



Defend The Dream

PR + Social Strategy | August 17, 2023

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Market Research

Current Market Research

When starting our research on target markets and audiences, we utilized several social media softwares in order to find out what **Defend The Dream's** current market and audience is on social media.

Age Range: 35-44

Gender Break Down: 51% Female / 35% Male / 14% Unidentified

Top 5 Cities: Austin, Round Rock, San Antonio, Houston, and Pflugerville

One-pager

PC: DEFEND THE DREAM



Target Market Research

1

Moms of K-12 Kids

- Women/Moms are more likely to donate to charities than Men
- 84% of Millennials give to charity, donating an annual average of \$481 across 3.3 organizations

2

UT Alumni

- Total alumni is 482,000+
 - Total active alumni 110,000+
- In 2016 alone, UT raised more than 345 million dollars from alumni while A&M raised roughly 246 million dollars and Baylor raised 105 million dollars.

3

Wealthy Philanthropists

- Giving peaks at ages 61-75
- 95% of households making more than \$10 million a year donate on average 8.6% of their income



PR Plan Overview

Goals & Objectives

Position Derrick Johnson as a notable community member, tie messaging to the UT community, and spread awareness about the Defend The Dream Foundation.

Develop unique pitching angles that emphasize Johnson's passion towards education.

Emphasize the importance of increasing literacy rates in children in the state of Texas.

Provide creative ideas for Johnson and the foundation to engage with the UT and local Austin community.

PC: @DEFENDTHEDREAM



PC: @DEFENDTHEDREAM



Strategies & Tactics

Media exposure through story development and placements:

We will identify several story and messaging angles (outlined later in the presentation) and pitch to local media and writers.

Press releases and media alerts:

For maximum success, the media must receive a steady stream of material and press releases that provide the opportunity to drive awareness. We will focus on concise, one-to-two-page releases issued to highly targeted segments. These specialized releases and personal pitches are most effective in generating coverage.

Collaboration with UT Austin, Texas Exes, and Texas Football

Work with faculty, alumni, and athletes at the University of Texas at Austin to create awareness of the foundation and increase the foundation's engagement engage with Johnson's alma mater.

Influencer outreach:

Engage key influencers, including athletes at the University of Texas at Austin—who align with the foundation's values— to create authentic content with the foundation. We will create a targeted influencer strategy and ensure that all content is beneficial and aligns with resharing on own platforms.

Event partnerships and opportunities:

Connect the foundation with like-minded concepts and other Austin nonprofits to host local sponsorship and donation events.

Broadcast opportunities:

Pitch local TV stations for interview opportunities in August and September to share the story behind the foundation and tie it into the upcoming college football season.

Target Press KPIs

Giant Noise will aim to secure the following number of press hits **within the first 3 months** of this campaign, with an emphasis on targeting local media for interviews with Johnson about the foundation and increasing social media engagement.

5K+

INSTAGRAM FOLLOWERS GAINED
IN FIRST THREE MONTHS

3K+

FACEBOOK FOLLOWERS GAINED IN
FIRST THREE MONTHS

8

LOCAL OUTLETS REACHED

5K+

VIEWS ON DEFEND THE DREAM VIDEO

3.5%

INSTAGRAM ENGAGEMENT RATE

8%

FACEBOOK ENGAGEMENT RATE

50K+

TOTAL IMPRESSIONS

Target Media

A snapshot of top media we're looking to engage with for coverage August/September 2023.

Texas Regional Markets

- KSAT 12
- San Antonio Express News
- NBC 5 Dallas
- Dallas Morning News
- Fox 26 Houston
- Houston Chronicle
- Waco Tribune Herald
- Texas Monthly
- Texas Public Radio
- Texas Highways
- Paper City

Austin Markets

- Austin American Statesman
- Austin Chronicle
- Austin Business Journal
- FOX 7 Austin
- Culturemap Austin
- KEYE
- KVUE
- The Daily Texan
- Community Impact
- Austin Monthly
- CBS Austin

The logo for Texas Monthly, featuring the words "Texas" and "Monthly" in a large, black, serif font, stacked vertically on a white background.The logo for The Daily Texan, featuring the words "THE DAILY TEXAN" in a large, black, serif font, stacked vertically. To the right of "DAILY" is the text "SINCE 1900" in a smaller font. The logo is set against a white background with a light orange rectangular element behind the text.

Influencer Program

Below are some opportunities for Johnson to get reacquainted with his alma mater, encourage student athletes, and connect with the UT and Austin community. Potential influencer internships include Texas football quarterbacks [@quinn_ewers](#), [@archmanning](#) and Texas women's basketball star [@roriharmon](#).

Welcome Johnson back to DKR Texas Memorial Stadium. Connect Johnson with current Texas football staff and have student athlete influencers create content while they give Johnson a tour of the updated football facilities.

Encourage Johnson to join 4Ever Texas, a UT program that helps to support student athletes personally and professionally. As a mentor, invite Johnson to give a talk to the Texas Football team.

Invite student athlete influencers to a foundation event and to a local school's Discovery Den, where they can interact with the students and read book together.

Host a donation event in a partnership with the foundation and Texas Athletics. Student athlete influencers can post about the event and encourage the community to support the foundation.

PC: @TexasFootball



PC: @TexasFootball



Press Release & Pitch Ideas

Press Releases:

- Highlighting the fact that Derrick Johnson is back in Austin at his alma mater, the University of Texas at Austin, with the intentions of helping local school kids with literacy skills and providing the resources necessary.
- Present the Discovery Dens that have previously been built and showcase how they have been a positive addition to the schools in the area by increasing the literacy skills of the students.
- Draw attention to this being the 11th year of the Defend the Dream Foundation being established and how the efforts of this foundation have affected low-income and inner-city students who benefit from discovery dens, donations, etc.

Pitches:

- Focus on the overall values and meaning behind the Defend the Dream Foundation, highlighting the purpose behind what Derrick Johnson and his team do in order to provide for low-income and inner-city students.
- Spotlight the Discovery Dens that are going to be implemented into new schools in the area and display the benefits they have provided for students affected by the foundation.
- Highlight new or existing partnerships that the Defend the Dream Foundation has established and the positive effects of these partnerships on the schools, students and communities to media.

Press Release Tactics

FOR IMMEDIATE RELEASE



DERRICK JOHNSON - FOUNDER OF DEFEND THE DREAM RETURNS TO HIS AUSTIN ROOTS

AUSTIN, TEXAS (August 8, 2023) – [Defend the Dream](#), founded by University of Texas Hall of Fame member Derrick Johnson (DJ), has returned to Austin with the mission to provide low-income and inner-city youth with opportunities and resources to reach their full potential. The decision leads DJ to the very grounds that cultivated his educational journey, infusing his mission with a touch of homecoming and a resounding echo of his formative years at the University of Texas.

Because of his upbringing, DJ has always possessed a deep understanding of the significance of education. His mother's profession as a school teacher enabled him to swiftly recognize the immense worth of a continuous education during his childhood. It is these principles that motivated DJ to establish the Defend The Dream Foundation, to ensure that each and every child is offered the chance for a successful educational journey.

DJ has built this foundation on three main pillars: Excellence, Love, and Purpose – which serve as a testament to the visionary leadership of DJ and the foundation's unwavering commitment to making a lasting difference within the community. These values symbolize the framework through which the organization shapes its initiatives, impacts lives, and forges a path toward a brighter future for all. This goal is being pursued by establishing DJ's Discovery Den, refurbished libraries with quality amenities, and a wide selection of books.

Having already celebrated numerous victories through this foundation, DJ aspires to achieve even more substantial accomplishments for the Austin community. Moving forward, the foundation envisions a continued commitment to enhancing the Discovery Den experience. This entails furnishing these spaces with fresh furniture, new bookshelves, and a multitude of books. Moreover, the foundation is dedicated to consistently enriching the Den's collection with updated literature that resonates with the diverse student body, ensuring sustained support for these educational retreats.

For more information on Defend The Dream or to [donate](#) to the cause, visit their website at <https://derrickjohnsonfoundation.org/>.

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About The Defend The Dream Foundation: Derrick Johnson's Defend the Dream Foundation was founded in 2012 with the mission to provide low-income and inner-city youth with opportunities and resources to reach their full potential. While partnering with different public school districts across Texas and Kansas City, Defend the Dream Foundation has transformed libraries and unused areas in 16 elementary schools into reading areas called DJ's Discovery Dens. The non-profit also donated over 25,000 children's books to those schools. Launching its first Austin outreach project in 2022, Defend The Dream Foundation is working with the Austin Ed Fund to update libraries in the Austin area.

Press Kit: Defend The Dream

[Defend The Dream Foundation](#)

Facebook: 2.2k Likes, 2.2k Followers

Instagram: 290 Followers, 108 Posts

Twitter: 141 Followers, 115 Tweets

Background Info: Derrick Johnson's Defend the Dream Foundation was founded in 2012 with the mission to provide low-income and inner city young people with opportunities and resources to reach their full potential. While partnering with different public school districts across Texas and Kansas City, Defend the Dream Foundation has transformed libraries and unused areas in 16 elementary schools into reading areas called DJ's Discovery Dens. The non-profit also donated over 25,000 children's books to those schools. Launching its first Austin outreach project in 2022, Defend The Dream Foundation is working with the Austin Ed Fund to update libraries in the Austin area.

Derrick Johnson - Former Longhorn and Kansas City Chief, Founder and President of Defend the Dream Foundation



Instagram: [@supers56](#)

Twitter: [@superd56](#)

Background

- **Defend The Dream, Founder and President**
 - 2012 - Present, Austin, TX
 - Derrick Johnson is a former football linebacker for the University of Texas at Austin, playing for Coach Mack Brown. During his time at UT, DJ won the Bronko Nagurski Trophy for being the Nation's top defensive player, the Butkus Award for being the Nation's top linebacker, and the Big 12 Defensive Player of the Year.

Press Release

Press Kit



Social Strategy Overview

Social Plan

Our plan is to drive awareness around Defend the Dream Foundation with the goal of increasing social media traffic and donations.

Market Research

- In partnership with Defend the Dream Foundation, we've leveraged **social media demographics** to target key audiences.
- This includes **women in Austin** aged **35-44**, accounts focused on **literacy, nonprofits, and University of Texas alumni**. These insights guide our strategic planning to amplify the foundation's reach and impact.

Social Plan Deck

Content Calendar

- We crafted a content calendar, informed by our market research, that utilizes **strategic copy and content ideas** to enhance awareness of the foundation.
- The calendar also provides insight into Derrick's educational background at UT, elucidating the inspiration behind the foundation's creation.

Content Calendar

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Shot list and Moodboard

1



Shot List

- Shots to include footage of all answers to interview questions, headshots with Derrick, B-Roll of Stadium/ Derrick, B-Roll in front of Tower, and B-Roll Campus Footage with Derrick/
- [Shot List](#)

2



Moodboard

- Collection of image inspiration, words to describe the vision of the shoot, and necessary items for the shoot.
- [Moodboard Slideshow](#)

Shot list and Moodboard

Shot List

- Shoot scheduled August 25th, 9-11am
- Shoot will begin in the stadium, then transition to the UT tower and tower library.
- Interview questions surround his mission and inspiration behind the foundation, his childhood, how his time at UT inspired him, and how communities can get involved.

Moodboard

- Candid, soulful, documentary, youthful, cheerful
- Needed items include a retired jersey, children's books, and a football



Timeline

1

Execute Media Shoot

Set up a media shoot with Johnson at the Darrell K Royal Texas Memorial Stadium to replace the video on Defend The Dream's website. Connect with local broadcast media to interview Johnson at the shoot.

2

Share Video and Press Release

Share announcement video on social media and send press releases to local journalists and broadcast media. Coordinate press and potential event opportunities.

3

Update Social Media and Connect With Influencers

Utilize content from media shoot to increase social media engagement, while connecting with local influencers to help promote foundation and its community engagement.

THANK YOU!