

The Garberg Force

Final Campaign Report

THE GARBERG FORCE

LAUREN YOUNGER
Executive Director

LAURA BILLITER
Creative Content Director

MEI-LEE RAYA
Media Relations Specialist

KERRY HOANG
Account Executive

JENNIFER ERAZO
Social Media Coordinator

TABLE OF CONTENTS

EXECUTIVE SUMMARY..... 3
INTRODUCTION..... 5
RESEARCH
PEST ANALYSIS..... 7
SWOT ANALYSIS..... 9
PROBLEM STATEMENT AND WORK STATEMENT..... 11
PLANNING
GOALS AND OBJECTIVES..... 12
KEY MESSAGES..... 13
IMPLEMENTATION
STRATEGY AND TACTICS..... 14
CAMPAIGN TIMELINE..... 20
EVALUATION..... 21
CONCLUSION..... 25
APPENDICES
WEBSITE:
APPENDIX A.1: WEBSITE SCREENSHOT..... 27
APPENDIX A.2: UNIQUE VISITS..... 27
APPENDIX A.3: TOP CITIES..... 28
APPENDIX A.4: RATIO OF NEW/RETURNING USERS..... 28
APPENDIX A.5: METHODS OF ACCESSING THE SITE..... 29
APPENDIX A.6: TOP-VISITED PAGES..... 29
PRESS KIT:
APPENDIX B.1: BACKGROUNDER..... 30
APPENDIX B.2: FACT SHEET..... 32
APPENDIX B.3: BIOGRAPHIES..... 34
APPENDIX B.4: PRESS RELEASE: PRE-EVENT..... 35
APPENDIX B.5: PRESS RELEASE: POST-EVENT..... 36
APPENDIX B.6: MEDIA LIST..... 37
GRAPHICS AND SOCIAL MEDIA:
APPENDIX C.1: THE ARCH-VILLAIN SHOW FLIER..... 38
APPENDIX C.2: GREAT STRIDES FLIER..... 39
APPENDIX C.3: THE ARCH-VILLAIN SHOW GRAPHICS AND SOCIAL MEDIA... 40
APPENDIX C.4: GREAT STRIDES GRAPHICS AND SOCIAL MEDIA..... 41
APPENDIX C.5: IMPROV SHMIMPROV POST..... 42
BIT.LY STATISTICS:
APPENDIX D.1: THE ARCH-VILLAIN SHOW BIT.LY STATS..... 43
APPENDIX D.2: GREAT STRIDES BIT.LY STATS..... 44
PRESS CLIPPINGS:
APPENDIX E.1: *OC REGISTER* ONLINE FEATURE..... 45
APPENDIX E.2: *STAR-PROGRESS* PRINT FEATURE..... 46
APPENDIX E.3: *OC REGISTER* ARCH-VILLAIN SHOW REVIEW..... 48
APPENDIX E.4: GREAT STRIDES CALENDAR LISTINGS..... 49
MISCELLANEOUS:
APPENDIX F.1: ARCH-VILLAIN SHOW E-BLAST..... 51
APPENDIX F.2: SAVE THE DATE/GREAT STRIDES E-BLAST..... 52
APPENDIX F.3: SAVE THE DATE/GREAT STRIDES E-BLAST RESULTS..... 53

EXECUTIVE SUMMARY

The aim of this public relations plan was to create a strong, unified message for The Garberg Force, a family-run, local Orange County nonprofit that raises funds for the Cystic Fibrosis Foundation for the development of new drugs and treatments to help improve the quality of life of those diagnosed with the chronic disease. Despite the nonprofit's success in raising thousands of dollars for the Cystic Fibrosis Foundation in the past, The Garberg Force was in need of one central hub of information for future supporters, as well as a strong social media campaign to gain visibility and publicity. Our public relations team, Brave & Boundless, created a series of goals and objectives that aimed to create a unified brand for The Garberg Force as well as gain publicity for the second-annual improv show, "The Arch-Villain Show" and The Garberg Force's Great Strides team.

Our first goal was to provide public relations branding support for The Garberg Force. To do so, we set out to create a simple, organized website for The Garberg Force and craft consistent messaging across channels, as well as create a press kit for The Garberg Force.

Our second goal was to increase attendance to and publicity about The Arch-Villain Show on Friday, April 4, 2014. Our objectives included increasing show attendance by approximately 30% (61 people) to reach maximum theater capacity of 250 attendees and securing press in local media outlets.

Our third goal was to increase registrants for The Garberg Force's Great Strides team for the 5K walk on May 18, 2014. Our objectives included gaining at least 25 people to donate or register for the Great Strides walk on behalf of The Garberg Force; securing press about the Great Strides Walk in local media outlets; and increasing social media awareness about the Great Strides walk.

In order to provide public relations branding support for The Garberg Force, Brave & Boundless created a simple, organized website on a weebly platform that created a unified source of information to which new and existing audiences can now visit and review. By using graphics, videos, social media links, press kit information and past and current photos, Brave & Boundless was able to create a platform for The Garberg Force that presents current information about this local nonprofit. Brave & Boundless also created a comprehensive press kit for The Garberg Force on its website that included promotional materials for the public to download and review. Materials included a backgrounder, fact sheet, press releases, and other promotional materials.

In order to increase attendance to and publicity about The Arch-Villains Show that took place on April 4, 2014, Brave & Boundless used a multipronged campaign to drive attendance and publicity to The Arch-Villain Show. This included implementing a social media campaign, pitching to local media and connecting with community influencers, such as local businesses. In doing so, Brave & Boundless interacted with local

community establishments by announcing the event and providing deliverables such as fliers and press releases.

By implementing a social media campaign, Brave & Boundless helped The Garberg Force engage existing Facebook and Instagram followers to share information about the improv show. Brave & Boundless also pitched local media outlets to secure press coverage for The Arch-Villain Show for a pre- and post-event article. Brave & Boundless also created a media list of local media outlets to pitch Garberg Force press releases and coverage.

In order to increase registrants for The Garberg Force's Great Strides team for the 5K walk that takes place on May 18, 2014, Brave & Boundless helped promote the Great Strides walk to key publics. Our team made fliers available at The Arch-Villain Show on April 4 and used social media accounts and print media to share information with the general public. In social media, Brave & Boundless created an "early bird" sign up campaign that encouraged existing social media followers to sign up for the Walk in hopes for a Garberg Force t-shirt incentive. By reaching out to print media, Brave & Boundless secured calendar listings in local media outlets that helped promote the Great Strides Walk. Brave & Boundless also continued to use social media accounts to help promote awareness of the Great Strides Walk.

At the end of our campaign, Brave & Boundless used a series of tools to help evaluate the success of our overall campaign based on the extent to which we achieved our three goals for The Garberg Force through meeting each objective. These measurement tools included website analytics, number of fliers passed out, ticket sales for the Arch-Villain Show, press clippings, number of hits to short links and The Garberg Force Great Strides team page listing.

By using these tools, Brave & Boundless was able to measure the following objectives that were successfully met: creation of a simple website, creation of a press kit, increased show attendance by more than 30%, secured press clippings for the Arch-Villain Show, secured calendar listings about the Great Strides Walk, and secured 21 new walk sign-ups for The Garberg Force's Great Strides Walk team.

After reviewing our completed campaign as a whole, Brave & Boundless is thrilled to have met the majority of our goals by creating a unified brand for The Garberg Force and by also bringing visibility and publicity for this Orange County nonprofit.

Unfortunately, Brave & Boundless did not reach its goal of securing 25 sign-ups for The Garberg Force's Great Strides Walk team. However, we have learned that in the future, we must learn to time manage accurately in the event that our goal is not being met on time. This setback has indefinitely encouraged us to strive for better solutions for the future. Despite this unreached goal, Brave & Boundless is ecstatic to witness the majority of our goals become successful and grateful to have created such a professional and enjoyable relationship with our client, The Garberg Force.

INTRODUCTION

The Garberg Force is a family-run, local nonprofit to fight cystic fibrosis, an inherited chronic disease that affects the lungs and digestive system of about 30,000 children and adults in the United States.

Started by the Garberg family in 2006 after two of the family's three boys were diagnosed with the disease, The Garberg Force raises funds each year to benefit the Orange County chapter of the Cystic Fibrosis Foundation, a nonprofit organization that is the world's leader in the search for a cure for cystic fibrosis. Through annual walks and fundraising events, The Garberg Force has raised more than $150,000 for the Cystic Fibrosis Foundation since 2007. These funds have gone directly to funding cystic fibrosis research and development, including the creation and testing of new drugs and treatments.

Main Fundraising Events:
Great Strides 5K Annual Walk and The Arch-Villain Show

Beginning in 2007, The Garberg Force created an official team walk for Great Strides, the Cystic Fibrosis Foundation's largest national fundraising event. Each year, more than 125,000 people participate in hundreds of walks nationally to raise funds for Cystic Fibrosis research and drug development. The Garberg Force's walk has seen hundreds of people each year participate to support the Cystic Fibrosis Foundation and has raised more than $150,000 since 2007. The 5K walk also includes children's activities, food and festivities.

The Arch-Villain Show is an annual improvisational comedy show put on by the "Well-Behaved Villains" of the La Habra Theater Guild, a student improv group led by director Brian Johnson. The two-hour special event at the La Habra High School campus is formatted as an improv competition, in which members of the Well-Behaved Villains team compete in a series of improv challenges and games to win the title of "Arch-Villain." The show raises funds from ticket sales, donations at the event and sales from Garberg Force t-shirts for the Orange County chapter of the Cystic Fibrosis Foundation on behalf of The Garberg Force. Last year's inaugural Arch-Villain Show was featured in the *Orange County Register* and raised approximately $3,000 for the Cystic Fibrosis Foundation.

We at Brave & Boundless Public Relations lived up to our name by helping achieve the goals of an organization that shares our same vision--to live fearlessly, without any restrictions. By teaming up with The Garberg Force, Brave & Boundless developed a campaign to help our client increase its exposure, reach and impact within its communities during the four-month relationship.

The Garberg Force has consistently demonstrated a strong presence in its immediate community, with a dedicated and growing following on two social media platforms. However, The Garberg Force had the potential for increased awareness and growth

that had been hindered by more limited media coverage and a lack of a central destination for media and new guests who are curious about the organization. Brave & Boundless planed to create a centralized destination where supporters could receive detailed information, updates and opportunities to donate to The Garberg Force, allowing the organization to grow more rapidly in the upcoming years.

Aware that The Garberg Force is a family-run, nonprofit organization, Brave & Boundless developed a plan that was cost-effective plan to implement. In our approach, we planned to create a website and blog that offers user-friendly tools at no expense or yearly maintenance fee. Through the website, Brave & Boundless would be able to track audience statistics and further publicize The Garberg Force's two major fundraising events within its existing community and for new visitors.

Brave & Boundless completed a series of research sessions to analyze the nonprofit industry and the type of factors that had the potential to positively or negatively impact The Garberg Force in achieving its goals. These included an analysis of political, economic and social factors (PEST) relative to the nonprofit industry and an analysis of The Garberg Force's strengths, weaknesses, opportunities and threats (SWOT).

POLITICAL, ECONOMIC AND SOCIAL FACTORS (PEST)

Political Factors:

- Insurance coverage via ObamaCare (Patient Protection & Affordable Care Act)
- The Affordable Care Act offers new health insurance options and protections that may be beneficial to cystic fibrosis patients and their families
    - Benefits include:
        - Insurers no longer may deny coverage or increase costs based on a pre-existing condition like cystic fibrosis
        - Young people may stay on their parent's health plan until age 26
        - New state marketplaces help consumers compare and purchase different health plans
        - Lifetime and annual limits eliminated for essential health benefits on many plans
        - Several states expanding Medicaid to include more low-income adults
        - Beginning in 2015, out-of-pocket expenses will be limited
- The Garberg Force is tax exempt by Internal Revenue Service (IRS)
- Last year, the FDA approved TOBI Podhaler, tobramycin inhalation powder, for the management of cystic fibrosis patients with *pseudomonas aeruginosa*, a bacterium that causes lung infections
- FDA approved kalydeco in 2012, the first available treatment that targets the defective CFTR protein that is the underlying cause of cystic fibrosis.
    - Before this breakthrough, therapies only treated the symptoms of the genetic disease.
    - Kalydeco is for a rare form of cystic fibrosis; it is for people with the specific G551D mutation in the CFTR gene, 4% of the 30,000 affected by cystic fibrosis, benefiting roughly 1,200 people.

Economic Factors:

- Recession (2008-2009) limits donations from people, including families
    - Economic challenges across the nations
    - The still-high unemployment rate may mean fewer donations or volunteers for nonprofit organizations
    - May impact nonprofit organizations negatively in the form of cutbacks and shutdowns

Social Factors:

- Southern California (Orange County) has a growing cultural population
    - Nonprofits will need to be culturally fluent and competent to meet their missions as Hispanic and other minority groups continue to grow
- Generosity of men and women vary, affecting donations
    - Some are more giving, understanding and emotionally connected than others
    - Depending on annual income, people will donate more when they make more money

Technological Factors:

- Improving technology has positively affected research and development towards finding a cure for cystic fibrosis
- Social media allows companies to communicate on a more personal level with followers and audiences
- Researchers from diverse disciplines, such as molecular biology, immunology, and medicinal chemistry, routinely collaborate to find new strategies to tackle cystic fibrosis
    - Therapies: CFTR Modulation
    - Restore Airway Surface Liquid
    - Mucus Alteration
    - Anti-Inflammatory
    - Anti-Infective
    - Nutrition

STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT) ANALYSIS

Strengths:

- **Social media:** Strong social media presence and following
    - Facebook page and group have 300+ likes and members each
    - Regular Instagram posting with 335 followers and an apparent average of 35 likes per photo
- **SEO:** Searching for The Garberg Force brings up all of their social media as the first hits, with news about them after
- **Strong following:** Already have a strong following with audience engagement, dedication, as well as an older audience with money to donate
- **Events and Fundraising:** Established successful events that have raised visibility, awareness and more than a hundred thousand dollars for the Cystic Fibrosis Foundation
- **Partnership:** Strong backing and partnership with the Cystic Fibrosis Foundation, a well-established and well-respected name. Fundraising directly benefits the Orange County chapter of CFF.

Weaknesses:

- The Garberg Force lacks a cohesive message that truly solidifies their image and tells new audiences who they are and what they are about.
- Lack of a website with no one hub for information
- Disparate information on the multiple Facebook pages and donate page that may be potentially confusing for new audiences, who may find it difficult to navigate without knowing where to look
- Googling brings their social media up, but a new user would not know where to look for information, and the donate page isn't on first page of Google results for "The Garberg Force"

Opportunities:

- Opportunity to revamp the existing branding to unify information and present a complete online presence for The Garberg Force, particularly by developing a website
- Multiple local publications Brave & Boundless may easily reach out to:
    - The *Orange County Register* ran an article about the event last year, indicating the potential for coverage this year
    - The *La Habra Journal* is a "family-owned independent community newspaper" that covers La Habra and La Habra Heights, California, one of the communities for Garberg Force events
    - Local Fullerton outlets and/or businesses
- Opportunity to increase social media engagement further and harness the power of The Garberg Force's existing following
- Opportunity to engage different audiences and demographics
- Possibility to engage with volunteers from CFF's Orange County chapter

Threats:

- Competing interests: existing walks competing for potential participants' and donors' time, money and effort.
    - AIDS Walk, Relay for Life, Walk for Wishes, Heart Walk (March-May dates)
- Less engagement with younger demographic

PROBLEM STATEMENT

The Garberg Force has a strong social media presence and track record of success with its fundraising efforts, but lack a strong, unified image, message and website to which future supporters can turn to for information. Despite their success in raising hundreds of thousands of dollars for the Cystic Fibrosis Foundation, The Garberg Force also has relatively low press and visibility, providing an opportunity to harness their social media following to create a grassroots campaign and gain publicity.

WORK STATEMENT

Brave and Boundless implemented a series of goals and measurable objectives for The Garberg Force to not only raise awareness about The Garberg Force, but to also bring attention to issues surrounding cystic fibrosis.

We determined three goals and several objectives to promote The Arch-Villain Show and the Great Strides walk: provide public relations branding support for The Garberg Force; increase attendance to and publicity about The Arch-Villains Show; and increase donations and registrants for The Garberg Force's Great Strides team for the 5K walk on May 18, 2014.

Brave & Boundless implemented these goals by reaching out to La Habra and surrounding communities for their support. We primarily accomplished these goals by emphasizing the events on social media, distributing fliers and press releases, pitching to local media outlets and developing a website, blog and press kit for The Garberg Force.

PLANNING

Public Relations Goal:

Provide public relations branding support for The Garberg Force.
Objectives:

1. Create a simple, organized website for The Garberg Force and craft messaging across content.
2. Create a press kit for The Garberg Force that includes materials such as a backgrounder, fact sheet, bios, press releases, graphics and other promotional material.

Business Goals:

Increase attendance to and publicity about The Arch-Villains Show on Friday, April 4, 2014.
Objectives:

1. Increase show attendance by approximately 30% (61 people) to reach maximum theater capacity of 250 attendees.
2. Secure press in local media outlets.

Increase donations and registrants for The Garberg Force's Great Strides team for the 5K walk on May 18, 2014.
Objectives:

1. Gain at least 25 people to donate or register for the Great Strides walk on behalf of The Garberg Force.
2. Secure press, such as calendar listings, about the Great Strides walk in local media outlets.
3. Increase social media awareness about the Great Strides walk.

KEY MESSAGES

These goals and key messages were a basis for our plan. We used these goals and messages in implementing detailed measurable objectives.

Primary Message for The Garberg Force:
The Garberg Force seeks to raise funds and awareness for the improvement and cure of the chronic disease cystic fibrosis by promoting and increasing attendance to their annual events: The Arch-Villain Show and the Great Strides walk. We created a grassroots social media campaign and reached out to surrounding schools and businesses to attend and support these fundraising events.

Primary Message for Media: Cystic fibrosis is a congenital degenerative disease that affects the lungs and makes it difficult for people to do something as simple as breathing. The La Habra community comes together to work toward raising funds to improve technology and increase research for a cure for cystic fibrosis. High school students have rallied around their friends, the Garbergs, and use their talents in the arts to raise money for their friends to support this cause and the Cystic Fibrosis Foundation.

Primary Message for La Habra community:
La Habra High School students worked together to put on a show that raised funds for the Cystic Fibrosis Foundation in support of their friends affected by the disease. The community is rallied behind them to support the arts and their cause and expand this issue beyond their high school walls.

Secondary Messages for La Habra community:

- Help a local high school
- Support community and the Garberg Family

Primary Message for teachers in the local district:
Theater and art students from La Habra High School used their talents to help raise funds for the Cystic Fibrosis Foundation in support of their friends, the Garberg family. They helped support the event and cause by encouraging fellow students to attend the event.

Secondary Messages for teachers in the local district:

- Help/support high school event
- Support fellow students
- Community involvement

IMPLEMENTATION

Strategies and Tactics

Goal 1: Provide public relations branding support for The Garberg Force

Objective 1: Create a simple, organized website for The Garberg Force and craft consistent messaging across content.

Strategy: Brave & Boundless helped The Garberg Force's brand by creating a simple, organized website on a weebly platform. This includes all information about The Garberg Force. Through this, the agency provided The Garberg Force with a unified source of information to which new and existing audiences can now visit and review.

Tactics: We created a free website through the Weebly platform that presents current, up-to-date information about The Garberg Force for new and current audiences. This includes information on:

- The Garberg Force, including an about page, biographies of Josh and Luke and a blog of ongoing news
- Cystic fibrosis facts from the Cystic Fibrosis Foundation
- The Arch-Villain Show and the Great Strides walk
- Pressroom
- Photos, videos and social media links for all of the above groups
- Call to action to donate to or register for the Great Strides walk and to purchase tickets for The Arch-Villain Show

Tools: The agency drove awareness to the website and The Garberg Force by using the tactics listed. The tools used for this website were:

- Weebly
- Graphics and past/current photos
- Videos
- Social media links
- Press kit information

Objective 2: Create a comprehensive press kit for The Garberg Force

Strategy: Brave and Boundless developed a press kit that includes promotional materials for The Garberg Force.

Tactics: The agency choose to create an electronic and downloadable press kit for The Garberg Force that includes:

- Backgrounder
- Fact sheet
- Biographies of Josh and Luke
- Press releases
- Graphics and other promotional information

Tools: The press kit is posted on The Garberg Force website for media and others to download and review freely.

Goal 2: Increase attendance and publicity about The Arch-Villain Show on Friday, April 4, 2014.

Objective 1: Increase shows attendance by approximately 30% (61 people) to reach maximum theater capacity of 250 attendees.

Strategy: Brave & Boundless used a multipronged campaign to drive attendance and publicity to The Arch-Villain Show. This included implementing a social media campaign, pitching to local media and connecting with community influencers, such as local businesses.

Tactics:

- Implemented a social media campaign that engaged existing Facebook and Instagram followers to share information about the improv show.
- Pitched local media outlets in the Orange County area to publicize the event with advance stories to encourage attendance and review pieces that highlighted the next opportunity to support, the Great Strides walk
- Branded as a La Habra community event that was hosted at La Habra High School, and put on by students to support the Cystic Fibrosis Foundation on behalf of The Garberg Force.
- Researched and connected with La Habra Community Center to promote the event within the community
- Connected with Fullerton Union High School
- Secured a partnership with Fullerton's well-established Improv Shmimprov professional improv comedy club to help promote the show
- Sent e-blast to client's list of contacts and target audience

Tools: We interacted with local community establishments by announcing the event and providing deliverables such as, fliers and press releases. Other tools included:

- Social media outlets
- Media list
- Pitching
- Social media graphics
- E-blast

Objective 2: Secure press in local media outlets

Strategy: We pitched local media to secure press coverage for The Arch-Villain Show for a pre and post article.

Tactics: Pitched local online and print media regarding:

- An advance piece
- Covering the event in person
- A post-event piece

Tools: When pitching the media, the agency used a media list to contact and developed an email with an attached press release.

Goal 3: Increase donations and registrants for The Garberg Force's Great Strides team for the walk on May 18, 2014

Objective 1: Gain at least 25 people to donate or register for the Great Strides walk on behalf of The Garberg Force.

Strategy: Brave & Boundless helped promote the Great Strides walk to key publics by promoting the walk with fliers at The Arch-Villain Show on April 4. The agency also used social media accounts and print media to share information with the general public.

Tactics:

- Cross-promoted the Great Strides walk at The Arch-Villain Show on April 4, 2014 by passing out fliers for the walk
- Provided an incentive for "early bird" donors and/or physical registers in the form of a t-shirt raffle
    - Randomly selected 4 winners to win a free t-shirt for the day of the walk
- Promoted the Great Strides walk on all social media accounts with graphics that publicized the special promotion for early registrants
- Sent e-blast to client's list of contacts and target audience

Tools: The tools used for promotion included Photoshop graphics, fliers, random drawing, and e-blast.

Objective 2: Secure press, such as calendar listings, about the Great Strides walk in local media outlets

Strategy: We researched local media outlets where we could pitch and secure a calendar listing for the Great Strides Walk on May 18, 2014.

Tactics:

- Pitched local online and print media regarding calendar listings
- Included information about the Well-Behaved Villains becoming "virtual walkers" for The Garberg Force and that they would be raising money for the walk
- Included additional information about the walk and ways the public could contribute to The Garberg Force

Tools: The agency utilized a media list to create an email with attached press releases.

Objective 3: Increase social media awareness about the Great Strides walk

Strategy: Increase awareness of the walk by posting on social media platforms. Emphasized follower interaction by posting interesting content, and engaging photos within post.

Tactics:

- Posted frequent and relevant information on social media accounts.
- Implemented a social media campaign that engaged existing followers to share information about the walk
- Included information about the walk on The Garberg Force website

Tools: Posts on all social media platforms including Instagram Twitter and Facebook. Posts included:

- Social media graphics
- The Garberg Force Great Strides donate page
- Main website
- T-shirt contest information
- Walk registration link

TIMELINE

Activity	January	February	March	April	May
Research					
Planning					
Website Redesign					
Press Kit					
Pitch local media (improv)					
Create Graphics (improv)					
Distribute deliverables (improv)					
Social Media (improv)					
The Arch-Villain Comedy Improv Show					
Pitch local media (walk)					
Create graphics (walk)					
T-Shirt Raffle					
Secure Press-Caledar Listing					
Distribute deliverables (walk)					
Social Media (walk)					
Evaluation					

EVALUATION

Introduction and Overview

Brave & Boundless evaluated the success of our overall campaign based on the extent to which we achieved our three goals for The Garberg Force though meeting each objective.

Criteria for measurement included:

- Hits to The Garberg Force website and associated analytics
- Publicity for The Arch-Villain Show and the Great Strides walK
- Attendance to The Arch-Villain Show
- Number of press pieces on The Garberg Force and/or The Arch-Villain Show
- Number of calendar listings for the Great Strides walk
- New registrants to The Garberg Force team for their Great Strides walk

Measurement tools included:

- Free website analytics tools from Weebly and Google Analytics
- Number of fliers passed out for The Arch-Villain Show and Great Strides walk
- Ticket sales for The Arch-Villain Show
- Press clippings
- Number of hits to customized bit.ly shortlinks for The Arch-Villain Show and the Great Strides walk
- The Garberg Force Great Strides team page listings

Objectives successfully met:

- Created a simple, organized website for The Garberg Force
- Created a press kit for The Garberg Force
- Increased show attendance by more than 30%, exceeding maximum theater capacity with 270 attendees
- Secured press in local media outlets for The Arch-Villain Show
- Secured calendar listings about the Great Strides walk in local media outlets
- Increased social media awareness about the Great Strides walk

EVALUATION

Results and Analyses

WEBSITE

Brave & Boundless successfully created a simple and visually appealing free website for The Garberg Force at thegarbergforce.weebly.com that integrated all branding, messaging and publicity about the nonprofit. *(refer to Appendix A.1)*

Over the course of two months from the website's launch in March, Weebly analytics showed that the site received more than 1,000 unique visitors, far exceeding our anticipated number of 500 hits. *(refer to Appendix A.2)*

Google Analytics provided further insight into how users were interacting with the website. The top five cities from which users were visiting the website were Fullerton, Placentia, La Habra, Los Angeles and Orange—the top cities in Orange County that we targeted for The Garberg Force's events. *(refer to Appendix A.3)*

The site also saw an approximately 50/50 ratio of new and returning users, indicating that not only was the site drawing in new people, but that those who had once visited the site were engaged to the extent that they returned to seek new and updated content. *(refer to Appendix A.4)*

The methods by which people were finding the site also correlated with the methods by which the Brave & Boundless team publicized the website. People accessed the site through three main methods: an organic search, in which they Googled keywords and found the site; access through a link on social media, primarily Facebook; and accessing the site directly by typing in the URL. *(refer to Appendix A.5)*

This indicates that people were using the links provided by our social media outreach on Facebook to access the site as well as typing in the URL that was included in press releases and distributed fliers.

Visitors to the site also consistently viewed pages in the site that were in line with the publicity priorities of The Garberg Force at the time. Aside from the home page, the top-visited page alternated between the "About" page, which contained basic information about The Garberg Force, and the pages focused on either The Arch-Villain Show or the Great Strides walk. *(refer to Appendix A.6)*

PRESS KIT
Brave & Boundless created an online press kit for The Garberg Force that consisted of a backgrounder, fact sheet, press releases for The Arch-Villain show, biographies on Josh and Luke Garberg and informational fliers as they were created and disseminated. *(refer to Appendices B.1-B.5 and C.1-C.2)*

Google Analytics consistently showed that aside from the home page, the press kit remained in the top five most-visited pages of the website, showing that people other than the reporters to whom we sent this information actively sought information about The Garberg Force through that avenue. *(refer to Appendix A.6)*

THE ARCH-VILLAIN SHOW ATTENDANCE
Brave & Boundless' campaign to publicize The Arch-Villain Show was so successful that it exceeded our objective. According to Kristen Garberg and show organizers, a total of 270 people attended The Arch-Villain Show, more than the maximum theater capacity of 250 people. The sold-out show also raised nearly $5,000 for the Orange County chapter of the Cystic Fibrosis Foundation, almost $2,000 more than last year's inaugural event.

We developed a promotional flier for The Arch-Villain Show that contained the event information, which we shared on The Garberg Force's social media and blog *(refer to Appendix C.1)*. This flier was shared with the La Habra Community Center, where they posted a copy on their event board, and drama teacher Michael Despars at Fullerton Union High School, who shared it with his students.

We also contacted the professional Fullerton improv group Improv Shmimprov to help publicize the La Habra Theater Guild's event, and shared 50 copies of the flier with the business and its show attendees. Improv Shmimprov also shared the digital version of the flier on its Facebook page the night of The Arch-Villain Show and resulted in approximately 11,000 media impressions, as based on the number of people who "like" the page and had the potential to view the post. *(refer to Appendix C.5)*

The flier contained the unique shortlink we created for the La Habra Theater Guild tickets page—bit.ly/archvillaintix—from which people could buy tickets to The Arch-Villain Show. Bit.ly analytics show that a total of 48 people accessed the site from our link: 19 from the link embedded in The Garberg Force website and 29 by directly typing in the URL, consistent with people who would have known about the link from the flier. *(refer to Appendix D.1)*

Our executive director also developed and sent two newsletter e-blasts for Kristen Garberg to supplement her outreach efforts within her existing network. The first newsletter reached approximately 430 people each and the second newsletter reached approximately 388 people with 114 opened emails. Each highlighted the launch of the website, The Arch-Villain Show and the Great Strides walk. *(refer to Appendix F.1-F.3)*

PRESS COVERAGE FOR THE ARCH-VILLAIN SHOW
Our media relations specialist successfully reached out to the *Orange County Register* to garner coverage for The Arch-Villain Show. We developed pre- and post-event press releases that the media relations specialist pitched to different press outlets. *(refer to Appendices B.4-B.6)*

Orange County Register Reporter Louis Casiano, Jr. wrote a feature piece on La Habra Theater Guild Director Brian Johnson prior to the event, which was published on the *Register* website and in the Brea-La Habra *Star Progress.* He also attended The Arch-Villain Show and wrote a post-event piece that was published on the *Register* website. *(refer to Appendices E.1-E.3)*

GREAT STRIDES REGISTRANTS/DONATIONS
To date, we have not been able to meet our goal of attaining 25 registrants or donations for the Great Strides walk. Since April 4, we have gained 21 registrants for the walk as a result of securing calendar listings for the event, creating promotional materials and engaging on social media (see below).

CALENDAR LISTINGS FOR GREAT STRIDES
Our account executive successfully secured online calendar listings for the Great Strides walk on the event pages of the *Orange County Register, Huntington Beach Independent* and *OC Family.* *(refer to Appendix E.4)*

SOCIAL MEDIA ENGAGEMENT FOR GREAT STRIDES
We posted a total of five Facebook, six Twitter and three Instagram posts as part of a social media campaign to raise awareness about the Great Strides walk. All posts included a link, caption and graphic on the Great Strides walk, as well as information about the t-shirt raffle. *(refer to Appendix C.4)*

The following is Brave & Boundless's reported hours for The Garberg Force campaign:

Name	Billable Hours	Non-billable Hours	Total Hours
Lauren Younger	44	8	52
Kerry Hoang	26	5	31
Laura Billiter	64	4	68
Jennifer Erazo	20	11	31
Mei-Lee Raya	20	4	24
Team Total	174	32	206

CONCLUSION

As representatives of The Garberg Force, we at Brave & Boundless set specific goals and objectives to raise funds and create awareness for the life-threatening, genetic disease, cystic fibrosis. Through the experience, our plan was overall successful in achieving the majority of our goals; however, we did experience a few problems that prevented us from meeting certain goals to the extent we had wished.

We successfully met and exceeded our desired objectives for our first two goals in creating a website and increasing visibility for The Garberg Force and increasing attendance and publicity for The Arch-Villain Show. The Garberg Force's website, as seen in the analytics described in the results, provides a platform for users to easily make donations, find information about The Garberg Force and cystic fibrosis, stay updated with blog posts, and access various social media platforms. Visitors also continue to access the press kit we created for The Garberg Force, and consistent branding across the site has helped raise visibility.

The Arch-Villain Show on April 4 was an amazing accomplishment for the Well-Behaved Villains, The Garberg Force, Brave & Boundless and the Cystic Fibrosis Foundation. We planned to increase show attendance by 30% to the maximum theater capacity of 250 attendees.

As a result of our social media campaign, securing a partnership with Fullerton's well-established Improv Shmimprov, and pitching to various media outlets for overall exposure, we successfully sold out of tickets and raised nearly $5,000, approximately $2,000 more than the previous year. With our implementing process, we had great time-management from starting early on, publicizing this event so that people can see our posts via social media and spread the word. It was important for us to reach out to media outlets as early as possible considering their busy schedules anticipated delay in returning communication.

To that end, we did encounter problems in communicating with media outlets. Out of the eight publications we targeted, only three journalists responded back. Of the three, two conducted an interview with Kristen and only one attended the show and published an article. Nonetheless, we were thrilled when we successfully landed a piece on the front cover of the *Star-Progress* section of *OC Register*, followed by an online *OC Register* article of post-event information.

We were most challenged in reaching our third goal of attaining 25 registrants or donations for the Great Strides walk on May 18. We have struggled to increase sign-ups and donations, in spite of posting on social media, securing calendar listings, passing out fliers at Huntington Beach businesses and at The Arch-Villain Show and publicizing an "early-bird" incentive.

We were unable to reach this goal by our April 15 deadline and have still been unable to meet it. During our implementation process, we realized that we had significantly less

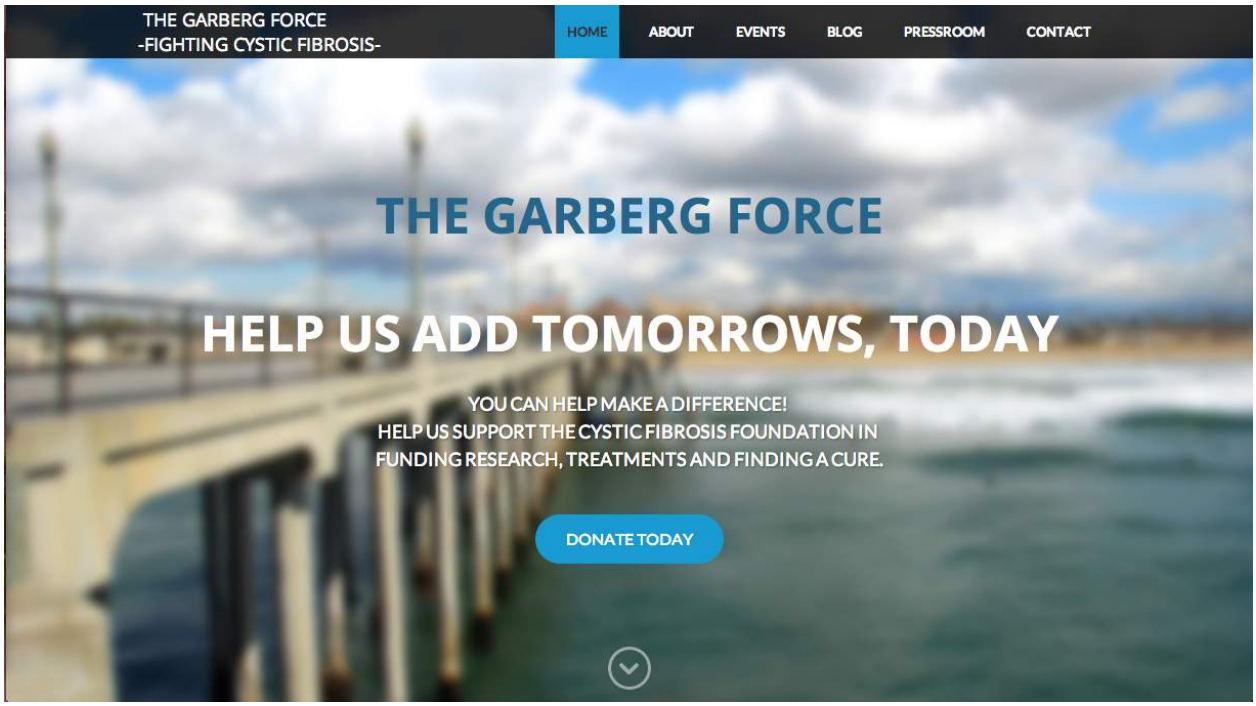
time to pitch and publicize the event than we anticipated. We believe that it was primarily because of this time crunch and inability to quickly create and disseminate information in time to the media that we were unable to meet our goal.

Overall, we at Brave & Boundless have successfully created positive visibility for The Garberg Force and cystic fibrosis. Communication flowed easily between Kristen Garberg and our group, which made planning and implementing run smoothly. We have learned that interacting with followers via social media makes The Garberg Force more personable and persuades individuals to donate. We have also learned the importance of branding in a non profit by creating an organized, unified website.

Witnessing positive, successful outcomes such as selling out of The Arch-Villain Show has definitely encouraged us to continue the work we have done, and the problems that we have encountered has only motivated us to strive to find better solutions. The positive relations we have built with The Garberg Force, their partnerships and followers have been a memorable learning experience for the Brave & Boundless team.

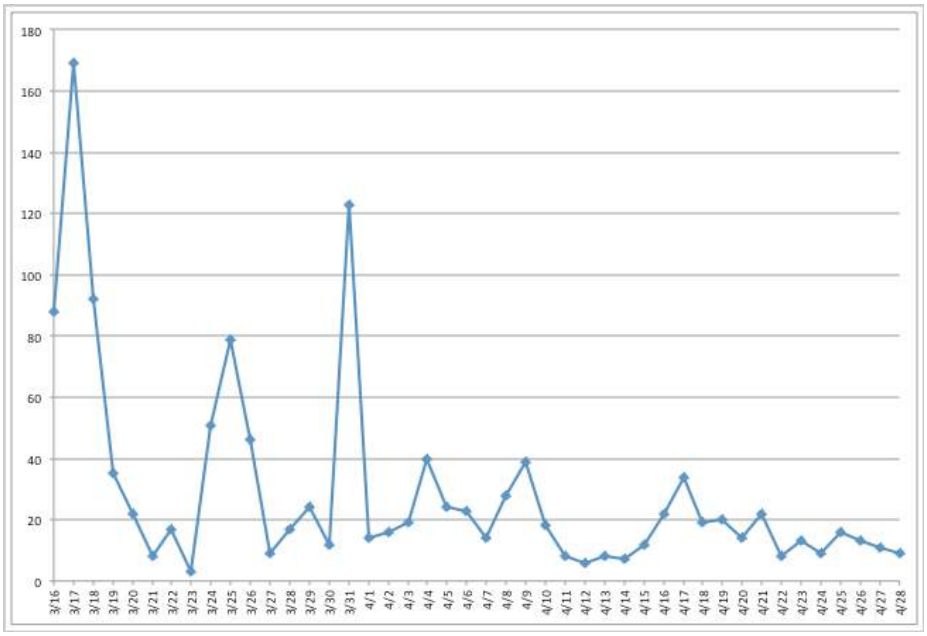
APPENDIX A.1

Website Screenshot



APPENDIX A.2

Unique Website Visitors



Total: 1,281 unique visitors

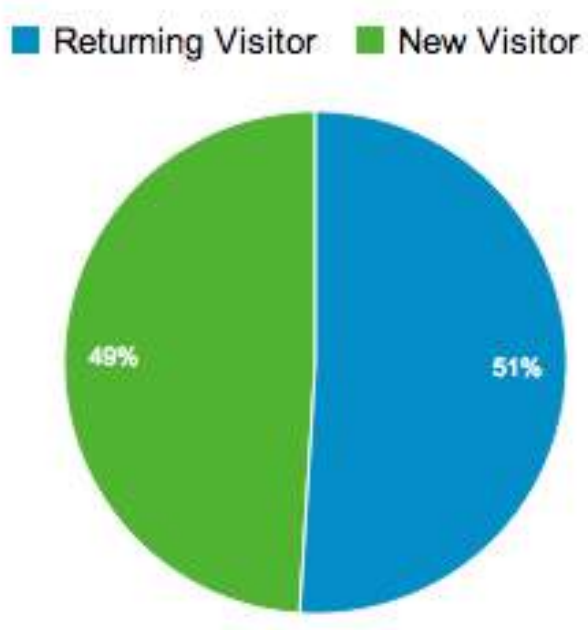
APPENDIX A.3

Top 10 Cities

	City	Sessions	% Sessions
1.	Fullerton	21	13.91%
2.	Placentia	17	11.26%
3.	Los Angeles	13	8.61%
4.	La Habra	12	7.95%
5.	Orange	10	6.62%
6.	San Francisco	8	5.30%
7.	Santa Ana	7	4.64%
8.	La Mirada	6	3.97%
9.	South Whittier	6	3.97%
10.	Anaheim	5	3.31%

APPENDIX A.4

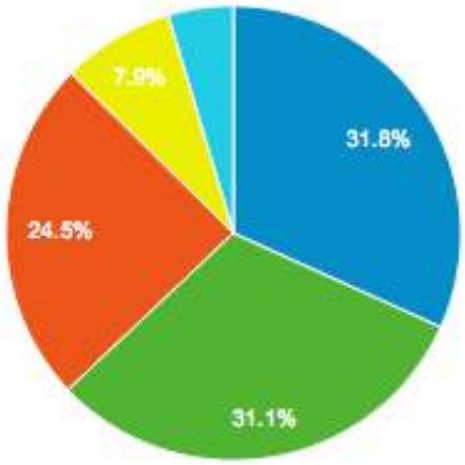
Ratio of New to Returning Visitors



APPENDIX A.5

How Users Accessed the Site

1. Organic Search	**48**	31.79%
2. Social	**47**	31.13%
3. Direct	**37**	24.50%
4. (Other)	**12**	7.95%
5. Referral	**7**	4.64%



APPENDIX A.6

Top-Visited Pages

	Page	Pageviews	% Pageviews
1.	/	179	31.63%
2.	/great-strides-walk.html	109	19.26%
3.	/the-arch-villain-show-improv-event.html	47	8.30%
4.	/about-the-garberg-force.html	43	7.60%
5.	/blog.html	40	7.07%
6.	/press-kit.html	38	6.71%
7.	/meet-luke-and-josh.html	24	4.24%
8.	/about.html	15	2.65%
9.	/news.html	15	2.65%
10.	/1/post/2014/04/the-arch-villain-show-raises-nearly-5000-for-cystic-fibrosis-foundation.html	14	2.47%

APPENDIX B.1

Backgrounder

THE GARBERG FORCE

BACKGROUND INFORMATION

The Garberg Force

The Garberg Force is a family-run, local initiative to fight cystic fibrosis, an inherited chronic disease that affects the lungs and digestive system of about 30,000 children and adults in the United States. Started by the Garberg family in 2006, following the diagnosis of two of the family's three boys with the disease, it raises funds each year to benefit the Orange County chapter of the Cystic Fibrosis Foundation, a nonprofit organization that is the world's leader in the search for a cure for cystic fibrosis.

Through annual walks, local partnerships and fundraising events, The Garberg Force has raised more than $150,000 for the Cystic Fibrosis Foundation since 2007. These funds have gone directly to funding cystic fibrosis research and development, including the creation and testing of new drugs and treatments.

The Garberg Force also has been featured in numerous press outlets including *The Orange County Register, La Habra Journal* and the *Placentia News-Times.*

The Walk: Great Strides

Beginning in 2007, The Garberg Force created an official team walk for Great Strides, the Cystic Fibrosis Foundation's largest national fundraising event. Each year, more than 125,000 people participate in hundreds of walks nationally to raise funds for Cystic Fibrosis research and drug development. The Garberg Force's walk has seen hundreds of people each year participate to support the Cystic Fibrosis Foundation, and has raised more than $150,000 since 2007. The 5K-walk also includes children's activities, food and festivities.

The Garberg Force is listed on the Great Strides website as one of the top five teams at team number five, with having raised $600 so far. It also lists Kristen Garberg as one of the top five individual striders at number five, having raised $500 thus far.

The next walk is slated for Sunday, May 18. People may register for the walk or donate on behalf of The Garberg Force at bit.ly/GreatStridesGarberg.

The Event: The Arch-Villains Improv Show

The Well-Behaved Villains, under the direction of La Habra High School's Brian Johnson, comprise the improvisational comedy team for the La Habra Theater Guild. Last year, the team put on a two-hour special event at the La Habra High School campus, the "Arch-Villain Show," in which members of the team competed in a series of improvisational games for the title of "Arch-Villain." The team solicited donations for each game during the show and also accepted flat donations. Fundraising activities also took place during the two intermissions of the three-act show.

The show garnered significant press coverage in news outlets including the *La Habra Journal* and *The Orange County Register*, and raised approximately $3,000 for the Cystic Fibrosis Foundation on behalf of The Garberg Force.

The next show is slated for Friday, April 4 at 7 p.m. at the La Habra High School Lecture Hall. Tickets may be purchased online at bit.ly/archvillaintickets.

APPENDIX B.2

Fact Sheet



FACT SHEET

The Garberg Force

- The Garberg Force is a local, family-run, nonprofit initiative to help fight cystic fibrosis by raising awareness about the disease and raising funds for the Orange County chapter of the Cystic Fibrosis Foundation.
- The Garberg family formed The Garberg Force in 2006, shortly after the diagnosis of two of the family's boys, Luke and Josh Garberg, with cystic fibrosis.
- Luke and Josh were diagnosed at age 2 and 5, respectively.
- Since 2007, The Garberg Force has raised more than $150,000 for the Orange County chapter of the Cystic Fibrosis Foundation through its annual walk (see "Great Strides") and fundraising events (see "The Arch-Villain Show").
- The Garberg Force has been featured in media outlets including the *La Habra Journal, Placentia News-Times, Brea-La Habra Star-Progress* and the *Orange County Register*.

Cystic Fibrosis

- Cystic fibrosis is a life-threatening, genetic disease that affects the lungs and digestive system, and causes the body to produce thick, sticky mucus in the lungs, pancreas and other organs.
- The mucus produced from cystic fibrosis clogs the lungs, making it very difficult for people with CF to breathe. It also prevents natural enzymes in the pancreas from breaking down and absorbing food, causing malnutrition in many cases.
- About 1,000 children and adults are diagnosed with cystic fibrosis each year and it is found in about 30,000 people in the United States (70,000 worldwide).
- The Cystic Fibrosis Foundation is the world's leader in the search for a cure for cystic fibrosis and is a nonprofit, donor-supported organization.

Great Strides

- The Garberg Force created an official team for Great Strides, a 5K walk that is the Cystic Fibrosis Foundation's largest national fundraising event.

- Each year, more than 125,000 people participate in Great Strides walks across the nation.
- The Garberg Force is listed as one of the top five teams on the Great Strides website, having raised $1,585 so far this year.
- Kristen Garberg, mother of Luke, Josh, and Jake Garberg, is also recognized as one of the top five individual striders on the Great Strides website, having raised a total of $500 thus far.

The Arch-Villain Show

- The Garberg Force's main fundraising event is The Arch-Villain Show, a student-run improvisational comedy show by the Well-Behaved Villains of the La Habra Theater Guild at La Habra High School.
- The Well-Behaved Villains raise funds during the show's intermission for the Cystic Fibrosis Foundation on behalf of The Garberg Force.
- The two-hour improv show includes members of Well-Behaved Villains competing in a series of improvisational games and challenges for the title of "Arch-Villain."
- Last year, the team raised approximately $3,000 for the Cystic Fibrosis Foundation.

APPENDIX B.3

Biographies

THE GARBERG FORCE

JOSH GARBERG BIOGRAPHY

Josh Garberg, 12, is a seventh-grade honor student at Tuffree Middle School in Placentia. He is actively involved in theater arts at his school, as well as at the Fullerton Children's Repertory Theater. He takes voice lessons regularly, as he loves to sing. He also enjoys student government and has always been involved with student council - even holding leadership offices, including president of his elementary school. Josh is determined to become an attorney and hopes to serve his community by becoming a prosecutor.

Josh plays a very active role in his family's team, The Garberg Force, in helping raise funds to find a cure for cystic fibrosis and in educating his peers on the disease, which he had been diagnosed with at the age of five following the diagnosis of his younger brother, Luke. Because cystic fibrosis is a genetic disease, both Josh and his older brother, Jake, had to be tested. Josh often refers to Luke as his hero because had it not been for Luke's diagnosis, the family might not have known to start the preventative treatment for Josh that helps ensure he can keep doing the things he loves. In his free time, Josh loves swimming, riding his bike and spending time with his friends.

LUKE GARBERG BIOGRAPHY

Luke Garberg, 9, is a fourth-grade student at Brookhaven Elementary School in Placentia. He is an honor-roll student and is very involved with school activities, including musical theater and student government. Luke is currently the corresponding secretary of his school. Like his older brother Josh, Luke is an avid singer and regularly takes voice lessons. He is a huge fan of Minecraft and Skylanders, and spends a lot of time designing roller coasters.

In 2006, Luke was diagnosed with cystic fibrosis at the age of 2, after he had been failing to gain weight. Since then, he and his family have been fighting to find a cure for the genetic disease through their family initiative, The Garberg Force, and have raised hundreds of thousands of dollars in support of the Cystic Fibrosis Foundation, the world's leader in finding a cure and funding ground-breaking research and treatments for the disease. Luke actively participates in his family's team, and particularly cares about helping educate his classmates about cystic fibrosis. Since kindergarten, Luke has dreamed of becoming an Imagineer with the Walt Disney Corporation, and hopes to someday create new, fun rides at Disneyland for kids of all ages to enjoy.

APPENDIX B.4

The Arch-Villain Show Advance Press Release

Mei-Lee Raya, Media Relations
800 N. State College Blvd.
Fullerton, CA 92831
meileeraya@yahoo.com

March 30, 2014
FOR IMMEDIATE RELEASE

LA HABRA HIGH SCHOOL STUDENTS THROW COMEDY IMPROV SHOW TO RAISE FUNDS FOR THE CYSTIC FIBROSIS FOUNDATION

LA HABRA, CALIF. —Students of the La Habra Theater Guild's new comedy-improv team will host their second annual "The Arch-Villain Show" Friday, April 4 at 7 p.m. at the high school theater to raise funds for the Cystic Fibrosis Foundation on behalf of The Garberg Force, a family-run, local initiative to raise funds and awareness for the life-threatening, genetic disease that affects the lungs and digestive system. Last year, students successfully raised more than $3,000 for the Foundation and are looking to break their record with new acts, fundraising activities and comedic challenges.

Members of the "Well-Behaved Villains" improv team will compete in a series of matches to earn the title of the night's "Arch-Villain," and will engage the audience with fundraising games and donation opportunities during the show's intermissions.

"This year, our goal is to outdo everything we did last year," say students in the event's promotional video. "That means more twists, more turns, and above all, more improv."

Following the diagnosis of their two young boys with cystic fibrosis, the Garberg family has worked to raise funds and awareness about the congenital disease through The Garberg Force. Through annual walks, local partnerships and fundraising events, The Garberg Force has raised more than $150,000 for the Cystic Fibrosis Foundation since 2007. These funds have gone directly to funding cystic fibrosis research and development, including the creation and testing of new drugs and treatments.

La Habra High School theater director Brian Johnson created "The Arch-Villain Show" in 2013 along with Alfonso Neavez and Chris Standifer, both improv coaches for the Well-Behaved Villains team. The Garberg family's oldest son, Jake, also is a member of the team, and joined the La Habra Theater Guild in support of his two younger brothers diagnosed with cystic fibrosis.

"I am very grateful that my friends and teammates are so eager to help The Garberg Force," says Jake Garberg. "My brothers and I feel so blessed that our La Habra High School community has joined in the fight to find a cure for cystic fibrosis."

The Garberg Force and the Well-Behaved Villains hope to smash their record and raise $4,000 this year for the Cystic Fibrosis Foundation, as well as entertain a full house with their new acts.

Tickets for the "Arch-Villain Show" are available online at bit.ly/ArchVillainTickets for $10 pre-sale or $12 at the door. For more information about The Garberg Force and the Well-Behaved Villains, please visit TheGarbergForce.weebly.com.

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APPENDIX B.5

The Arch-Villain Show Post-Release

Mei-Lee Raya, Media Relations
800 N. State College Blvd.
Fullerton, CA 92831
meileeraya@yahoo.com

April 18, 2014
FOR IMMEDIATE RELEASE

LA HABRA THEATER GUILD STUDENTS RAISE NEARLY $5,000 FOR THE CYSTIC FIBROSIS FOUNDATION AT SOLD-OUT IMPROV SHOW

LA HABRA, CALIF. – In a theater jam-packed to maximum capacity, La Habra Theater Guild's "Well-Behaved Villains" raised nearly $5,000 for the Cystic Fibrosis Foundation at the student improv group's second-annual "Arch-Villain Show" on behalf of The Garberg Force. The sold-out show on Friday, April 4 raised nearly $2,000 more than last year's event, and donated a total of $4,800 to the Orange County chapter of the Cystic Fibrosis Foundation for the research and development of new drugs and treatments for the life-threatening, genetic disease.

"Over the last two years, we have raised more than $8,000 for the Cystic Fibrosis Foundation on behalf of The Garberg Force," says La Habra Theatre Guild Director Brian Johnson. "I couldn't be more proud of the efforts our group has undertaken to give back to a family that means so much to us."

Through their nonprofit The Garberg Force, the Garberg family continues to connect with the community to raise funds and awareness about cystic fibrosis through an annual team walk with Great Strides—the Cystic Fibrosis Foundation's largest national fundraising event.

This year's 5K walk at 10 a.m. on Sunday, May 18 takes participants along the Huntington Beach coast, and will feature food, children's activities and other festivities. Check-in begins at 8:30 a.m. Participants may sign up to walk with The Garberg Force's team at bit.ly/GreatStridesGarberg, or donate online by registering as a walker and donating to their name.

"Our team has been blessed with more than 200 walkers at times," says Kristen Garberg, one of The Garberg Force founders. "With this kind of love and support from so many people in our community, we know our boys are going to have an incredible future!"

People who register to walk for The Garberg Force's Great Strides team will also be entered into an opportunity drawing at the end of April, in which four participants will win a free Garberg Force t-shirt to wear at the event. For more information about The Garberg Force and the Great Strides walk, visit TheGarbergForce.weebly.com.

###

EDITOR'S NOTE: The Garberg Force is a family-run nonprofit to fight cystic fibrosis, an inherited chronic disease that affects the lungs and digestive system of about 30,000 children and adults in the United States. Started by the Garberg family in 2006, it raises funds each year to benefit the Orange County chapter of the Cystic Fibrosis Foundation. Through annual walks and fundraising events, The Garberg Force has raised more than $150,000 for the Cystic Fibrosis Foundation since 2007. These funds have gone directly to funding cystic fibrosis research and development, including the creation and testing of new drugs and treatments.

APPENDIX B.6

Media List

1. Orange County Register
Address: 625 N. Grand Ave. Santa Ana, 92701
Phone**:** (714) 704-3794
Media Contact: Louis Casiano, Roxanne Hack
Email: lcasiano@ocregister.com, rhack@ocregister.com

2. ABC 7 News
Address: 500 Circle Seven Dr. Glendale, CA 91201
Media Contact: Denise Dador
Email: Denise.dador@ABC.com

3. Placentia News-Times
Address: 1771 S. Lewis Street Anaheim, CA 92805
Phone: (714) 634-1567

4. La Habra Journal
Media Contact: Jay Seidel & Chu-Ling Yee
Email: jdseidel@lahabrajournal.com, chulingyee@gmail.com

5. The Daily Titan
Address: CSU Fullerton 2600 E. Nutwood Ave., Suite 670 Fullerton, CA 92831-3110
Media Contact: Ethan Hawkes
Email: editorinchief@dailytitan.com

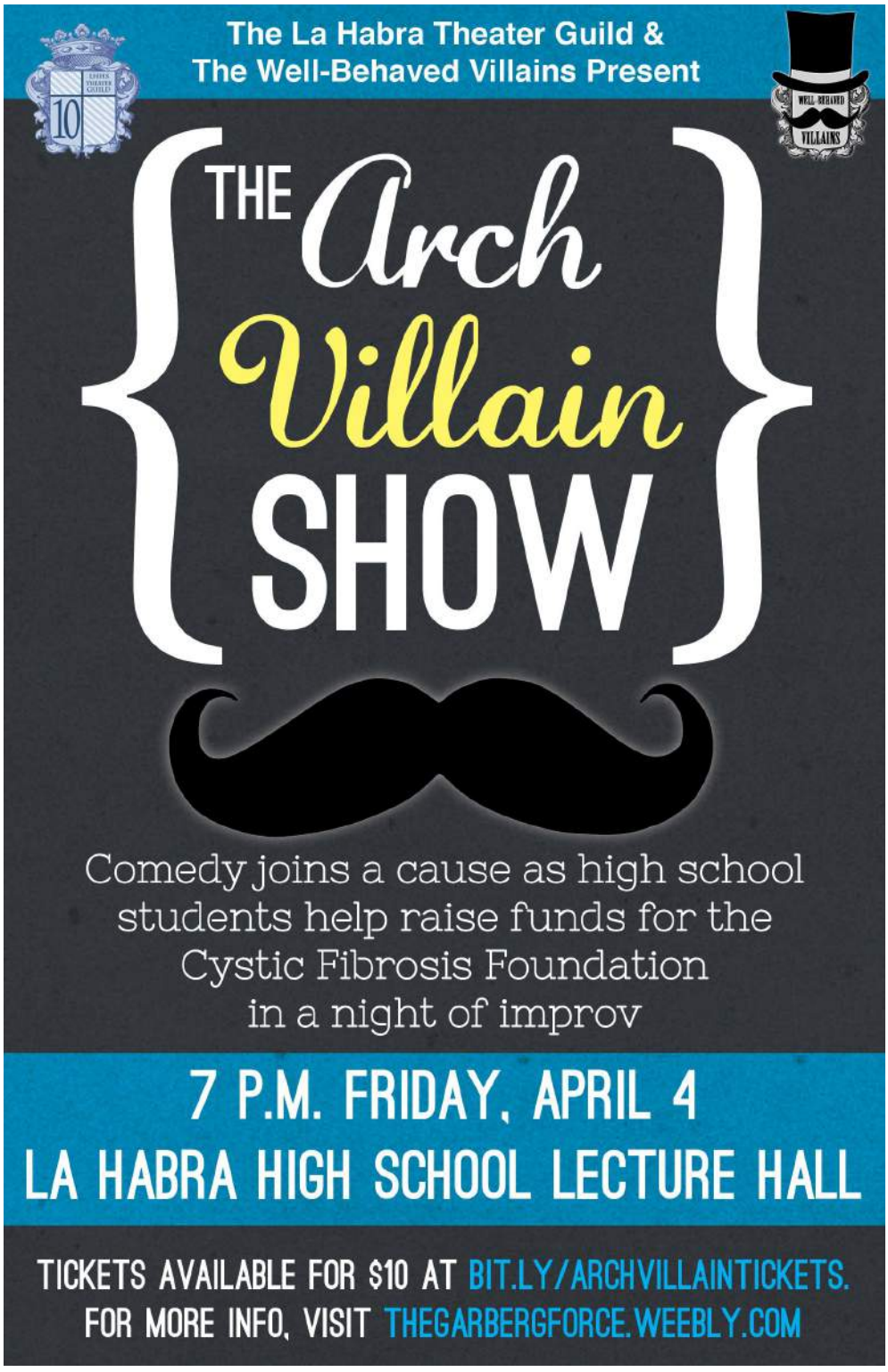
6.Huntington Beach Independent
Media Contact: Anthony Clark
Email: anthonyclark.carpio@latimes.com

7. Anaheim Bulletin
Address: 1771 S. Lewis Street Anaheim, province 92805
Phone: (714) 634-1567

8. Yorba Linda Star
Address: 1771 S. Lewis Street Anaheim, province 92805
Phone: (714) 634-1567

APPENDIX C.1

The Arch-Villain Show Flier



APPENDIX C.2

Great Strides Flier

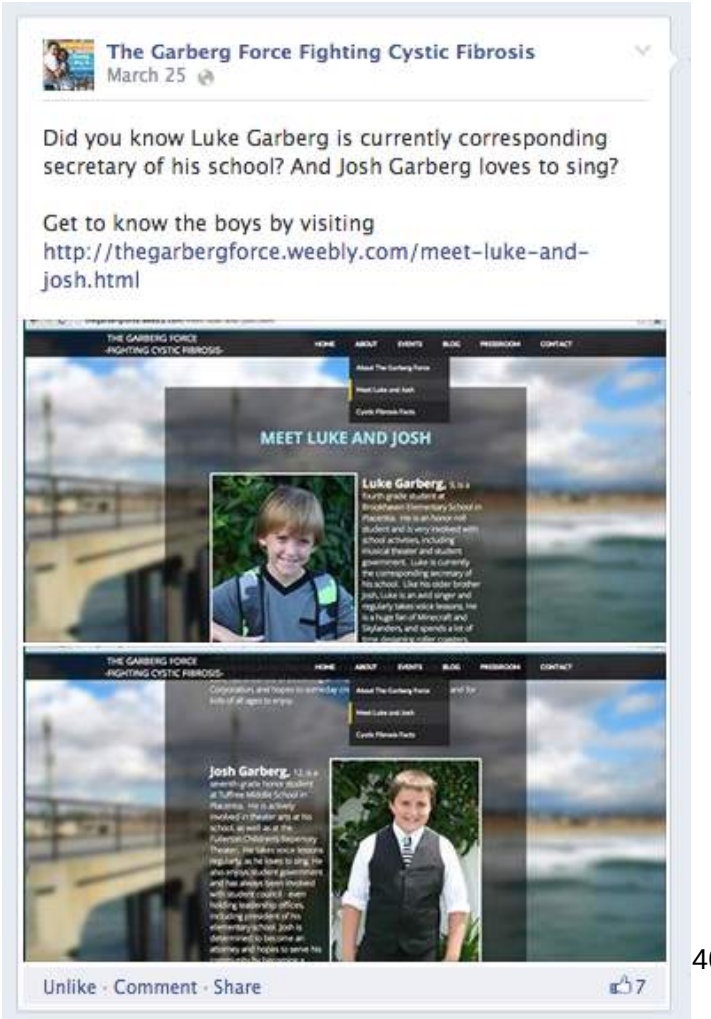


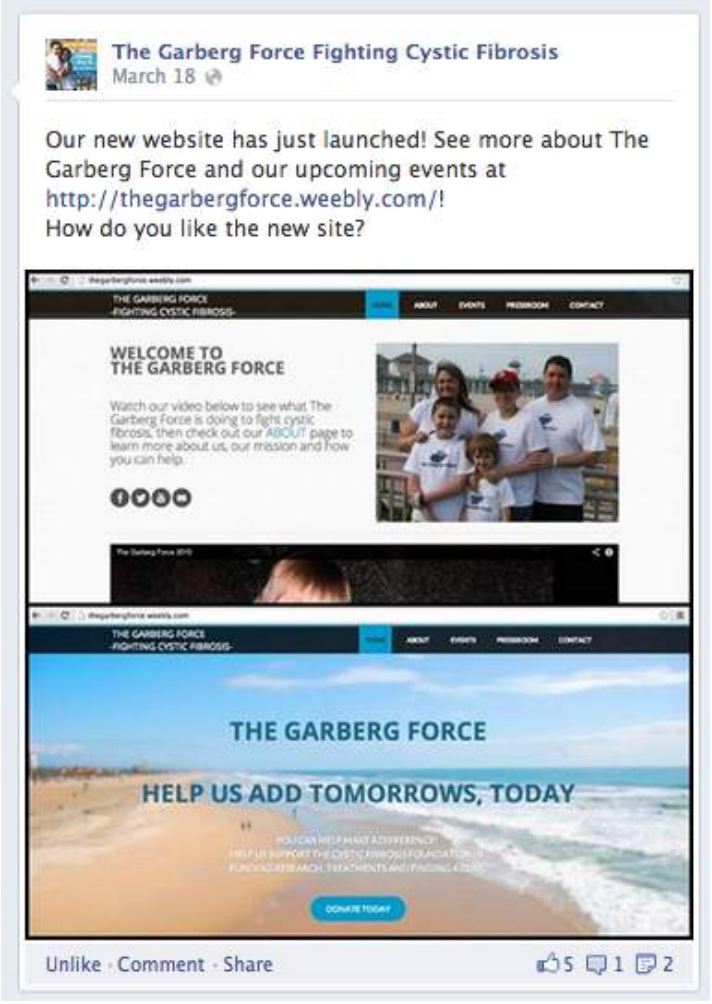
APPENDIX C.3

The Arch-Villain Show Graphics and Examples of Social Media Posts









APPENDIX C.4

Great Strides Graphics and Examples of Social Media Posts

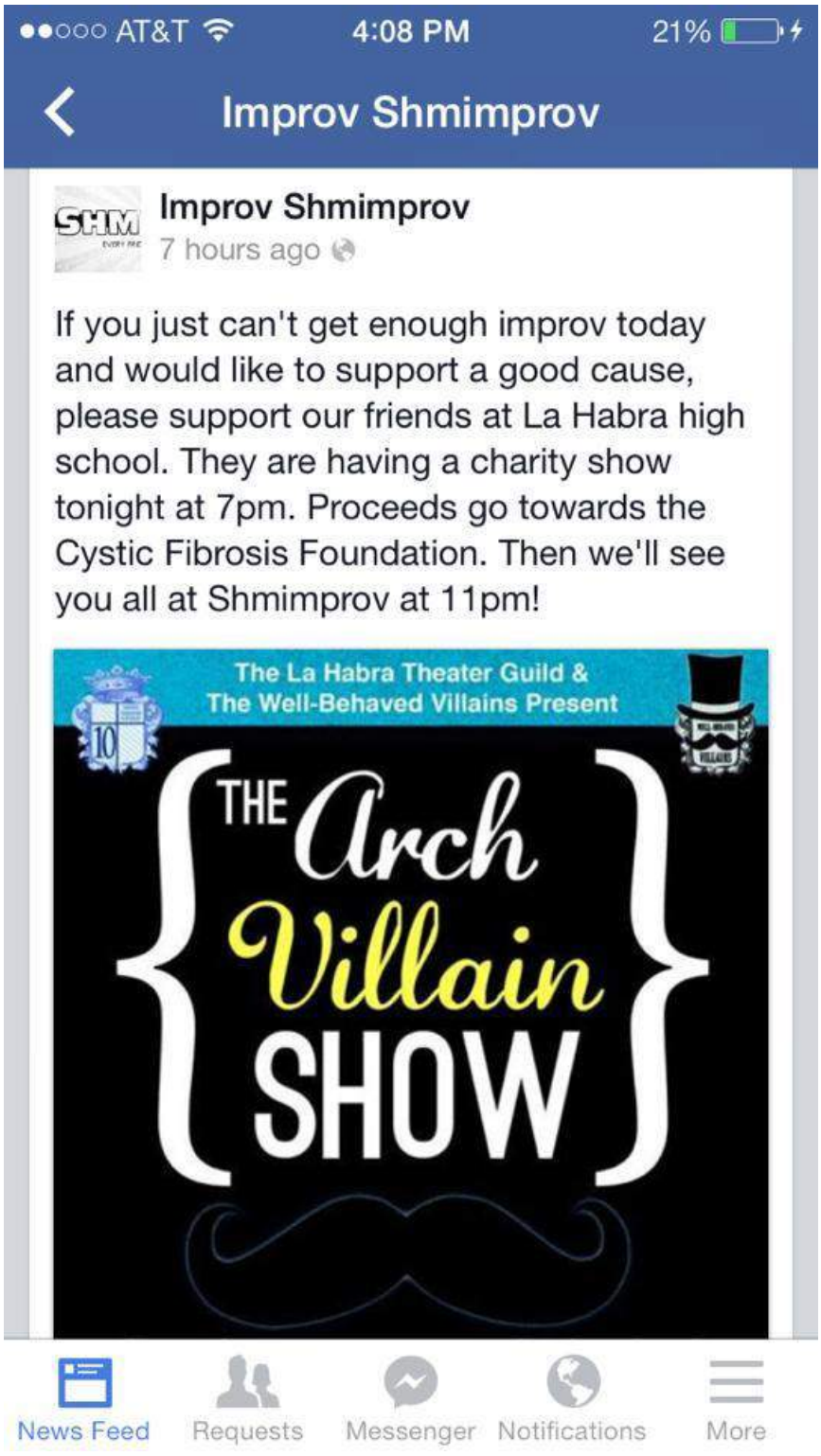






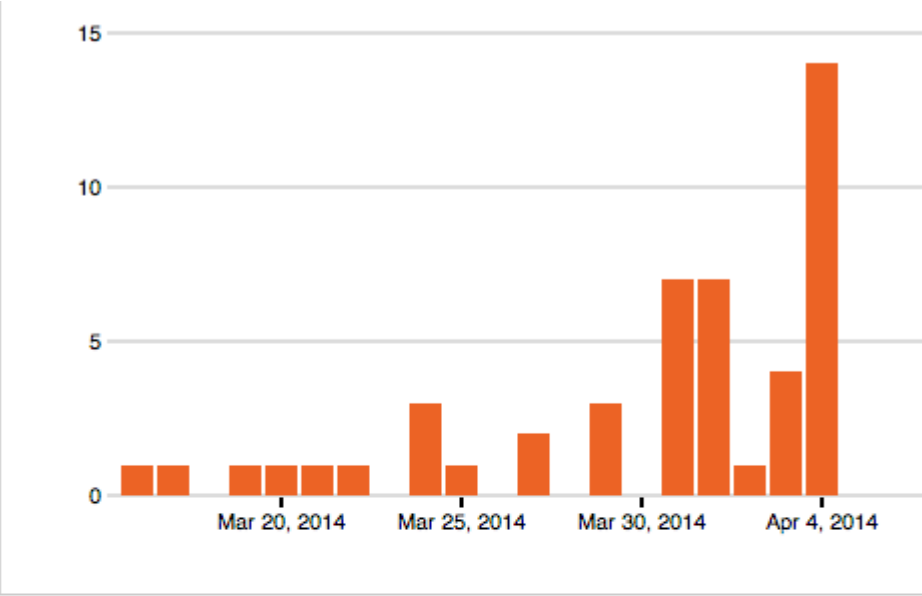
APPENDIX C.5

Improv Shmimprov Shared Post



APPENDIX D.1

The Arch-Villain Show Bit.ly Statistics



Where This Bitlink Was Shared

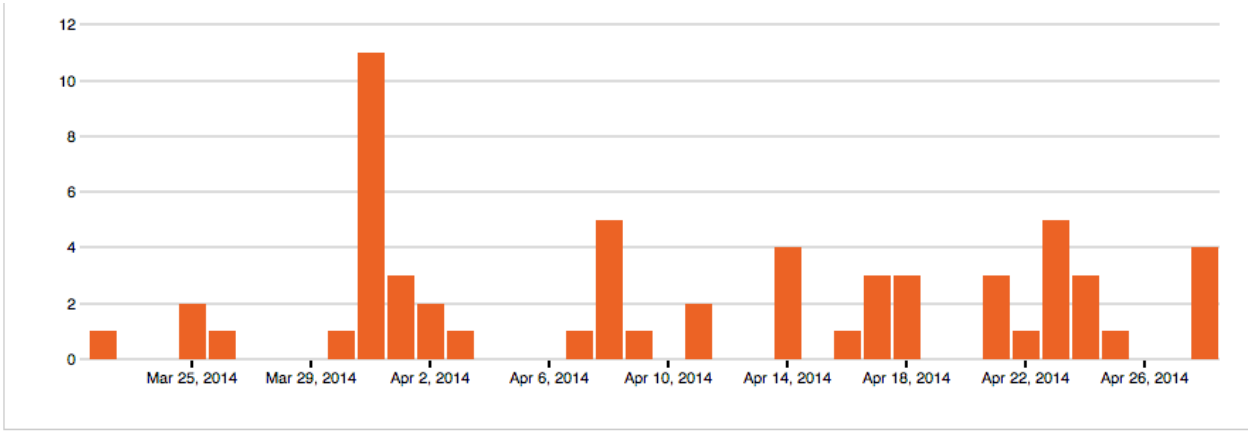
Other Sites	Unknown
19 clicks	29 clicks

Other sites: thegarbergforce.weebly.com
Unknown: Direct

Total: 48 clicks

APPENDIX D.2

Great Strides Bit.ly Statistics



Where This Bitlink Was Shared

Facebook	Other Sites	Unknown
1 click	33 clicks	25 clicks

Other sites: thegarbergforce.weebly.com, events.ocregister.com, topsy.com
Unknown: Direct

Total: 59 clicks

APPENDIX E.1

Orange County Register Feature, The Arch-Villain Show

THE ORANGE COUNTY
REGISTER

Star is born

BY LOUIS CASIANO JR. / STAFF WRITER

Published: March 27, 2014 Updated: 11:41 p.m.



DREW A. KELLEY, CONTRIBUTING PHOTOGRAPHER

IMPROV PERFORMANCE

The Arch-Villain Show will benefit the Cystic Fibrosis Foundation.

When: 7 p.m. April 4

Where: La Habra High School theater, 801 W. Highlander Ave.

Tickets: $10 presale, $12 at the door

Website: thegarbergforce.weebly.com

Source: La Habra High School Theater Guild

OTHER UPCOMING SHOWS

"The Elaborate Entrance of Chad Deity"

Dates: 7 p.m. May 2 and May 8; 5 p.m. May 3 and May 10; 1:30 p.m. May 11.

"Blamed: An Established Fiction"

When: 7 p.m. May 1 and May 9; 1:30 p.m. May 4; 5 p.m. May 3 and May 10

Where: Both shows will take place at La Habra High School's Pitlochry Hall, 801 W. Highlander Ave.

Tickets: lhhsguild.com

Source: La Habra High School Theater Guild

When performing arts teacher Brian Johnson came to La Habra High School in 2004, the school's theater program was all but nonexistent.

The school was primarily known for its outstanding football teams.

"They didn't really have a program. There were a couple of (drama) classes and they were doing one or two shows a year," Johnson said. "We're (now) trying to create a professional-quality theater and trying to produce theater year-round."

In the decade since, Johnson formed the La Habra High School Theater Guild, which is now recognized as one of the best high school theaters in the nation.

Wanting to compete with Fullerton Union High School's Academy of the Arts program, Johnson said he decided to form his own.

First, he needed a name that sounded prestigious and would lend itself to the arts.

"I realized, at the time, that if you didn't have a name for yourself, people wouldn't know who you were. So, I kind of just made this thing up," Johnson said. "Oh yeah, we're going to be the theater guild."

Modest start picks up steam

The program began with performances at the school's 300-seat auditorium. After a few years, the productions grew and the group needed a larger venue. Now, some shows are performed at the 1,300-seat Plummer Auditorium in Fullerton.

The guild started with about 45 students performing in four to five shows a year. It has since expanded to more than 200 students in eight productions each year.

Most times, the group works on multiple shows at a time.

The local awards from groups such as the Cappies are endless and include nine best musicals, six best lead actresses and five awards for best stage management. Stage Directions Magazine selected the guild as one of 2013's top high school theater programs in the country.

The program has garnered so much attention that for some students, theater is the reason they attend La Habra High.

Austin Tebay, 15, was home-schooled for most of his academic life before transferring to La Habra, although he lives in Yorba Linda. He's performed in seven plays since coming to the guild, both acting and singing.

"We decided that if theater was the way that we wanted to go, we were going to go to La Habra," he said.

The requirements aren't demanding: Attend La Habra and audition. That's it.

"I really wanted to have a program filled with well-rounded kids," Johnson said. "I just want kids to do what they feel good about."

A cast of all stripes

One thing Johnson said he didn't want was the typical theater student. He wanted students who were interested in a variety of activities besides the theater.

"There's that kind of idea out there that high school theater is for theater geeks and I didn't want that," Johnson said. "It's been my mission over the last 10 years to get a wide cross section of students here performing on these stages."

And he has, recruiting athletes as well as those involved in student government and other clubs.

Brett Edwards previously played receiver for the Highlanders varsity football team and ran track. Because of health issues, the 17-year-old senior stopped playing and decided to try his luck at acting after hearing about February's planned production of "Macbeth."

His audition was his first time acting. He landed the role of Banquo.

"I was super nervous and had all these thoughts going through my head," he said of his first time in front of an audience.

A world away from the gridiron, Edwards said the pressure of being onstage is as high as any football game.

"You're expected to perform to the best of your ability and you have people that are relying on you to do your job," he said.

Since expanding the roster, the program has delved into other types of shows. There's an improv team, the Well-Behaved Villains, which performs a few times each month. In April, the group will do a show to raise money for the Cystic Fibrosis Foundation.

Alums stay involved

On a recent Thursday evening at the Plummer Auditorium, a group of 46 students were getting ready to perform "West Side Story."

Dressed in 1950s garb, the actors made last-minute adjustments and loosened up before taking the stage in front of a packed house.

Guild alumnae Annie Lavin, 25, and Brittany Turpen, 23, sometimes return to lend a helping hand.

Lavin teaches English at La Habra and choreographs the group's dance routines.

Turpen is a makeup artist trying to get her business off the ground, but she still makes time on the night of the play to do the cast members' makeup.

Since she graduated in 2008, Turpen said the guild has changed drastically.

"We used to build our own sets and make our own costumes and now they have the ability to rent from New York and all these shows," she said. "What kid this age can say, 'I've worked on a traveling show'? We didn't have that."

Zoya Martin, 15, who played the lead of Maria in "West Side Story," has been in six productions since joining the guild two years ago. She transferred from Brea Olinda High School for the program.

"We get to do all aspects of theater and perform in this giant, amazing auditorium," Martin said. "I think that alone makes us unique from other theater programs in Orange County."

Contact the writer: 714-704-3794 or lcasiano@ocregister.com

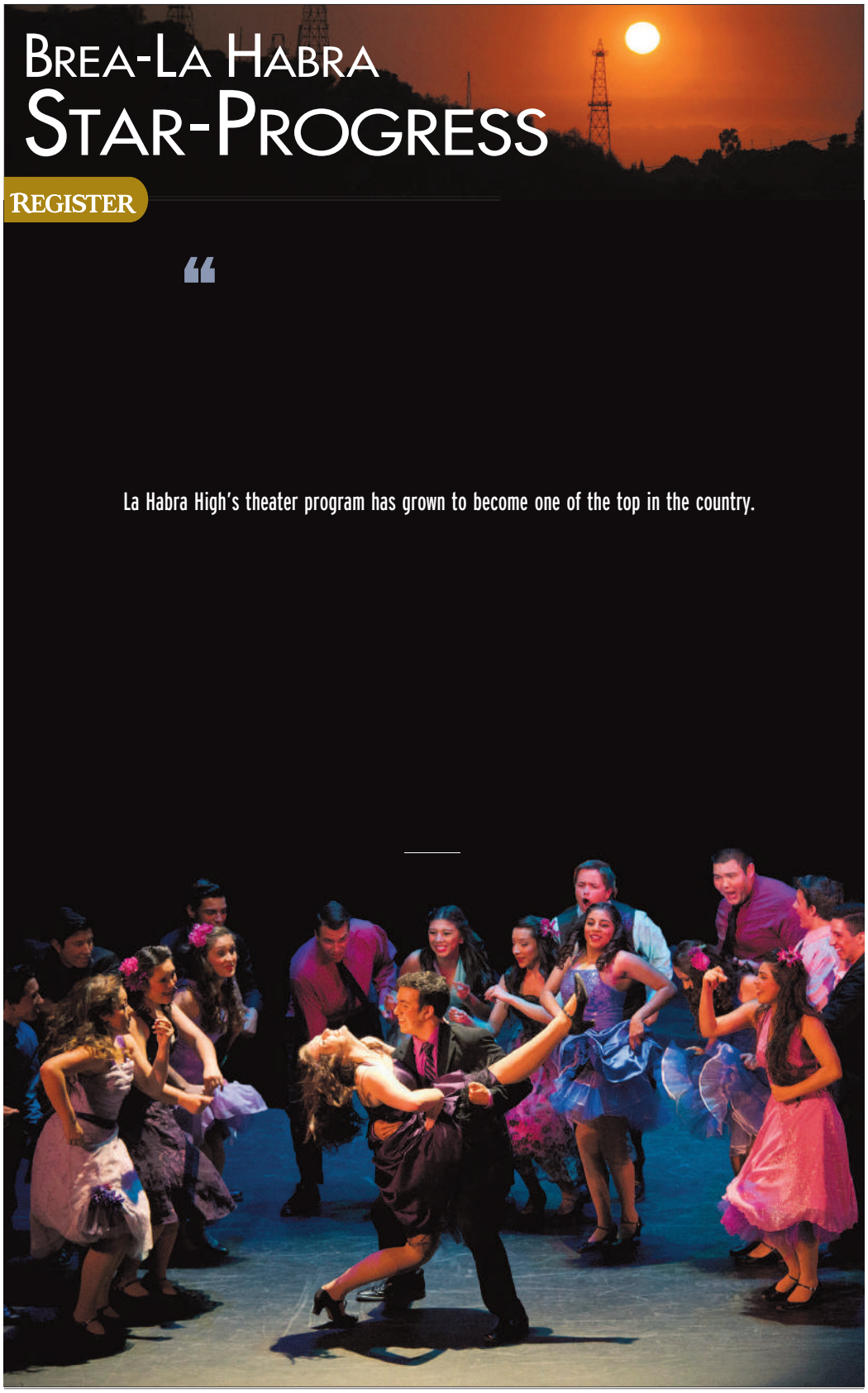


La Habra High School students perform breathing exercises backstage before performing in the "West Side Story" at Plummer Auditorium in Fullerton Thursday night.

DREW A. KELLEY, CONTRIBUTING PHOTOGRAPHER

APPENDIX E.2

Star-Progress Feature, The Arch-Villain Show







In a decade, program goes from beginner to winner











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APPENDIX E.3

Orange County Register Review, The Arch-Villain Show



HOME
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ENTERTAINMENT
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NEWS
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NEWS

La Habra High improv team stages sold-out show for Cystic Fibrosis Foundation

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BY LOUIS CASIANO JR. / STAFF WRITER

Published: April 10, 2014 Updated: 10:43 a.m.



ART CUETO, CONTRIBUTING PHOTOGRAPHER, ART CUETO, CONTRIBUTING PHOTOGRAPHER

A La Habra High School improv team was happy to get some laughs to benefit a cause close to home.

The Well-Behaved Villains performed in front of a sold-out crowd on April 4 in the school's auditorium to raise money for the Orange County chapter of the Cystic Fibrosis Foundation.

Team member and La Habra sophomore Jakob Garberg, 15, has two brothers – Joshua, 12, and Lukas, 9 – diagnosed with the chronic disease. April 4 was the second show the Villains performed for the foundation, raising close to $5,000.

"It feels really cool to see how people support it," Jakob Garberg said of the team's efforts for the foundation. "In the past, in other schools ... they would come to our small events, but this is way above and beyond anything."

For the improv show, the actors split up into two teams of seven, with players of the losing team eliminated after each round.

Soon after her sons were diagnosed, Kristen Garberg, 49, formed the Garberg Force, a family-run initiative that raises awareness of the disease through fundraising.

Garberg described the improv team's outreach as emotional.



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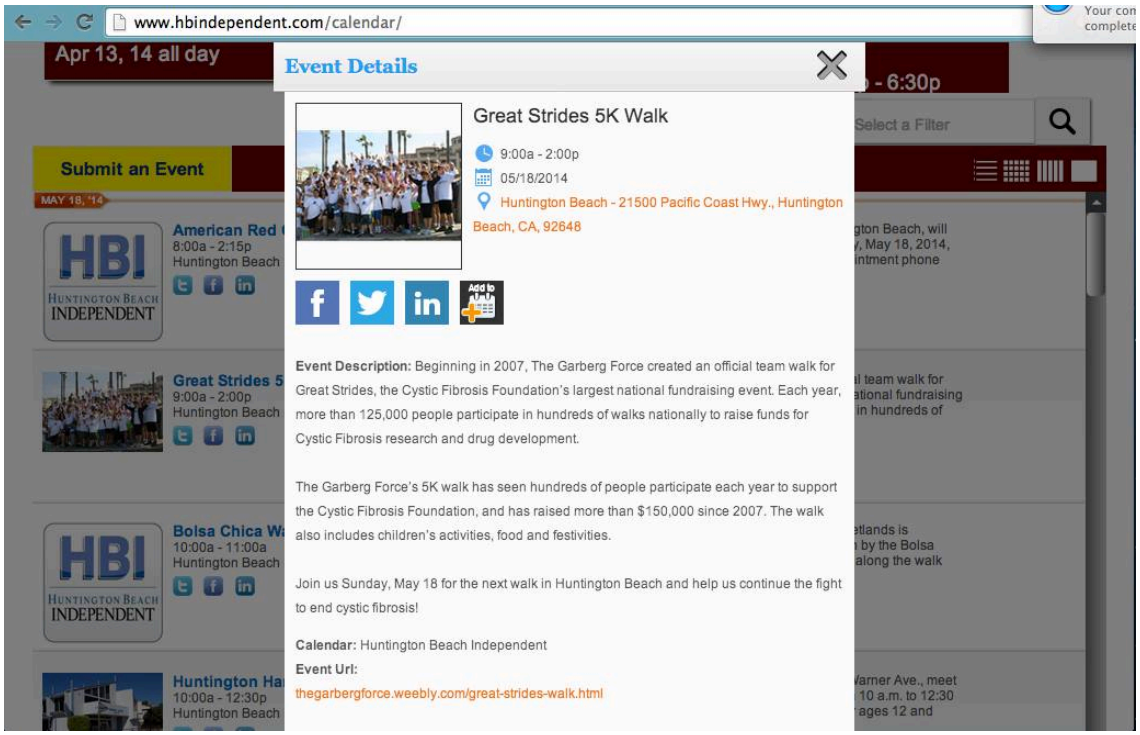
APPENDIX E.4

Great Strides Calendar Listings

OC Family



Huntington Beach Independent

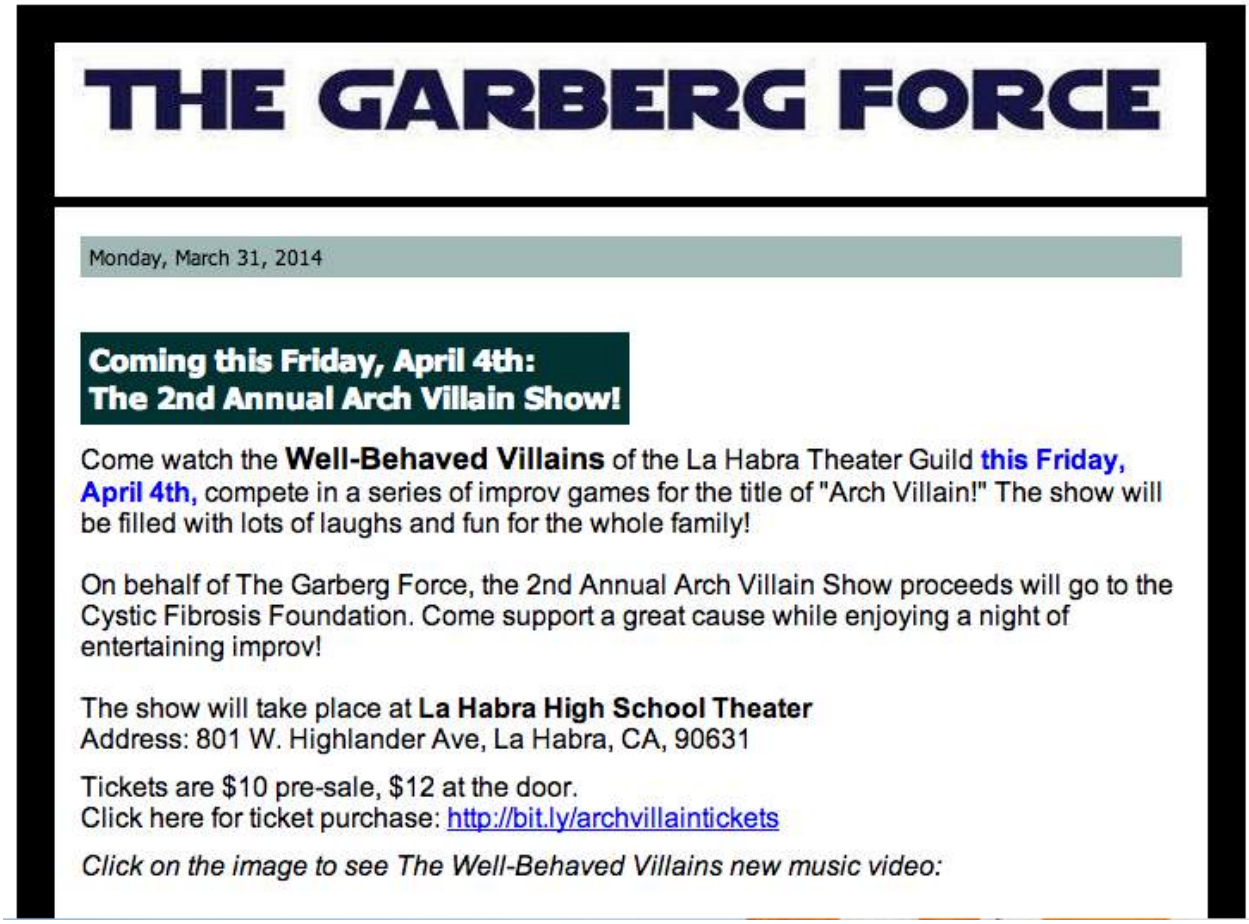


Orange County Register



APPENDIX F.1

Newsletter E-blast Screenshot for Arch-Villain Show



THE GARBERG FORCE

Monday, March 31, 2014

Coming this Friday, April 4th:
The 2nd Annual Arch Villain Show!

Come watch the **Well-Behaved Villains** of the La Habra Theater Guild **this Friday, April 4th,** compete in a series of improv games for the title of "Arch Villain!" The show will be filled with lots of laughs and fun for the whole family!

On behalf of The Garberg Force, the 2nd Annual Arch Villain Show proceeds will go to the Cystic Fibrosis Foundation. Come support a great cause while enjoying a night of entertaining improv!

The show will take place at **La Habra High School Theater**
Address: 801 W. Highlander Ave, La Habra, CA, 90631

Tickets are $10 pre-sale, $12 at the door.
Click here for ticket purchase: http://bit.ly/archvillaintickets

Click on the image to see The Well-Behaved Villains new music video:

APPENDIX F.2

Newsletter E-blast Screenshot for "Save the Date/Great Strides Walk"



www.thegarbergforce.weebly.com

Tuesday, May 6
Our Annual "Wear The Garberg Force T-Shirt to School/Work" Day.
(See details below)

Sunday, May 18
At 8:30 AM at Huntington Beach Pier - OUR ANNUAL WALK
(See details below)

Why every walker and every dollar counts this year…
The outlook for people with CF continues to improve each year as a result of programs fueled by the Cystic Fibrosis Foundation. In the 1950s, few children with cystic fibrosis lived to attend elementary school. Today, many people with the disease can expect to live into their 30s, 40s and beyond. New drugs are currently in the pipeline, one even in the third stage (out of four stages) that will change the lives of Joshua and Luke and 60% of all CF patients. With continued funding, these drugs truly have the ability to ensure a better quality of life for our boys. We

APPENDIX F.3

Screenshot results of the Save the Date E-blast



Total Email Opens: 114