



Case Study: Orange County Public Library Foundation Event and Website

Titan Public Relations is California State University, Fullerton's student run firm. Partnering with the Orange County Public Library Foundation during the Fall 2017 school year, the goal was to increase donors through a wine and cheese event while also creating a more visually appealing and organized website.

Titan Public Relations worked to create an event to increase OCPLF's donors and created a website template.

Research:

The Orange County Public Library Foundation is a non-profit 501(c)(3) organization that works to provide funding and resources for the Orange County Public Libraries. The foundation is moving to innovate libraries. They work to raise funds for adult students working to get their high school diplomas and promoting early literacy from birth to kindergarten.

- They work independently from Orange County libraries, but offer support.
- The founders are looking to actively improve libraries.
- They have several events throughout the year: the Literary Orange, Orange County Children's Book Festival.
- The organization has a basic website, but the information is somewhat outdated.
- There is a lack of donors and funds.
- OCPLF offers different programs to encourage early literacy.

Planning:

- Set up and presented a communications plan
- Created a timeline to help track the progress and movement of our team's work
- Communicated with the client through emails providing weekly updates and additional questions
- Created a list of local businesses, venues, authors, and media for pitching
- Looked at various library websites to get a basis for the OCPLF's new website

Execution:

- Pitched to various venues throughout Orange County
 - Hilton Irvine/Orange County Airport

- Santa Ana, meeting room rental
- Chapman University
- The Winery
- Irvine Ranch Water District Community Room
- Newport Coast Community Center
- Business Expo Center, Anaheim
- Community Center and Sports Complex
- Created pitches to local businesses throughout Fullerton
 - Trader Joe's
 - Total Wine
 - Malibu Wine Safaris
 - Wilson Creek Winery
- Created pitches to select media and authors
 - Sara Santana (author)
 - Kevin Staniec (author)
 - Wendy Fawthrop
- Set up a Wordpress with a new layout and design
<https://wordpress.com/view/ocplfoundation.wordpress.com>

Timeline:

| A | B | C |
|----------|---|---|
| | Event | Description |
| 8/21/17 | Account Executive Orientation | First meeting of the semester. Will brief account executives on duties and their clients. |
| 9/28/17 | Conference Call | 1st Conference call with client |
| 9/8/17 | Finished Comm Plans | Please finish your Comm Plans by this date to have ready for your team |
| 9/11/17 | Meeting #1: Research | Introduce new members and start client work, finish COMM plan done by today, RESEARCH |
| 9/18/17 | Meeting #2: Reserach, Contact, and Communications | Start changes on the website / Finalize and contact potential wine donors / venue locations |
| 9/25/17 | Meeting #3: Revisions and Contact | Start changes on the website / Finalize and contact potential wine donors / venue locations |
| 10/1/17 | Orange County Book Festival (10am-4pm) | |
| 10/2/17 | Meeting #4 | Pitch Letters Sent out / Design |
| 10/9/17 | Meeting #5 | Set up Packages to OCPLF / Look at possible donors to invite / TJs / Send to OCPLF Packages / Finalize Venues |
| 10/16/17 | Meeting #6 | Set up Eventbrie / Finish Designs / Invite Donors |
| 10/23/17 | Meeting #7: New Focus | Set up wordpress and begin creating a template |
| 10/30/17 | Meeting #8 | Ask Peggy about information that can be updated and continue to work on website |
| 11/6/17 | Meeting #9 | Finish polishing the information on the website |
| 11/27/17 | Meeting#10 | Finish website and start case study |
| 12/4/17 | Meeting #11 | Finish Case Study |

Results:

- The event was not executed considering that a venue could not be found in a sufficient amount of time for various reasons.
 - It was too short notice.
 - They would not serve alcohol.
 - It was too expensive.
 - Needed to be catered by the hotel, per person charge. No outside vendors.
- The new website template was finished and sent to Peggy.

Appendix:

Sample Pitch Letter for a Wine Donation

October 23, 2017

Brent McLoud
Trader Joe's
2500 E Imperial Hwy,
Brea, CA 92821

Dear Brent McLoud:

What makes wine and cheese even better, adding literature! My name is Deja McCullough and I am an Account Coordinator for Titan Public Relations working on behalf of the Orange County Public Library Foundation (OCPLF).

The OCPLF is a non-profit 501(c)(3) organization that works to provide funding and resources for the Orange County Public Libraries. Through their library programs, the OCPLF strives to promote literacy for the youth. The organization also has a goal of transforming libraries so that they thrive in the future.

We are hosting a (EVENT NAME) event on Friday, November 17, 2017. The event will feature local authors doing live readings of their own literature. By sharing stories and sipping wine, we hope to show people what the OCPLF does for the community and increase donors so that the foundation can continue working in the local community to innovate libraries and promote literacy.

When I was looking for wine donors for this event, Trader Joe's immediately came into mind because of the expertise and experience your company has with wine. Will Trader Joe's be able to donate 40 bottles of wine to our event?

It would be an honor to have Trader Joe's involved with our event. I would love to speak with you soon and answer any additional questions you may have. I'll check back in with you within the next week to see if your company is interested in sponsoring the event. You can reach me at my direct line 818-399-5483 or email me at mccullough@csu.fullerton.edu.

Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

Deja McCullough
Account Coordinator
Titan Public Relations
818- 399-5483
mccullough@csu.fullerton.edu

Sample Pitch Letter for Sara Santana:

October 16, 2017

Sara Santana
Author

Dear Sara Santana,

I am a fan of your *Awakened* Duology and your work on What A Nerd Girl Says. I'm glad your back on that platform. I hope the writing is going well and that your stories are coming to life. It's inspiring to see an Orange County resident flourish in the literary world.

My name is Kristen Anne Cuaresma, Account Executive for Titan Public Relations, and I am reaching out to you as a fellow proponent of literature. I'm sure we would find it in common that books are important and reading can be a necessary escape. I also believe that you would advocate for increasing literacy and encouraging reading in younger generations. With these similar beliefs, I would like to invite you to an evening of wine and books hosted by the Orange County Public Library Foundation.

The OCPLF is a nonprofit organization that works to assist various Orange County libraries. They offer resources and programs advocating for literacy. Additionally, they offer scholarships and other opportunities for students. They also work to improve the conditions of libraries in the Orange County area.

In an effort to find donors and increase awareness of their organization, the OCPLF is hosting a An Evening of Literature: Wine and Books on November 17, 2018. It will be a night celebrating literacy and advocating for a good cause.

As an Orange County author, it is your interest to increase literacy and spread the importance of libraries to future generations. If you are interested in sharing your book and attending as an author, feel free to contact me. You can reach me at 310-753-6262 or you can email me back at kristenanne.cuaresma@gmail.com if you have any questions!.

I'll give you a call in 3-4 days to see if you are interested. Thank you for your time and consideration and I hope to hear back from you soon.

Sincerely,

Kristen Anne Cuaresma
Account Executive
Titan Public Relations

Sample Pitch Letter for Kevin Staniec

October 16, 2017

Kevin Staniec

Author

Dear Kevin Staniec,

I've been hearing amazing things of what you have done for the creative community. From establishing Black Hill Press and the Summer Writing Project, I find it inspiring that you're working to create a creative environment where art can flourish.

My name is Kristen Anne Cuaresma, Account Executive for Titan Public Relations. Leslie Mendez is one of the directors for our on campus student run firm. She thought you would be a great contact for this cause.

As a fellow proponent of literature and creation, I'm sure we would find it in common that books are important and reading can be a necessary escape. Some of the best writers found refuge in books. I also believe that you would advocate for increasing literacy and encouraging reading in younger generations. With these similar beliefs, I would like to invite you to an evening of wine and books hosted by the Orange County Public Library Foundation.

The OCPLF is a nonprofit organization that works to assist various Orange County libraries. They offer resources and programs advocating for literacy. Additionally, they offer scholarships and other opportunities for students. They also work to improve the conditions of libraries in the Orange County area.

In an effort to find donors and increase awareness of their organization, the OCPLF is hosting a An Evening of Literature: Wine and Books on November 17, 2018. It will be a night celebrating literacy and advocating for a good cause.

As a proponent for art, literacy, and creativity residing in Orange County, it is in your best interest to increase literacy and spread the importance of libraries to future generations. If you are interested in sharing your book and attending as an author, feel free to contact me. You can reach me at 310-753-6262 or you can email me back at kristenanne.cuaresma@gmail.com if you have any questions!.

I will be giving you a call in 3-4 days to see if you are interested. Thank you for your time and consideration and I hope to hear back from you soon.

Sincerely,

Kristen Anne Cuaresma
Account Executive
Titan Public Relations

Sample Pitch Letter for Wendy Fawthrop

September 21, 2017

Dear Wendy Fawthrop,

I've read several of your articles on Cal State Fullerton and I have enjoyed every one of them. The Titan Public Relations agency is organizing an event at (Location) for the Orange County Public Library Foundation. This event is for the benefits of our foundation in hopes of encouraging donations. It will be a wine and cheese event, on November 17 Along with that we will have authors from the Orange County area to help celebrate literature. Our mission is to encourage donations for the full benefit of this foundation.

This non- profit organization works to provide funding for Orange County libraries. Along with that, it assists children and students with scholarships and opportunities. By organizing this wine and cheese event we hope to increase their donors list and expand the outreach of this foundation.

This is a foundation that is all around beneficial for the community. I thought that this would be an exceptional event for you to write an article on because of past articles you've written and the immense interest you have not only in the school but also of the City of Orange County.

Thank you for your time. I look forward to hearing from you.

Regards,

Marlene Salinas
Titan Public Relations
Account Coordinator

Sample Pitch Letter for Kristie Kessel

September 28, 2017

Kristie Kessel

Hilton Irvine
18800 MacArthur Blvd
Irvine, CA 92612

Dear Kristie Kessel:

The Orange County Public Library Foundation (OCPLF) is looking for a home to host their next event on Friday, November 17. The plan is to host a wine and cheese event with no more than 50 guests, which will include authors from around the Orange County area for an evening of literature. The goal and main purpose for this event is to encourage donations that will benefit the foundation directly.

This nonprofit organization works to provide funding and resources to the Orange County Public Libraries. The foundation works to innovate libraries by raising funds for adult students who are working to get their high school diplomas and promoting early literacy from birth to kindergarten. Through the special wine and cheese story time event, we hope to increase the outreach for the foundation by adding an additional five donors to our list.

I am writing to you in regards of OCPLF in hopes that I can negotiate on a free meeting space or a special rate that will help our organization succeed. I am hoping that at the conclusion of the event, together, we will have established a relationship with this venue so that we can host more of these events in the future. I can assure you that the event will be professionally managed with a full staff at all times. Please let me know how I may be of assistance to you. I am happy to answer any additional questions you may have. My direct line is 916-943-8122, you can also reach me at my email Coutryerdana@gmail.com. Thank you for your time and consideration, I look forward in hearing from you soon.

Sincerely,

Dana Coutryer
Account Coordinator
Titan Public Relations

916-943-8122

Coutryerdana@gmail.com

Screenshots from the Current Website:

OCPL Foundation [Search this site](#)

Mission
The Foundation is organized for the specific purposes of expanding the resources of the Orange County Public Libraries and supporting the ongoing transformation into libraries of the future.

Pages
[Home](#)
[Literary Orange](#)
[Get Involved](#)
[Events](#)
[Leadership](#)
[News](#)
[Future of Libraries](#)
[People](#)

Contact
OCPL Foundation
1501 E St Andrew Pl
Santa Ana, CA 92705
email:
OCPLFoundation@outlook.com

Home

**Support the Orange County Public Libraries System
With County-Wide Leadership & Funds**

The Orange County Public Library Foundation Is Formed
After more than a year of meetings and discussions, the Orange County Public Library Foundation was formed in spring 2015. Incorporated in the State of California, the Foundation is a non-profit 501(c)(3) organization recognized by the IRS.

The Foundation is organized for the purposes of expanding the resources of OC Public Libraries and for generating support for the ongoing transformation into libraries of the future. The Foundation exists independently of OC Public Libraries and is separate from the Friends of the Library organizations. It is not an umbrella Friends of the Library organization and it is not meant to compete with these organizations. The Foundation will focus on system-wide projects and will be a vehicle for generating funding and support for projects that will benefit the entire library system.

Screenshots from the Newly Edited Website:

OCPL Foundation
ORANGE COUNTY PUBLIC LIBRARY
WWW.OCPLFOUNDATION.ORG

Orange County Public Library Foundation
- Transforming the Future of Libraries -

[f](#) [in](#) [t](#) [@](#)

<https://ocplfoundation.wordpress.com>

Home

The Orange County Public Library Foundation is a non-profit 501(c)(3) that is moving to innovate libraries by providing funding and resources. The OCPL Foundation is a separate entity that works to help benefit all Orange County libraries.



- Mission -

The OCPL Foundation is organized for the specific purposes of expanding the resources of the Orange County Public Libraries and supporting the ongoing transformation into libraries of the future.

- Contact -

OCPL Foundation
1501 E St Andrew Pl
Santa Ana, CA 92705