

## **TARGET AUDIENCE**

Fort Worth is the 12th largest city with a diversity of cultures and heritage, and a population of over 8000 based on the 2020 census. It is critical for Southside Community Garden to narrow down its target audience, so that the organization can achieve its goals and objectives to end food apartheid in 76104.

## **PRIMARY**

- 76104
  - Gardening enthusiasts
  - College students/young adults
  - The 13.6% of people living in poverty
  - Small Owned Businesses
  - Baby Boomers (1946-1964)
  - Seniors (1963 and below)
  - Faith-based organizations/churchgoers
  - BLM Advocates
- Ft Worth surrounding areas, not in 76104
  - Gardening enthusiasts
  - Individuals with a median income of \$30k or less
  - The 18.5% of Black or African American residents
  - The 35.1% of Hispanic or Latino residents
  - Baby Boomers (1946-1964)
  - Seniors (1963 and below): 9.9% are living in Ft Worth
  - POC who are business owners
  - BLM Advocates

## **SECONDARY**

- Corporate executives
- HR managers
- Marketing directors
- Business executives
- POC residents of Ft Worth with an annual income of over 30k
- Echo Boomers (1981-1995)
- Generation Xers (1965-1980)

## **OBJECTIVES**

Unless otherwise specified, objectives are to be completed within a 12-month period from the launch date of the campaign.

- Distribute 6 news releases to local media.
- Host 3-5 community presentations.
- Inform social media followers about the 2023 SCG build days.
- Obtain 5 news story placements.

- Convince 30% of FW residents about legislation that needs to be passed to assist residents experiencing food apartheid.
- Convince 10% of residents in Tarrant county that SCG build days make the community better.
- Convince 100 gardeners outside of 76104 that addressing food apartheid makes life better in Tarrant County.
- Increase volunteer sign-ups by 15% during the Fall 2022 build season.
- Increase donations by 3% by the end of 2023.
- Increase participating home gardeners by twice as much.

### **KEY MESSAGES**

- Southside Community Garden has a motto of "teach to fish," a goal they have to provide knowledge in order to reproduce vegetables and fruits in order to bring self-sufficiency to the residents in 76104.
- With the "teach to fish" motto, the knowledge given allows residents, themselves, to establish an income based on the sell-for-profit benefits.
- SCG offers sustainable food for families, a solution that lasts longer.
- SCG provides food right in the resident's backyard, eliminating the need for transportation which many do not have access to.
- Residents do not have to worry about maintaining their gardens because SCG provides seedlings seasonally and master gardeners maintain the planting-bed garden four times a month.