. Currently, the Museum advertises the Buffalo Stampede primarily through Facebook, which is mostly used by older generations. If the Museum wants to promote to a younger audience of college students and young adults, similar advertisements on different platforms will be most beneficial.

# Goal Statement

*Scale the success of the Brazos Valley Museum of Natural History's 16th Annual Buffalo Stampede to produce higher turnout rates and promote support from within the local community.*

## Objective #1

Increase public awareness within the Brazos Valley of the Museum's 16th annual Buffalo Stampede at Boonville Days by early October of 2024.

## Objective #2

Establish a positive perception of the Museum amongst college students and young families, specifically individuals aged 18-35, in the Brazos Valley by early October of 2024.

## Objective #3

Increase the number of registered runners, volunteers, spectators, vendors, partners and sponsors by 20% before October 12, 2024.

# Strategies and Tactics

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## **Strategy #1: Craft engaging, transparent and cohesive messaging and content tailored to the Museum's target audience to encourage inclusivity and active participation.**

Tactic #1: Develop a branding kit utilizing keywords, colors, fonts and images as a reference throughout the campaign to highlight the Museum and reinforce the brand's identity among the target audience (see Appendix B. 1.).

Tactic #2: Maintain a comprehensive website that is accessible, coherent, and user-friendly.

## **Strategy #2: Utilize a variety of communication channels to reach the Museum's target audience and reinforce all key messages.**

Tactic #1: Implement an informative social media campaign via Facebook and Instagram with organic, regularly scheduled posts, as well as paid boosted posts, that include links to the Museum's website and event registration (see Appendix B. 2. and B. 3.).

Tactic #2: Distribute flyers and postcards via in-person or through direct mail that highlight the Museum's event, including QR codes for event registration (see Appendix B. 4. and B. 5.).

Tactic #3: Establish a monthly email newsletter to welcome new supporters, highlight upcoming events and share promotional discounts with both past and present runners via Mailchimp.

Tactic #4: Pre-record informative interviews and advertisements to be aired on television and radio programs such as KBTX's The Three and Bryan Broadcasting.

### **Strategy #3: Collaborate with opinion leaders, local organizations and other small businesses to extend the Museum's reach and credibility within the Brazos Valley.**

Tactic #1: Partner with local businesses such as Tavo Coffee Co. and Run Club to work at the event, and utilize this partnership for cross-promotion on social media and in-stores.

Tactic #2: Partner with local organizations such as the Brazos Valley Running Club to work at the event, and utilize this partnership for cross-promotion on social media.

Tactic #3: Partner with community leaders such as local news anchors, student ambassadors and the event's "Celebrity Guest" to attend the event, and utilize this partnership for cross-promotion on social media.

Tactic #4: Prioritize connections to Texas A&M University to promote partnerships with student organizations such as the Texas A&M University Running Club or the Texas A&M Agricultural Communicators of Tomorrow, for runner and volunteer opportunities.

### **Strategy #4: Strengthen existing media relationships with local outlets to secure beneficial media coverage.**

Tactic #1: Maintain an up-to-date list of media contacts for future media reference (see Appendix B. 6.).

Tactic #2: Prepare and release media alerts one month, one week and two days prior to the event (see Appendix B. 7.).

Tactic #3: Prepare and distribute a press release to local media outlets one month prior to the event (see Appendix B. 8.).

Tactic #4: Pitch a feature article to local news publications such as Destination Bryan and Visit College Station to promote the event with an emphasis on its positive impact (see Appendix B. 9.).

# Costs, including fees, for a budget of \$1,000:

	Quantity	Price	Total
<b>Fees</b>			
Agency	1	\$0.00	\$0.00
Intern	1	\$0.00	\$0.00
<b>Electronic</b>			
Website	1	\$0.00	\$0.00
Facebook (Organic)	14	\$0.00	\$0.00
Instagram (Organic)	14	\$0.00	\$0.00
Facebook (Boosted)	7	\$21.00	\$147.00
Instagram (Boosted)	7	\$21.00	\$147.00
Email Newsletter	3	\$85.00	\$255.00
<b>Print</b>			
Postcard (via Vistaprint)	3,000	\$0.10	\$300.00
Flyers (via Vistaprint)	1,500	\$0.09	\$135.00
<b>Public Relations</b>			
Media Kit	1	\$0.00	\$0.00
Media List	1	\$0.00	\$0.00
Media Alert	1	\$0.00	\$0.00
Press Release	1	\$0.00	\$0.00
Feature Article	1	\$0.00	\$0.00
Partnerships	1	\$0.00	\$0.00
<b>Online</b>			
Radio Advertisement	5	\$0.00	\$0.00
Television Advertisement	5	\$0.00	\$0.00
<b>Total Spent:</b>			<b>\$984.00</b>

# Costs, including fees, for a budget of \$1,500:

	Quantity	Price	Total
<b>Fees</b>			
Agency	1	\$0.00	\$0.00
Intern	1	\$0.00	\$0.00
<b>Electronic</b>			
Website	1	\$0.00	\$0.00
Facebook (Organic)	14	\$0.00	\$0.00
Instagram (Organic)	14	\$0.00	\$0.00
Facebook (Boosted)	7	\$35.00	\$245.00
Instagram (Boosted)	7	\$35.00	\$245.00
Email Newsletter	3	\$85.00	\$255.00
<b>Print</b>			
Postcard (via Vistaprint)	4,000	\$0.10	\$400.00
Flyers (via Vistaprint)	2,000	\$0.09	\$180.00
<b>Public Relations</b>			
Media Kit	1	\$0.00	\$0.00
Media List	1	\$0.00	\$0.00
Media Alert	1	\$0.00	\$0.00
Press Release	1	\$0.00	\$0.00
Feature Article	1	\$0.00	\$0.00
Partnerships	1	\$0.00	\$0.00
<b>Online</b>			
Radio Advertisement	5	\$0.00	\$0.00
Television Advertisement	5	\$0.00	\$0.00
Total Spent:			<b>\$1325.00</b>

# Costs, including fees, for a budget of \$2,000:

	Quantity	Price	Total
<b>Fees</b>			
Agency	1	\$0.00	\$0.00
Intern	1	\$0.00	\$0.00
<b>Electronic</b>			
Website	1	\$0.00	\$0.00
Facebook (Organic)	14	\$0.00	\$0.00
Instagram (Organic)	14	\$0.00	\$0.00
Facebook (Boosted)	7	\$70.00	\$490.00
Instagram (Boosted)	7	\$70.00	\$490.00
Email Newsletter	3	\$85.00	\$255.00
<b>Print</b>			
Postcard (via Vistaprint)	5,000	\$0.10	\$500.00
Flyers (via Vistaprint)	2,500	\$0.09	\$225.00
<b>Public Relations</b>			
Media Kit	1	\$0.00	\$0.00
Media List	1	\$0.00	\$0.00
Media Alert	1	\$0.00	\$0.00
Press Release	1	\$0.00	\$0.00
Feature Article	1	\$0.00	\$0.00
Partnerships	1	\$0.00	\$0.00
<b>Online</b>			
Radio Advertisement	5	\$0.00	\$0.00
Television Advertisement	5	\$0.00	\$0.00
Total Spent:			<b>\$1960.00</b>

# Evaluation Methods

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## **Method #1**

Meet biweekly throughout the entirety of the campaign to review performance analytics and discuss real-time adjustments for overall improvement.

## **Method #2**

Utilize metrics analysis tools provided within Museum-related platforms (e.g., Facebook, Instagram, Mailchimp, website server) to understand the ongoing success, or lack thereof, of chosen communication tactics.

## **Method #3**

Compare the Museum's current number of event-related partnerships to the total number of resulting partnerships and the results of ongoing cross-promotional efforts.

## **Method #4**

Examine the resulting media coverage produced before, during and after the event as a result of increased relation efforts between the Museum and local media outlets.

## **Method #5**

Survey participants post-event via email to establish the event's growth and ask related questions such as "How did you learn of the event?" to better understand future suggestions for the Museum moving forward.

# Recommendations

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## Recommendation #1

Hire a for-credit intern dedicated to assisting in the planning and execution of all communication tactics and marketing initiatives.

## Recommendation #2

Utilize direct, personable, and action-driven messaging that include QR codes and direct links across all media.

## Recommendation #3

Focus monetary-related resources on media best-directed at the target audience including social media, emails, flyers and postcards.

## Recommendation #4

Establish partnerships with Texas A&M, local businesses, organizations and opinion leaders to cross-promote the Museum and its event.

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# Appendix

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## A. Research References

1. *Organizations at Texas A&M University*
2. *Survey Questions and Results*

## B. Tactic Samples

1. *Branding Kit*
2. *Social Media Plan*
3. *Announcement Post*
4. *Flyer*
5. *Postcard*
6. *Media List*
7. *Media Alert*
8. *Press Release*
9. *Feature Article*

# A. 1. Organizations at Texas A&M University

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## Sororities

Alpha Chi Omega  
Alpha Delta Pi  
Alpha Omicron Pi  
Chi Omega  
Delta Delta Delta

Delta Gamma  
Delta Zeta  
Gamma Phi Beta  
Kappa Alpha Theta  
Kappa Delta

Kappa Kappa Gamma  
Pi Beta Phi  
Zeta Tau Alpha

## Fraternities

Alpha Gamma Rho  
Alpha Tau Omega  
Alpha Sigma Phi  
Beta Theta Pi  
Beta Upsilon Chi  
Delta Sigma Phi

Delta Tau Delta  
Kappa Alpha Order  
Kappa Sigma  
Lambda Chi Alpha  
Phi Delta Theta  
Phi Gamma Delta

Phi Kappa Psi  
Pi Kappa Alpha  
Sigma Alpha Mu  
Sigma Chi  
Sigma Phi Epsilon  
Theta Chi

## Multicultural Sororities

Delta Kappa Delta  
Delta Xi Nu  
Gamma Alpha Omega  
Gamma Phi Omega

Kappa Delta Chi  
Lambda Delta Psi  
Lambda Theta Alpha  
Pi Lambda Chi

Rho Delta Chi  
Sigma Lambda Gamma  
Sigma Phi Omega

## Multicultural Fraternities

Beta Tau Omega  
Chi Psi Beta  
Gamma Beta

Lambda Theta Phi  
Omega Delta Phi  
Phi Iota Alpha

Sigma Lambda Beta

## Women's Organizations

Aggie Angels  
Aggie Belles  
Aggie Blossoms  
Aggie Classics  
Aggie Emeralds

Aggie Gems  
Aggie Golden Arrows  
Aggie Southern Darlings  
Aggie Sweethearts  
LEIAS

Maggies TAMU  
Philadelphia Sisters  
Sigma Phi Lambda  
Texas A&M University Legacies  
Ryllies

## Men's Organizations

Aggie Gentlemen of Integrity  
Aggie Men's Alliance  
Aggie Men's Club  
Aggie Originals  
Aggie SUITS

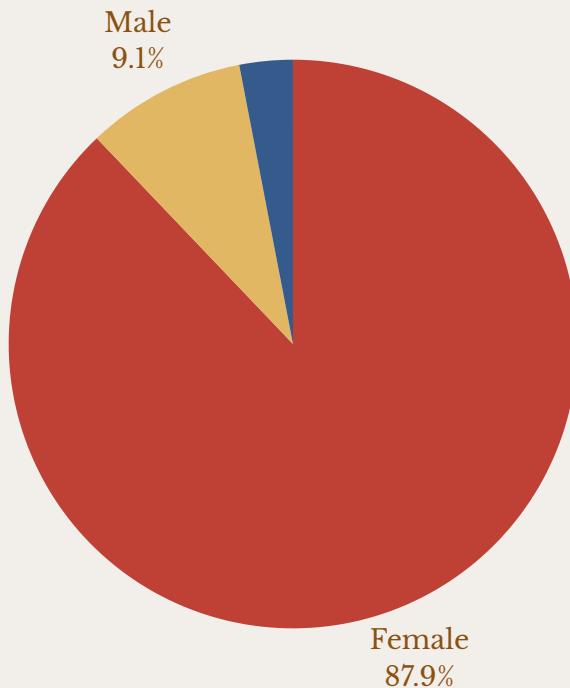
Brotherhood of Aggie Mentors  
Capital Men's Society  
Gents of Texas A&M  
Old Army Gentleman's Society  
Paradigm

Saw 'Em Off  
Texas A&M Iron Spikes  
The Century Men's Society

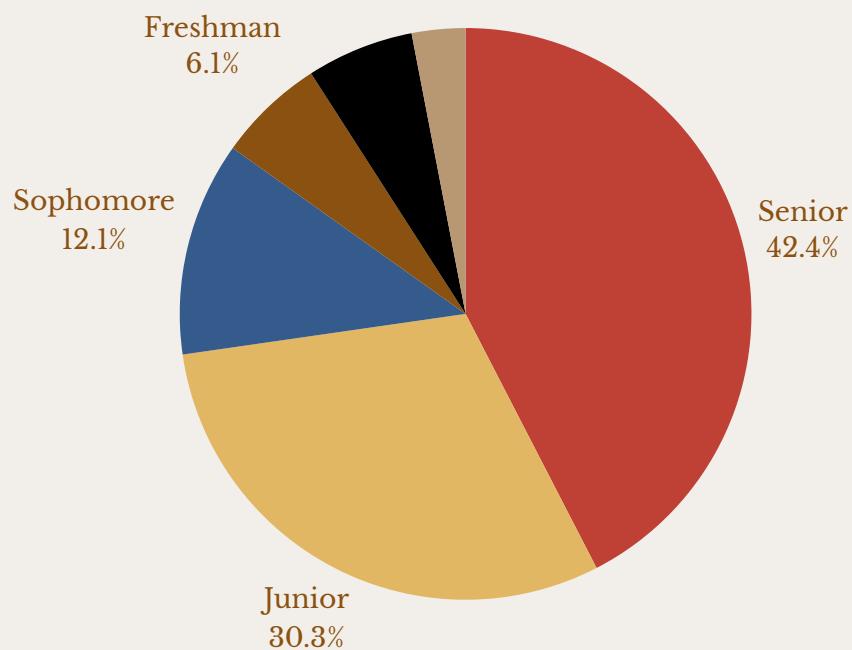
## A. 2. Survey Questions and Results

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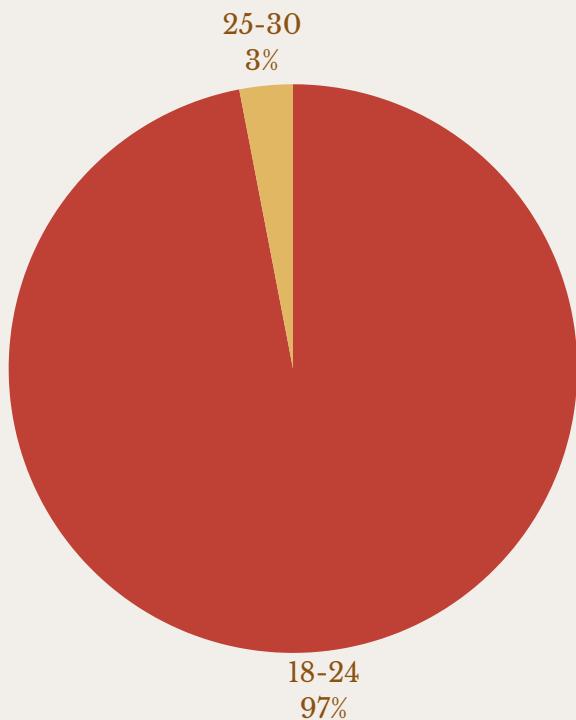
**What is your gender?**



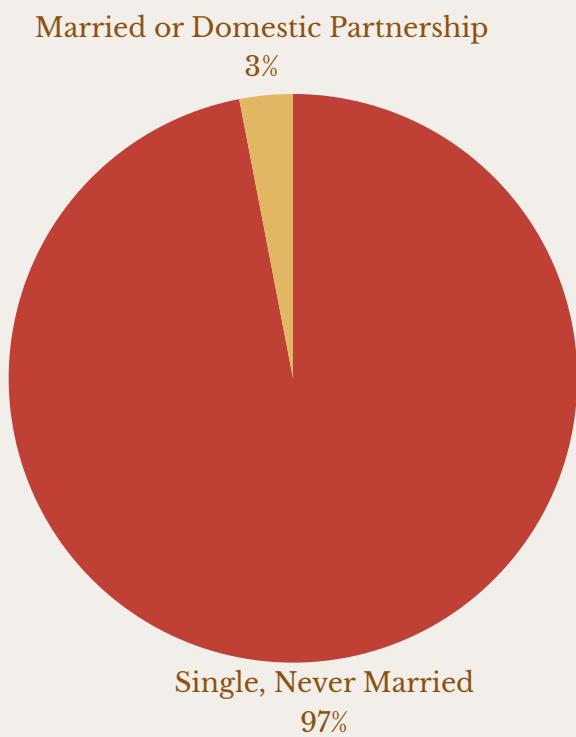
**Classification (if applicable):**



## What is your age?



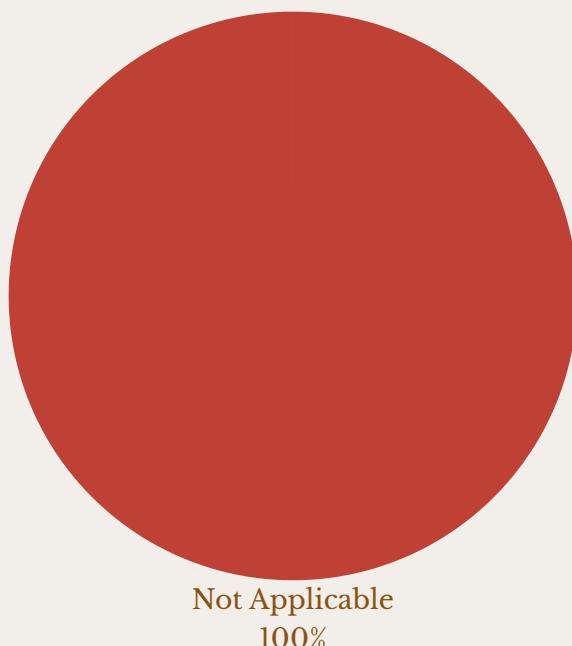
## What is your marital status?



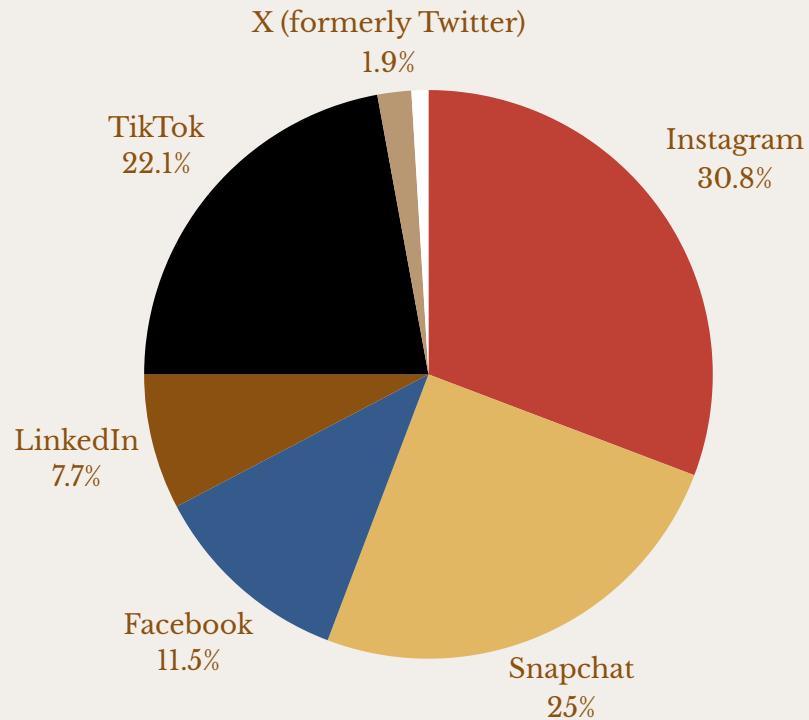
## Do you have children?



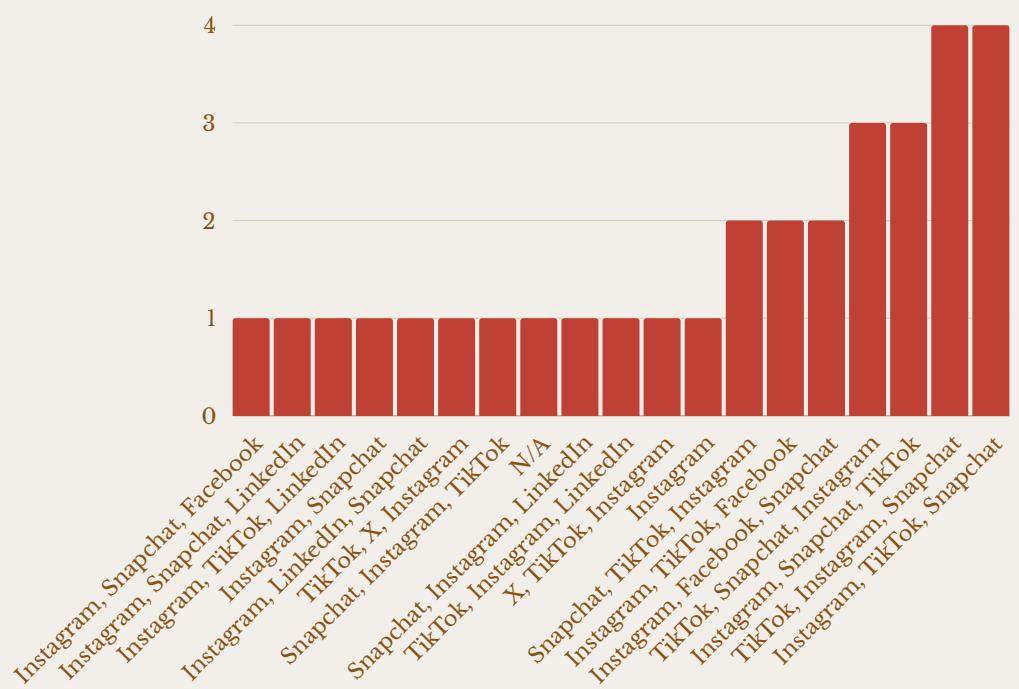
## If yes, how many?



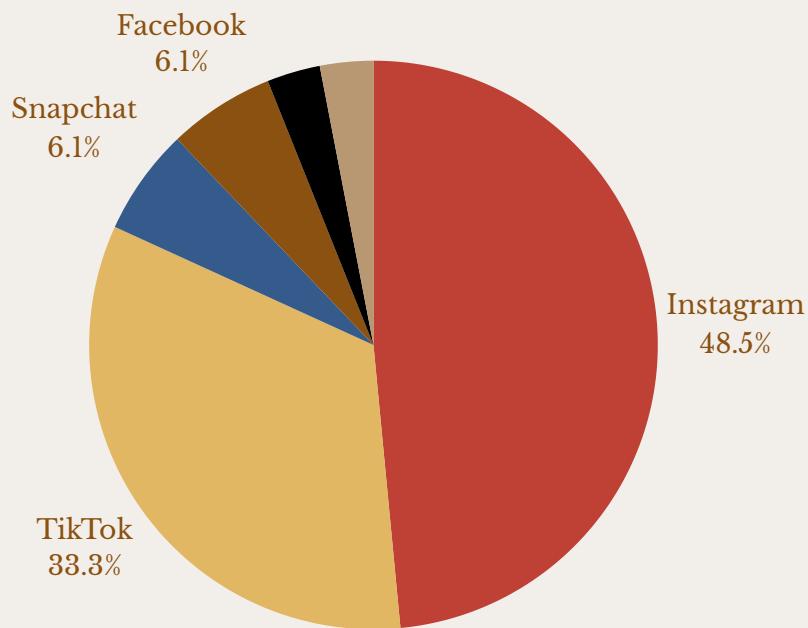
## Which social media platforms do you use the most?



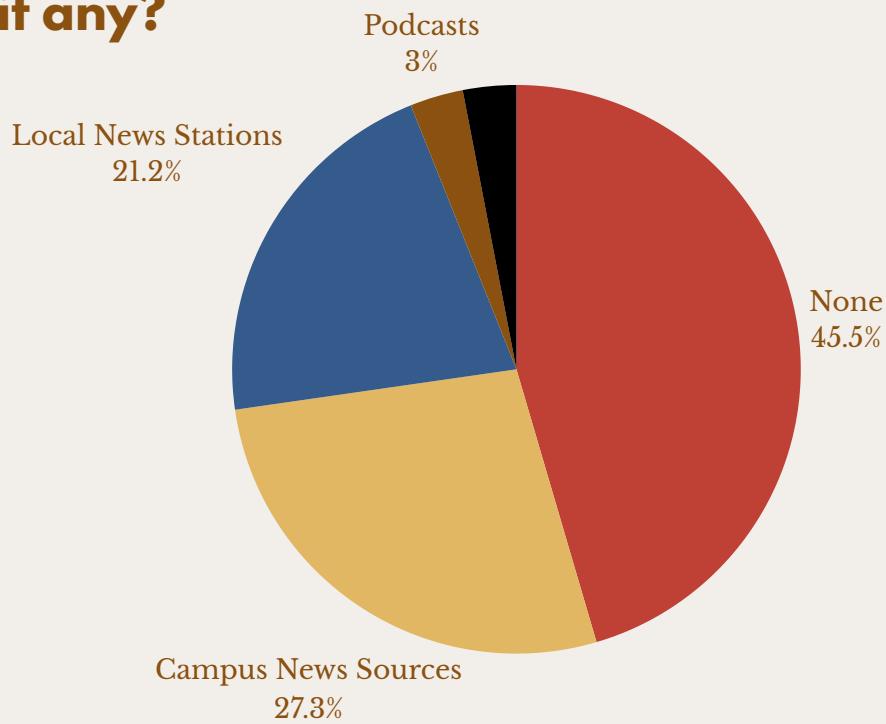
Please rank the social media platforms you listed above, from most frequently to least frequently used.



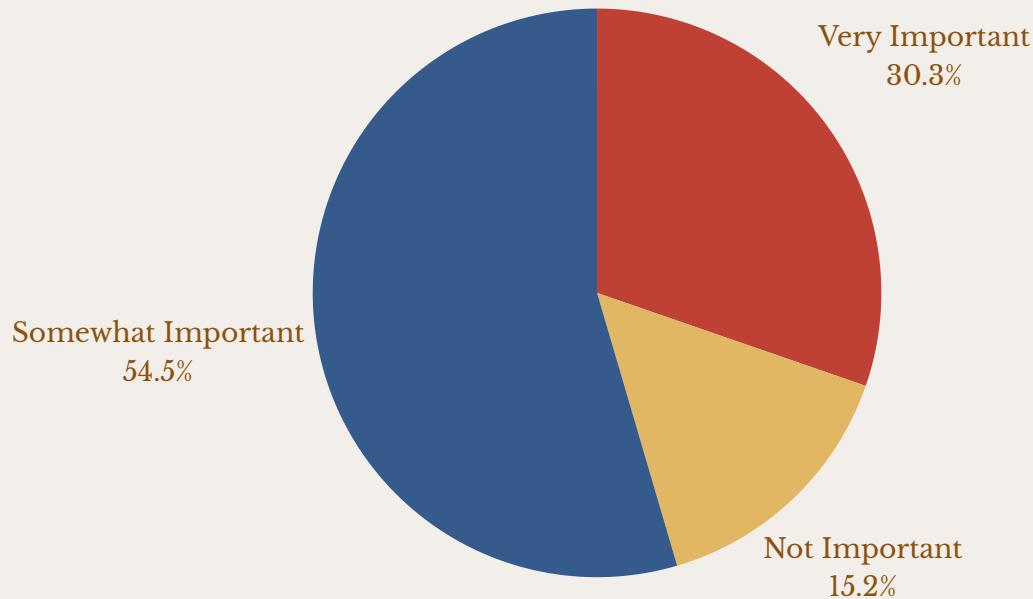
## Which social media platform do you think has the most ads?



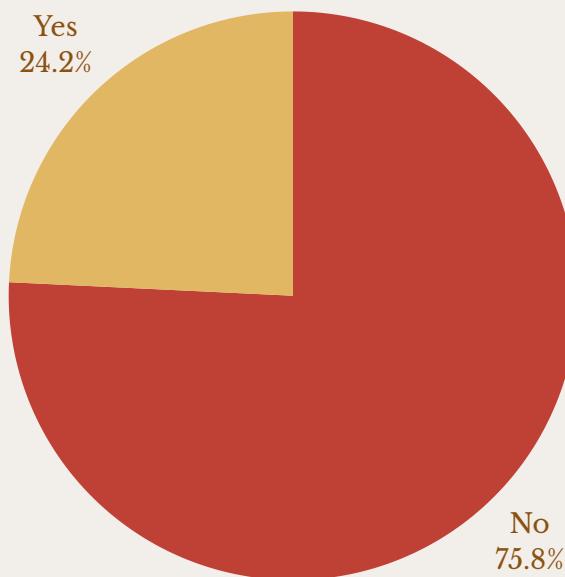
## Which local media outlets do you consume media from, if any?



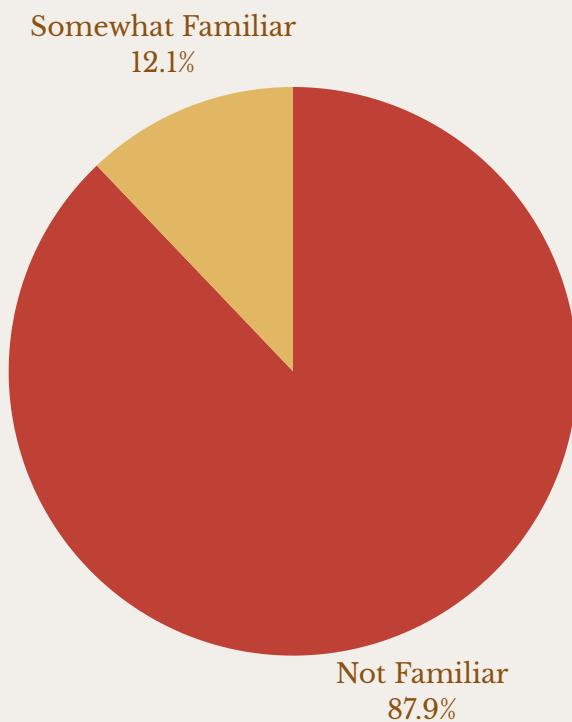
## How important is a non-profits social media when you consider supporting them?



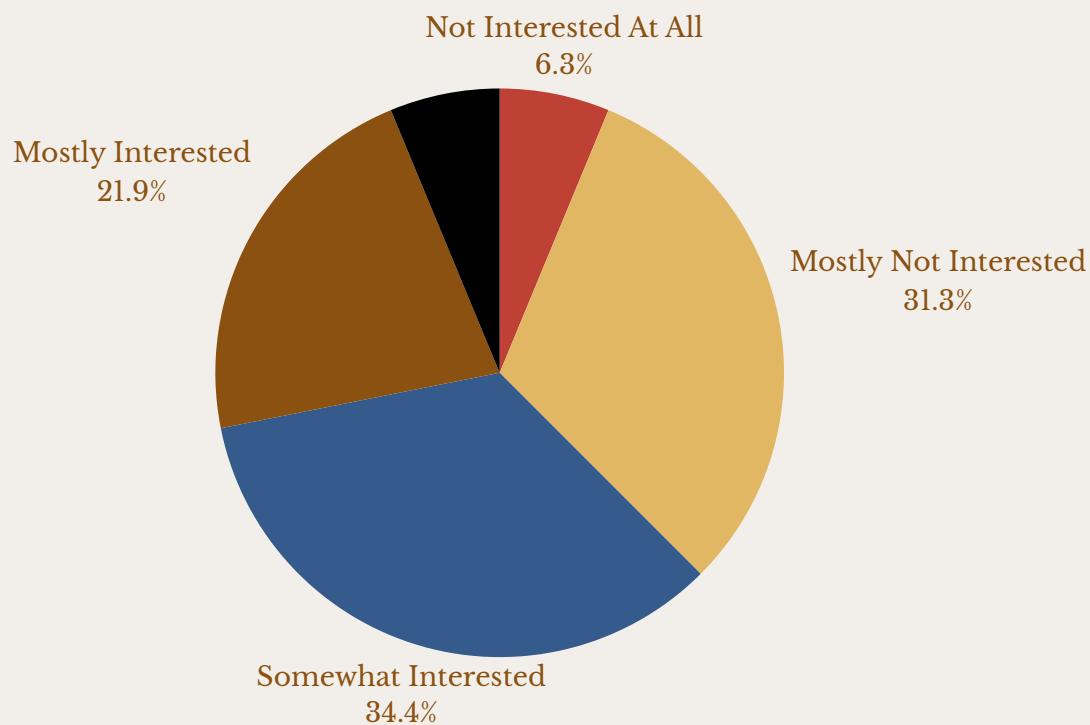
## Have you heard of the Brazos Valley Museum of Natural History?



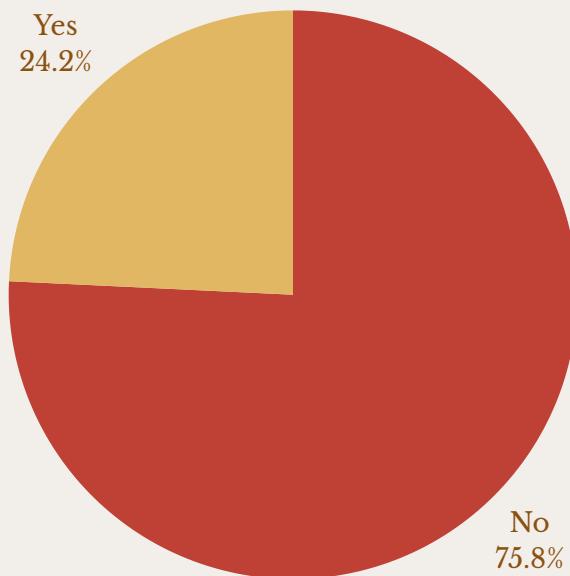
## How would you describe your familiarity with the organization?



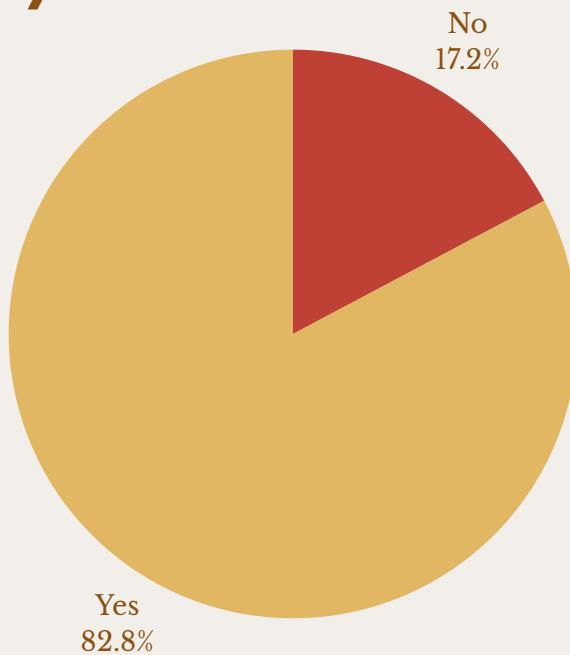
## How interested are you in local organizations?



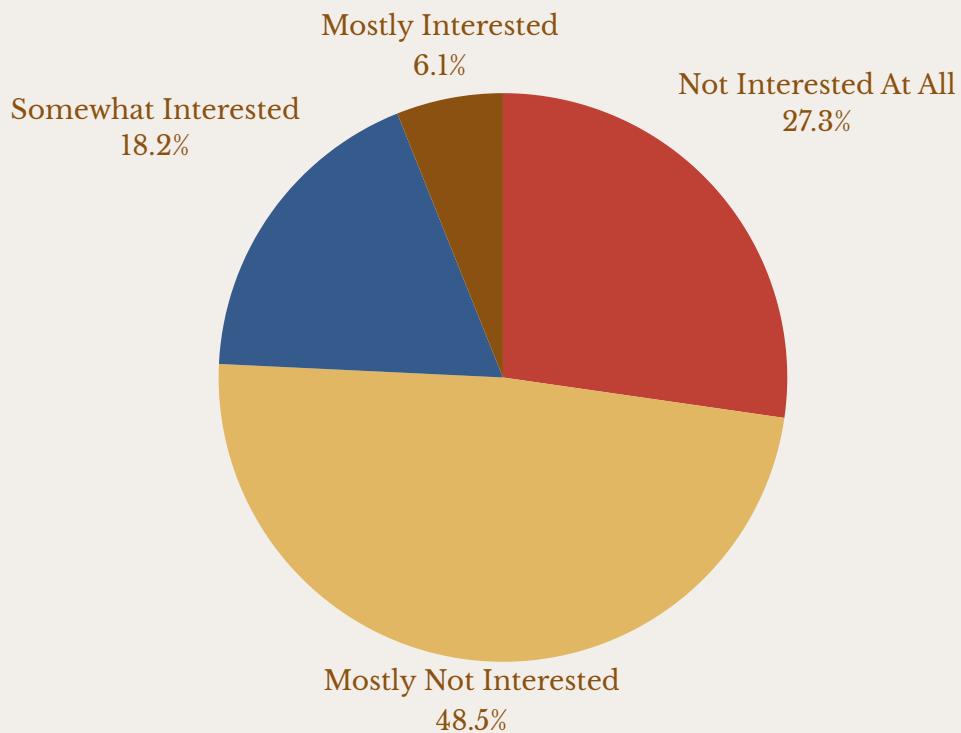
## **Do you or your family regularly attend local events in the Brazos Valley?**



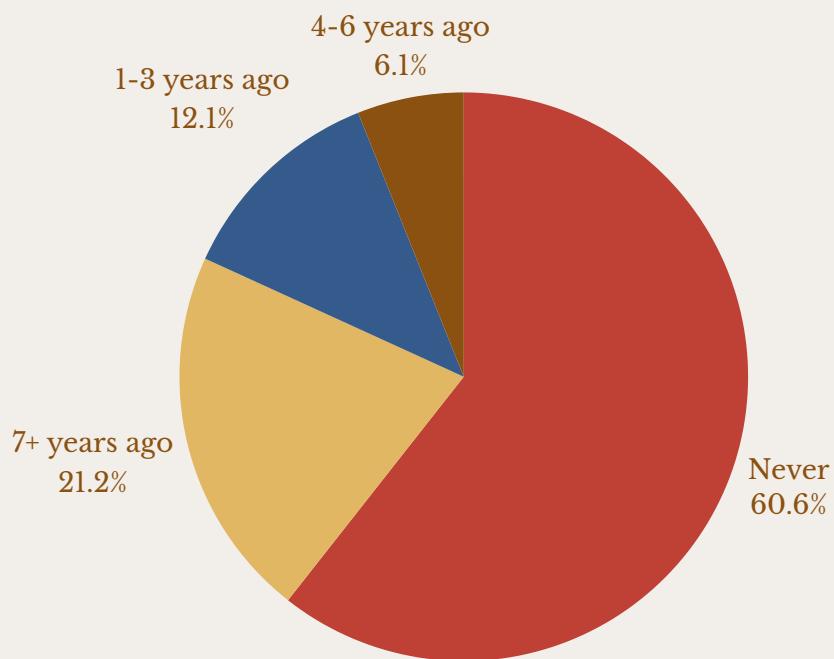
## **If not, would you like to attend more local events in the Brazos Valley?**



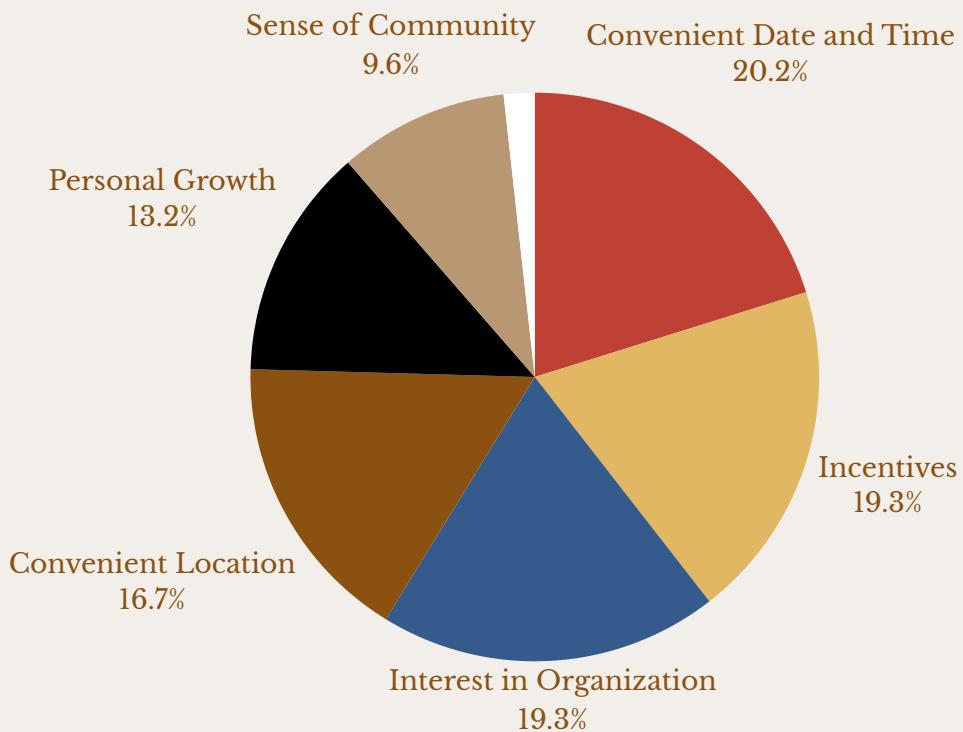
## How interested are you in local running events?



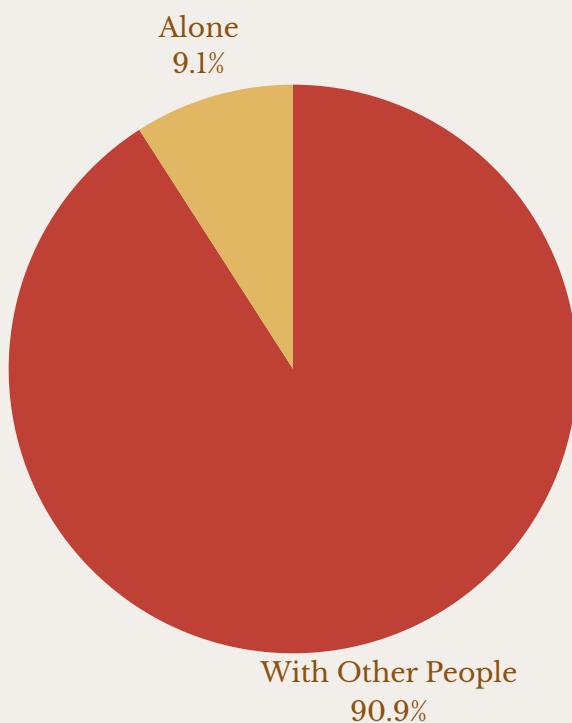
## How recently have you run a 5k race?



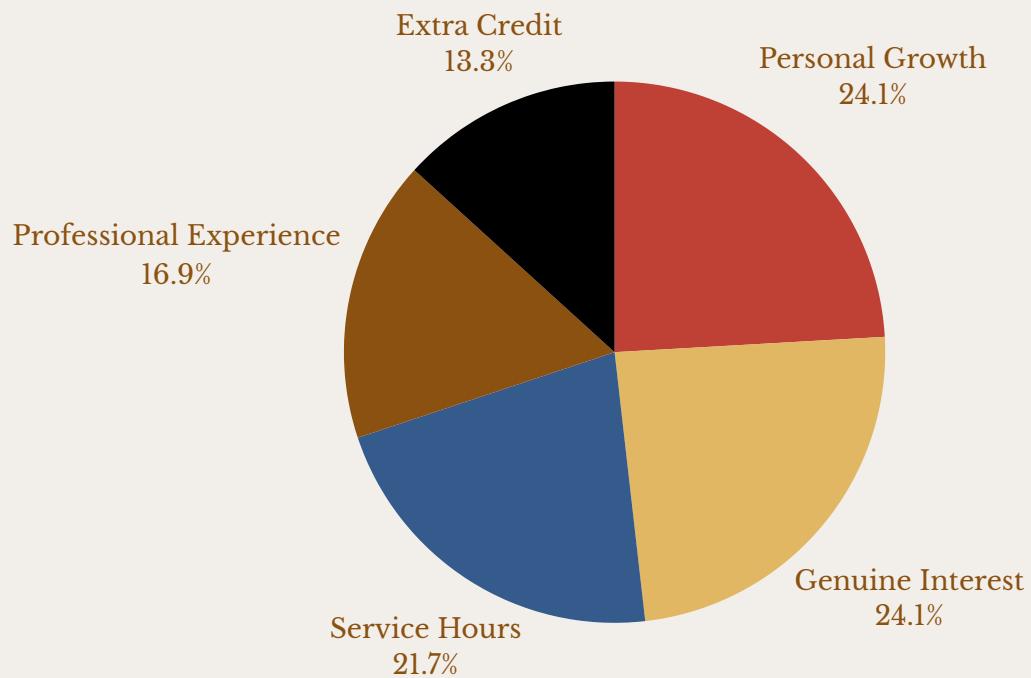
## What would draw you to participate in local events?



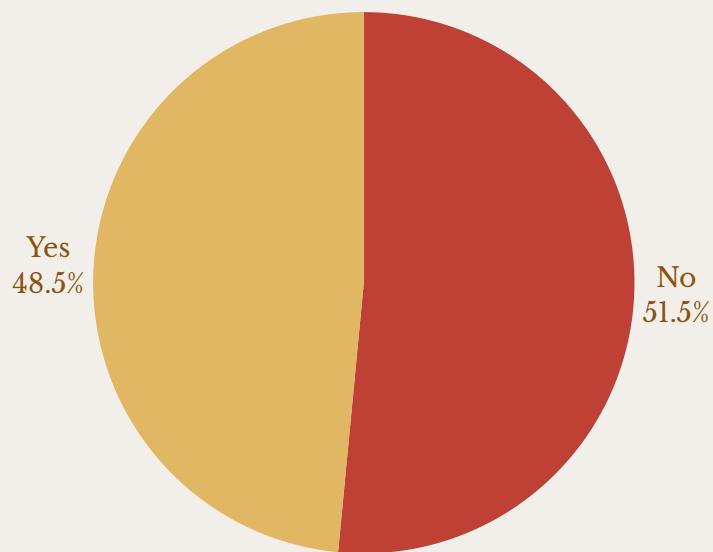
## Are you more likely to volunteer alone or with other people?



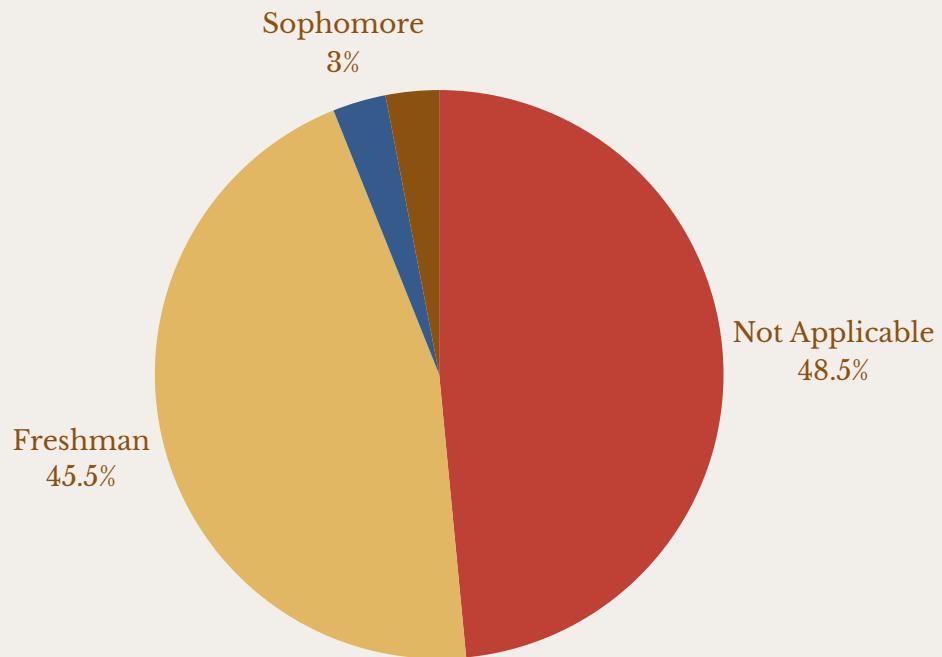
## What draws you to volunteer?



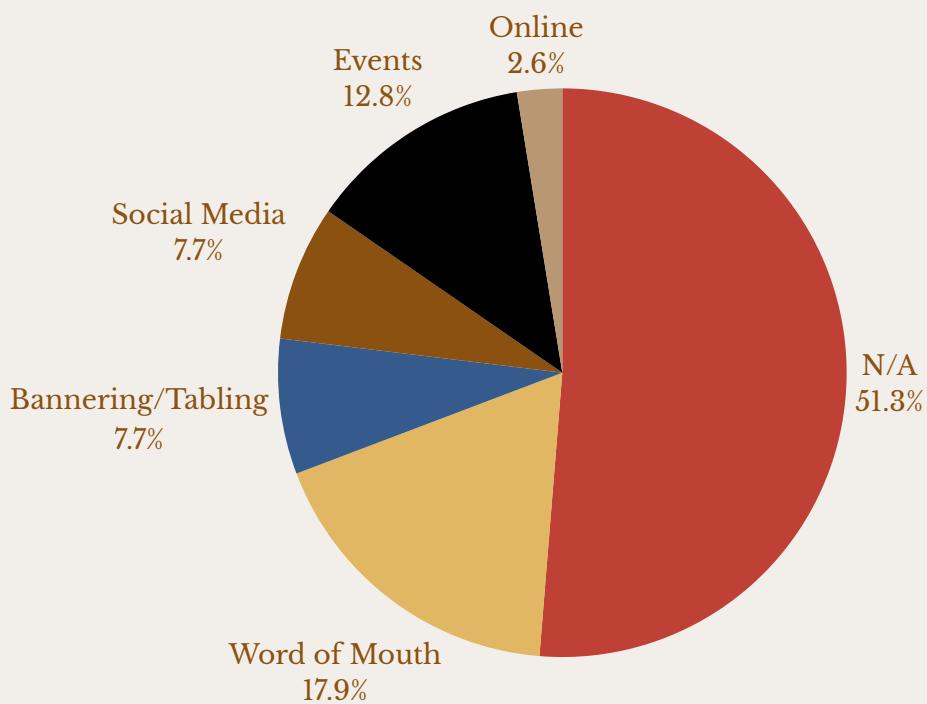
## Are you involved in any organizations on campus?



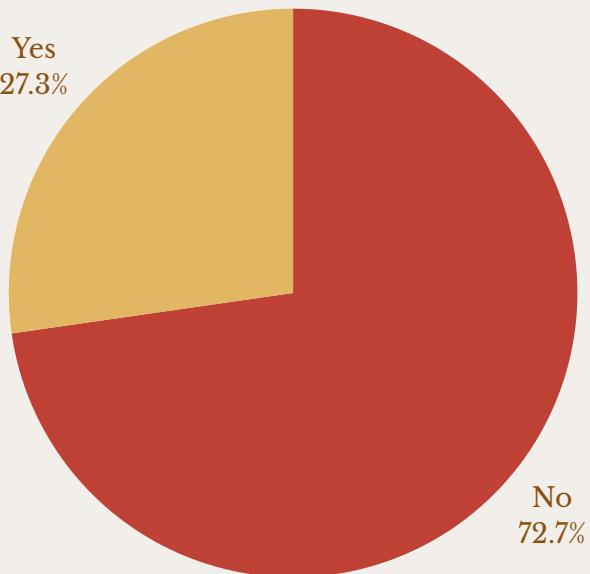
## If yes, what year did you join?



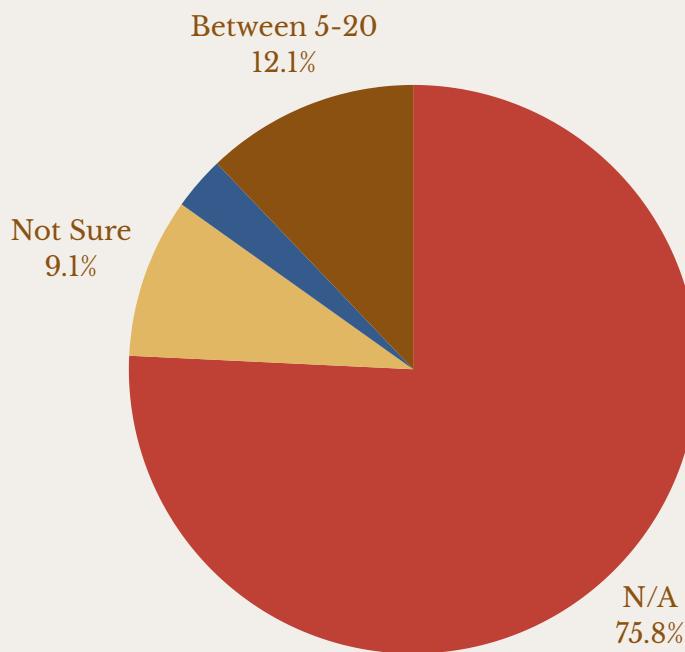
## If yes, how did you hear about the organization?



## Do you need volunteer hours?



## If yes, how many hours?



# B. 1. Branding Kit

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## BUFFALO STAMPEDE



### - Brand Vision -

*To preserve and protect natural and cultural history, to stimulate its understanding, and to encourage responsible stewardship of all natural and cultural resources*

### - Color Palette -



#355B8C



#F2A649



#F28444



#F26849



#BF4136

### - Focus Keywords -

5k Race | Buffalo Stampede | Boonville  
Days | Marathon | Fundraiser |  
Brazos Valley Museum of Natural  
History | culture | celebrate | fun

### - Brand Fonts -

LIBRE BASKERVILLE

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GEORGIA PRO

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BRAZOS VALLEY of Natural  
MUSEUM History

# B. 2. Social Media Plan

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**BUFFALO STAMPEDE**



Weekly Tracking \*Facebook

Follower Count: 

Average Impressions:

Average Clicks:

Average Likes:

Average Comments:

Average Shares:

Notes:

Next Week Goals: 

**BUFFALO STAMPEDE**



Weekly Tracking \*Instagram

Follower Count: 

Average Impressions:

Average Clicks:

Average Likes:

Average Comments:

Average Shares:

Notes:

Next Weeks Goals: 

**BUFFALO STAMPEDE**



Monthly Planning

January 

February 

March 

April 

May 

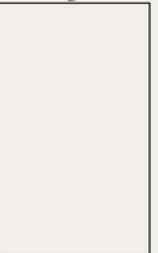
June 

**BUFFALO STAMPEDE**



Monthly Planning Cont.

July 

August 

September 

October 

November 

December 

# BUFFALO STAMPEDE

## Posting Tips

### Best Times to Post \*Facebook:

Monday: 8:00 AM - 1:00 PM  
Tuesday: 8:00 AM - 2:00 PM  
Wednesday: 8:00 AM - 1:00 PM  
Thursday: 8:00 AM - 12:00 PM  
Friday: 9:00 AM - 2:00 PM  
Saturday: 8:00 AM - 11:00 AM  
Sunday: 9:00 AM - 11:00 AM

### Best Times to Post \*Instagram:

Monday: 11:00 AM - 1:00 PM  
Tuesday: 8:00 AM - 10:00 AM  
Wednesday: 9:00 AM - 11:00 AM  
Thursday: 11:00 AM - 1:00 PM  
Friday: 2:00 PM - 4:00 PM  
Saturday: 8:00 AM - 10:00 AM  
Sunday: 6:00 PM - 8:00 PM

# BUFFALO STAMPEDE

## Monthly Statistics \*Instagram

Month	Followers	Views	Likes	Comments	Shares
January					
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					

# BUFFALO STAMPEDE

## Monthly Statistics \*Facebook

Month	Followers	Views	Likes	Comments	Shares
January					
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					

# B. 3. Announcement Post

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## BOONVILLE DAYS IS BACK AND WE WANT TO SEE YOU THERE!



BRAZOS VALLEY  
MUSEUM of Natural History

Event Date: October 12, 2024

When: Half Marathon at 7:30 AM | 5K at 7:45 AM | Boonville Days at 9:00 AM

Where: 3232 Briarcrest Dr, Bryan, TX

Why: The money raised from the event goes to support the Brazos Valley museum and its mission of preserving history, championing sustainability, and educating the community



## B. 4. Flyer

# Join Us for our Annual Buffalo Stampede 5K Race



3232 Briarcrest Dr.  
Bryan, TX



October 12, 2024  
Half Marathon at 7:30 AM  
5K at 7:45 AM

Support Brazos Valley Museum  
of Natural History by  
participating in our annual 5K  
race. Plus, afterwards the  
celebration will continue at  
Boonville Days with games,  
crafts, music, food, and much  
more!



BRAZOS VALLEY  
MUSEUM of Natural History

<https://www.brazosvalleymuseum.org/buffalo-stampede>

# B. 5. Postcard



SCAN  
HERE



## Buffalo Stampede

Half Marathon | 5K  
October 12, 2024 | Bryan, TX  
[brazosvalleymuseum.org](http://brazosvalleymuseum.org)

## SUPPORT



Non-Profit Org.  
U.S. Postage  
PAID  
Bryan, TX  
Permit # 241

Saturday, Oct. 12  
7:30 AM - 4:00 PM

Boonville Day is coming soon, and we would love to see you there! Enjoy entertaining demonstrations of period skills, musicians, dancers, reenactors, free pony rides, children's crafts, authentic chuck wagon food, & live animals! Festival activities go all day from 9 am - 4 pm

• • •

Plus, we couldn't imagine a better day to enjoy the fall weather than walking or running our Half Marathon or 5K Race during our Buffalo Stampede at Boonville Days!

Register online now at:  
[www.brazosvalleymuseum.org/buffalo-stamped](http://www.brazosvalleymuseum.org/buffalo-stamped)

Questions? Contact us!



Get 20% off until 10/1  
Code: RUN24



📞 979.776.2196

➡ BCSbuffalostamped

➡ [brazosvalleymuseum](http://brazosvalleymuseum)

# B. 6. Media List

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Outlet	Name	Job Title	Email	Phone	Notes
KBTX	Abigail Metsch	The Three Co-Host	abigail.metsch @gray.tv	N/A	Published an article on the Wish Upon a Butterfly fundraiser event for the Museum in July 2023. Personal Facebook page shows interest in local non-profits.
Destination Bryan	Chris Riggins	Destination Marketing Manager	chris @destinationbryan.com	N/A	Promotes local events in the Bryan area.
KAGS News	Jordan Adams	Multi-skilled Journalist and Anchor	jadams8 @kagstv.com	N/A	Previously anchored news promoting the Museum of Natural History and its newest exhibits.
The Battalion	Ana Renfroe	News Editor	metro @thebatt.com	N/A	Website has an opt-in form to get your local event promoted; also host a public event calendar.
KRHD	Chris Talley	Multimedia Journalist	N/A	N/A	Shares news regarding the Brazos Valley Community.
Aggie 96.1 Radio Station	Amelia Lesniak	Point of Contact for Advertising	N/A	1-844-AD-HELP-5	Website promotes a local events calendar.
InSite Brazos Valley Magazine	Aubrey Vogel	Editor-in-Chief	aubrey @insitebrazosvalley.com	979-353-2379	Spotlights upcoming local events in the Brazos Valley.
Visit College Station	Casey Barone	Events Coordinator	cbarone@cstx.gov	N/A	Promotes local restaurants, businesses, and events; including a section on their website for annual events.
Bryan Broadcasting	Dale Hendry	Sales Manager	dale @bryanbroadcasting.com	979-695-9595	Provides entertainment, music, and news to listeners; also offers on-air advertising.

# B. 7. Media Alert

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BRAZOS VALLEY  
MUSEUM<sup>of</sup> Natural History

**For Immediate Release:**

September 12, 2024

Contact: Dr. Deborah Cowman

Executive Director

dcowman@brazosvalleymuseum.org

(979) 776-2195

## Media Advisory

### The Brazos Valley Museum is Holding Its 16th Annual Buffalo Stampede Race

**What:**

Join the Brazos Valley Museum for its 16th annual Buffalo Stampede half marathon and 5k race.

**When:**

October 12, 2024

Half Marathon starts at 7:30 AM

5K starts at 7:45 AM

**Where:**

3232 Briarcrest Dr.  
Bryan, Texas

**Why:**

The money raised from the event goes to support the Brazos Valley Museum and its mission of preserving history, championing sustainability, and educating the community.

**Additional Information:**

Runners and volunteers of all ages can sign up through visiting the Museum's website at <https://www.brazosvalleymuseum.org/buffalo-stampede>. Participants can also enjoy the Museum's fundraising event, Boonville Days, immediately following the end of the race.

# B. 8. Press Release

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BRAZOS VALLEY  
**MUSEUM** of Natural History

Dr. Deborah Cowman  
Executive Director  
(979) 776-2195  
[dcowman@brazosvalleymuseum.org](mailto:dcowman@brazosvalleymuseum.org)  
<https://www.brazosvalleymuseum.org/>

**FOR IMMEDIATE RELEASE - 09 /12/24, 9:00AM**

## **The Brazos Valley Museum is Hosting its 16th Annual Buffalo Stampede**

*The Brazos Valley Museum is putting on its annual fundraising race, the Buffalo Stampede.*

BRYAN, Texas (September 12, 2024) - On October 12, the Brazos Valley Museum will host its 16th annual Buffalo Stampede fundraising event.

The race is open to runners and volunteers of all ages and includes both a 5K and half marathon option. The event also marks the start of the Museum's larger event, Boonville Days, where the whole family can enjoy a free heritage festival celebrating Texas history.

"Don't miss storytelling, vintage and cowboy music, great food, fantastic exhibits and even a chance to get a selfie in a beautiful stagecoach," Cowman said. "There is something for everyone at Boonville Days, the best living history festival in Brazos County."

The race will take place at 3232 Briarcrest Dr. in Bryan, Tx, with the half marathon starting at 7:30 a.m. and the 5K starting at 7:45 a.m. Runners can purchase tickets online on the Brazos Valley Museum website.

The Brazos Valley Museum is a non-profit whose mission is to preserve and protect natural and cultural history, to stimulate its understanding and to encourage responsible stewardship of all natural and cultural resources. The Museum hosts tours, lectures and classes, as well as educational programming for children in the community.

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## B. 9. Feature Article

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BRAZOS VALLEY  
MUSEUM of Natural History



### Texas A&M Student Isabella Brownlow Charges Ahead in Brazos Valley Museum's Buffalo Stampede

By: Kendall Pennington for Brazos Valley Museum – [dcowman@brazosvalleymuseum.org](mailto:dcowman@brazosvalleymuseum.org)  
September 30, 2024

Texas A&M Student Isabella Brownlow charged ahead in the Brazos Valley Museum's 15th annual Buffalo Stampede.

As an avid runner, Brownlow said she enjoys trying out different racing events and decided to attend the Stampede to prepare herself for a future half-marathon. While the race offers both a 5K and half marathon option, Brownlow opted for the 5K this time.

“I had a great time at the race. It was a lot of fun. I’m training for a half in February, so it was a great course with great people. It was a good atmosphere and there was fun music. Overall, it was a great way to start the morning,” Brownlow said.

The race course is set up to be accessible to runners of all ages with flat terrain and a celebratory balloon arch at the finish line.

“It was a really easy process to sign up. It cost about \$35, but I got a t-shirt and got to talk to some vendors, as well as do the race,” Brownlow said.

The Buffalo Stampede serves as the kick-off event for the larger festival, Boonville Days, that the Brazos Valley Museum also produces. The Museum offers a free shuttle for race attendees to make an easy transition between the Buffalo Stampede and the rest of the festivities at Heritage Park.

Former Board President of the Brazos Valley Museum Doug Pederson said that Boonville Days is made for all families to be able to enjoy.

“Longhorn steers, Chuck Wagon’s cooking, jugglers, ironworks, big screen TVs and dance shows — the parking lot is filled with food, entertainment and artisans, and it’s phenomenal,” Pederson said.

The money raised from Buffalo Stampede and Boonville Days goes towards the Museum’s mission of preserving and protecting natural and cultural history, stimulating its understanding and encouraging responsible stewardship of all natural and cultural resources.

Deborah Cowman, Executive Director of the Museum, credits the event’s success to all of the volunteers and participants from both the Buffalo Stampede and Boonville Days.

“We’re the only natural history museum in a 100-mile radius,” Cowman said. “The museum is not only about bringing educational events. Stampede is all about following your heart and inspiring others. It’s vitally important to share our heritage.”

# Works Cited

Cho, Meehee, et al. "Generation Z's sustainable volunteering: Motivations, attitudes and job performance." *Sustainability*, vol. 10, no. 5, 2018, p. 1400, <https://doi.org/10.3390/su10051400>.

Reisenwitz, T. H. (2021). DIFFERENCES IN GENERATION Y AND GENERATION Z: IMPLICATIONS FOR MARKETERS. *Marketing Management Journal*, 31(2)