



#TEAMUSAC

PUBLIC RELATIONS CAMPAIGN FOR OFFICIAL FAN MEMBERSHIP
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STEP ONE:

ANALYZING THE SITUATION

The United States Auto Club (USAC) is looking to create a plan and run a fan-based membership that a future head of fan memberships can implement and manage within the next year.

With the addition of three new series, the fan membership is as crucial as ever. USAC, as an organization, will hire someone who can manage multiple tasks at a time, work with limited information and has the qualifications to bring a new type of membership into the organization.

We are implementing a fan based membership club within USAC. This will allow USAC, as an organization, to generate more revenue through yearly membership dues and additional merchandise sales. This implementation will build a stronger connection with fans and the organization by allowing fans to receive all-inclusive benefits that are not available to nonmembers.

With more than 5,000 members, a new fan membership club will allow the organization to reach out to its racing fans and create a new opportunity of growth. This will bring a new era to the USAC organization that will allow it to adapt to future changes in the racing community.

UNITED STATES AUTO CLUB

STEP TWO:

ANALYZING THE ORGANIZATION

Internal Environment

- The organization holds the record for all-time safety in all sanctions.
- More than 5,000 licensing memberships in the United States and overseas.
- American Automobile Association (AAA) was founded on March 4, 1902.

USAC in Indianapolis

USAC was officially formed on September 16, 1955:

- Founded by Tony Hulman.
- They are a 501 (c) (3) non-profit organization.
- Our Mission: To provide a place for people to compete in a safe environment that provides equality for all racers, crewmembers and team members with the understanding of the strict guidelines and code of conduct provided.
- Vision: An opportunity to be the company that best understands and satisfies the needs of the racing community.

Overall values: integrity, diversity, safety, and accountability

Background:

USAC came into existence out of necessity when the American Automobile Association (AAA) unexpectedly announced in August of 1955 that it would cease auto racing sanctioning activities at the end of the year after having been the nation's leading sanctioning body since 1902. Soon thereafter, before any rival group could react to the news, Indianapolis Motor Speedway President Anton Hulman Jr. unveiled a plan to a handful of influential racing friends in a private meeting at the track offices. While Mr. Hulman believed that the "500" conceivably could stand on its own, he felt it should continue to be a part of a seasonal national championship. He was also instrumental in endorsing the concept of less expensive forms of racing as a "farm system" for potential Indianapolis 500 drivers. Hulman's plan was publicly announced soon after and USAC was officially formed on September 16, 1955.

STEP THREE:

ANALYZING THE PUBLICS

Primary Public- Fans of the racing community

As this campaign is geared toward the awareness of the implementation of a USAC fan membership club, we believe our target public is the fans of the racing community. In many cases, these may be family members of already affiliated members of USAC and the vast majority of fans that follow various USAC series'.

Secondary Public- Actual members of USAC

As this campaign is geared toward the awareness of the implementation of a USAC fan membership, we believe our secondary public is actual members of USAC. Joining the fan membership, members of USAC will be able to connect to their fan base through this opportunity. In many cases, these members will include drivers, crew members, teams, organizations, and other sanction bodies in the USAC community.

The greatest area for opportunity is with the following publics:

- Current USAC licensed members
- Electronic Media (television, radio, internet):
 - o Local, national, international
- Fans of affiliated sanction bodies:
 - o NHRA, SCCA, NASCAR, ARCA

SWOT ANALYSIS

| | |
|--|--|
| <p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> - Vast social media fan base (Facebook, Twitter) - Racing community demographics are huge - Organizes well with series & division by racing class | <p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none"> - Lack of communication with fan base - Internal/company communication - People being uninformed about the membership opportunity - Too few staff |
| <p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> - Racing community demographics are huge - Taking in consideration fans wants and needs - An opportunity to increase membership | <p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> - Established fan base memberships from other organizations within the racing community - People being uninformed about the membership opportunity |

STEP FOUR:

GOALS & OBJECTIVES

Goal: To increase the awareness of the current, modern USAC brand.

Objectives:

- Designate a role for a fan membership coordinator to improve communication and monitor social media output (increase fan engagement by 15 percent in 12 months).
- Implement a plan that USAC can use to add a fan membership tab on the website (increase fluctuation to website by 7 percent in 12 months).
- To increase the awareness of what USAC offers to the racing community in other states and internationally through strategic social media campaigns. (7 percent increase to neighboring states, 5 percent nationwide and 3 percent internationally in 12 months).

Goal: To raise awareness of the upcoming USAC Fan Membership opportunity.

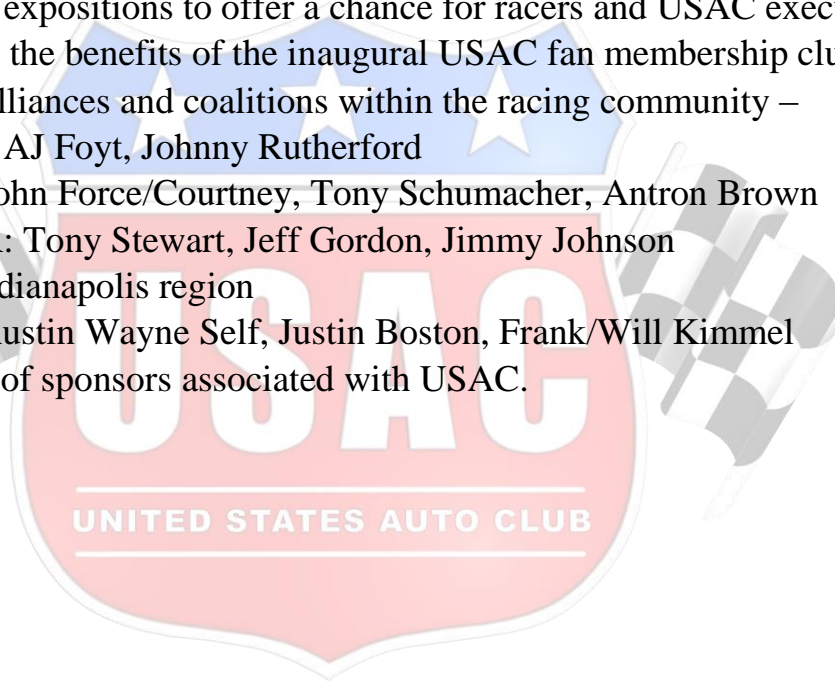
Objectives:

- To have an effect on the awareness of the fan membership club, specifically to obtain the interest of future members (increase exposure by 5 percent in 6 months, and an addition 5 percent in 12 months).
- To receive 500 returned surveys during a week's duration that will be sent out to USAC's current social media followers.

STEP FIVE: **FORMULATING ACTION** **& RESPONSE STRATEGIES**

Proactive Strategy One:

- Generate news by holding special events –
 - Tents at races to spread the awareness of the new USAC fan membership club by passing out flyers to potential members.
 - Booths at expositions to offer a chance for racers and USAC executives to explain the benefits of the inaugural USAC fan membership club.
- Enhancing the alliances and coalitions within the racing community –
 - Indy Car: AJ Foyt, Johnny Rutherford
 - NHRA: John Force/Courtney, Tony Schumacher, Antron Brown
 - NASCAR: Tony Stewart, Jeff Gordon, Jimmy Johnson
 - SSCA: Indianapolis region
 - ARCA: Austin Wayne Self, Justin Boston, Frank/Will Kimmel
- Take advantage of sponsors associated with USAC.



STEP SIX:

DEVELOPING THE

MESSAGE STRATEGY

USAC will combine rational, verbal and nonverbal appeals in its messages.

RATIONAL:

USAC will present two types of appeals:

- A factual proposition based on advantages to race fans of USAC, including the current and future USAC memberships in various sanctions, more exposure for current and future sponsors.
- A value proposition asserting that this fan membership club is in the best interest of USAC and the fan base.

These messages will be created in such a way as to provide a middle ground for drivers and fans.

VERBAL:

- One point of view will be presented: the fan based membership provided by USAC is beneficial for the fans of the racing community.
- A conclusion will be drawn: fans should consider joining the USAC fan membership club.

NONVERBAL:

- USAC logo will be featured in messages concerning fan membership:
 - Newsletters
 - Posters
 - Bulletins
 - Event calendar
- All publications from USAC will be on USAC letterhead and will include branding colors.

STEP SEVEN:

CHOOSING

COMMUNICATION TACTICS

Interpersonal tactic 1: Civic events (fair, festival, parade)

- Key publics, allows for interaction, audience feedback, low cost

Interpersonal tactic 2: Contest (graphic design, t-shirts, merchandise giveaways, social media contest)

- Key publics, fan and audience engagement, low to medium cost, interaction and feedback.

Interpersonal tactic 3: Historic commemoration (anniversaries, inaugural fan membership banquet)

- Key publics, high impact, medium to high cost, interaction and potential feedback

Interpersonal tactic 4: Publicity Event (meet and greet, day on track, ride along)

- Key publics, high visibility, high impact, direct benefits to membership holders and employees

USAC will develop organizational media tactics to publicize its recourse:

Organizational Media Tactic 1: General publications in newsletters and bulletins about the progress of the USAC fan membership development

- Key publics, low to medium cost, serving our goals and objectives, interactive

Organizational Media Tactic 2: Direct mail in the form of a letter and invitation

- Key publics, low cost, allows for more personal opportunities between the fan member and USAC

Organizational Media Tactic 3: Electronic media publishing blogs, emails, and developing website/web-based media

- Key publics, High visual impact, medium to high cost

Organizational Media Tactic 4: Social networking (blog, hashtag campaign on Twitter/Facebook/Instagram, Twitter list)

- Key publics, allows for quick access to resources, low cost

News Media Tactic 1: Using alternative cable news (SPEED Network)

- Targeted audience, medium to high cost, high visual impact

News Media Tactic 2: Use special interest newspapers/magazines (Sprint Car & Midget Magazine, Hot Rod Network)

- Targeted audience, medium to high cost, high visual impact

News Media Tactic 3: Using radio 1070 (ESPN Radio)

- Targeted audience, medium to high cost, high visual impact

News Media Tactic 4: News release

- Low cost, accessible, target potential USAC fan members

Advertising and Promotional Tactic 1: Office, home, car accessories (pens, coasters, calendars, tire pressure gauges – all with USAC logo/contact info)

- Low to medium cost

Advertising and Promotional Tactic 2: Clothing (t-shirt, towels with USAC or Sponsor logo(s) – Honda, AMSOIL)

- Medium cost, benefits to membership holders and employees

Advertising and Promotional Tactic 3: Aerial Ads (flying banners over races)

- High visual impact, targeted audience

Advertising and Promotional Tactic 4: Centerspread Ad (trade magazines listed above)

- Medium to high cost, targeted audience

Advertising and Promotional Tactic 5: Out of home ads (Arena posters, flyers, transit ad)

- Medium to high cost, targeted audience

STEP EIGHT:

IMPLEMENTING

THE STRATEGIC PLAN

MARCH 2015 – MARCH 2016

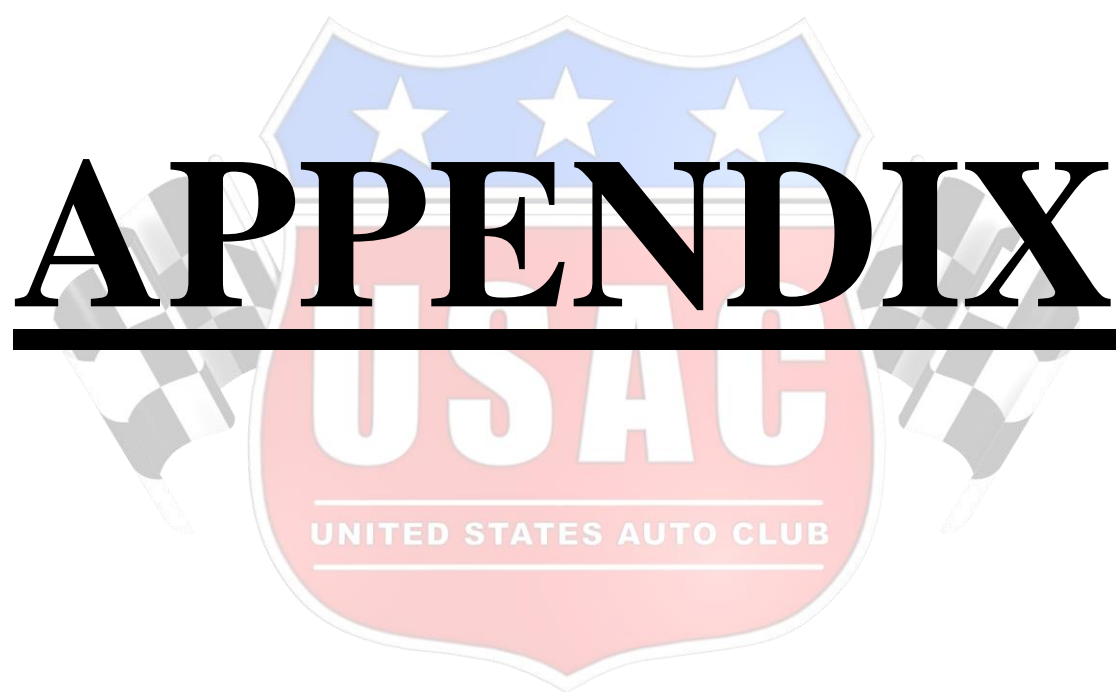
| <u>TASK NAME:</u> | <u>START DATE:</u> | <u>OCCURS:</u> |
|------------------------------------|---------------------------|------------------------|
| Civic Events | March/June 2015 | City Events |
| Contest | October 2015 | 3 times per year (max) |
| Historic Commemoration | March 2016 | Annual |
| Publicity Event | TBA | TBA |
| Newsletter/Bulletin | November 2015 | Quarterly |
| Direct Mail | May 2015 | Every 6 months |
| Electronic Mail | April 2015 | Quarterly |
| Social Networking | March 2015 | Weekly |
| Alternative Cable News | December 2015 | TBA |
| Newspapers/Magazine | September 2015 | Quarterly |
| Radio Ad | February 2016 | TBA |
| Office/Home/Car Accessories | December 2015 | As needed |
| Merchandise | December 2015 | As needed |
| Aerial Ads | March 2016 | One race a month |
| Centerspread Ad | September 2015 | Quarterly |
| Out of Home Ads | January 2016 | Annual |

STEP NINE:

EVALUATIVE RESEARCH

- If USAC gains 500 members in the first year of implementing a new fan membership then they know the beginning process of this club is successful.
- USAC increases revenue by 3 percent in two years by club membership and additional merchandise sales.
- If USAC fans have awareness of what USAC does and the history of the organization then membership numbers will increase.
- Increase engagement for social and digital media.







USAC News Release

FOR IMMEDIATE RELEASE
Nov. 24, 2014

FOR MORE INFORMATION:
Name Here
Job Title Here
Phone Number
E-mail Address

USAC ANNOUNCES NEW FAN MEMBERSHIP CLUB Projected Start Date Set For March 2016

SPEEDWAY, IND. – The United States Auto Club is announcing the implementation of the inaugural fan based membership club this upcoming year. With more than 5,000 licensed members, a new fan membership club will allow the organization to reach out to its racing fans and create a new opportunity of growth.

This membership will bring a new era to the USAC organization. This implementation will build a stronger connection with fans and the organization, by allowing fans to receive all-inclusive benefits that are not available to non-members.

The duration of the fan membership will last from March until February of the following year with the option to renew your membership prior to the next season.

“PLACE QUOTE HERE,” said USAC CEO Kevin Miller. “PLACE QUOTE HERE”

The inclusive benefits that members will receive are the following:

- Commemorative apparel
- \$10 admission discount to select races
- Exclusive access to USAC membership hospitality center
- 10 percent off USAC merchandise
- Free downloads
- Official membership card
- Calendar, tire pressure gauge
- And much more!

-###-

United States Auto Club is an international sanctioning administration based out of Indianapolis. Since 1955, USAC has sanctioned several different racing divisions on both a national and international level.



[DATE]

Dear New Fan Member,

On behalf of the board of directors and members of the USAC chapter, we are pleased you have chosen to be part of the USAC family. As the new year is upon us we are thankful for our sponsors, teams, and all the crew members that makes USAC run on a daily basis. As a new member you have become a part of USAC's history. This is a prestigious club that has dated back to 1955 with Tony Hulman, once the owner and CEO of the Indianapolis Motor Speedway.

With over 5,000 races happening throughout the year, new members will have an opportunity to take part in those events. As well as many other benefits, some of those benefits may include

- Commemorative apparel
- \$10 admission discount to select races
- Exclusive access to USAC membership hospitality center
- 10 percent off USAC merchandise
- Free downloads
- Official membership card
- Calendar, tire pressure gauge
- And much more!

Enclosed you will find more information about your membership and USAC.

Here's to a great year!

Sincerely,

Kevin Miller

Kevin Miller

President/CEO, USAC

USAC FAN MEMEBERSHIP SURVEY

- 1) Please select gender:
 - a. Male
 - b. Female
 - c. Rather not say
- 2) Which age range do you fall under?
 - a. 18-14
 - b. 25-35
 - c. 35-45
 - d. 45+
- 3) What benefits would you like a fan membership to include? (Check all that apply)
 - a. Fan exclusive events
 - b. Fan apparel
 - c. Membership discounts
 - d. All the above
 - e. Other, please specify: _____
- 4) How much would you be willing to spend on your ideal membership?
 - a. \$30-\$50
 - b. \$60-\$80
 - c. \$90-\$110
 - d. \$120+
- 5) How would you prefer to receive information regarding USAC fan membership? (Check all that apply)
 - a. Email
 - b. Direct mail
 - c. Telephone
 - d. Social media
- 6) Do you currently follow USAC or any USAC racing divisions on social media? (circle all that apply)
 - a. Facebook
 - b. Twitter
 - c. Website
 - d. All the above
- 7) Which USAC racing division do you follow? (Check all that apply)
 - a. Silver Crown

- b. Sprint Car
 - c. Midget
 - d. HPD
 - e. Other, please specify? _____
- 8) On average how many USAC races to you attend?
- a. None
 - b. Once a week
 - c. Once a month
 - d. Once a year
- 9) Would you be interested in a USAC Fan Membership?
- a. Yes
 - b. No
- 10) Please list an additional comments:



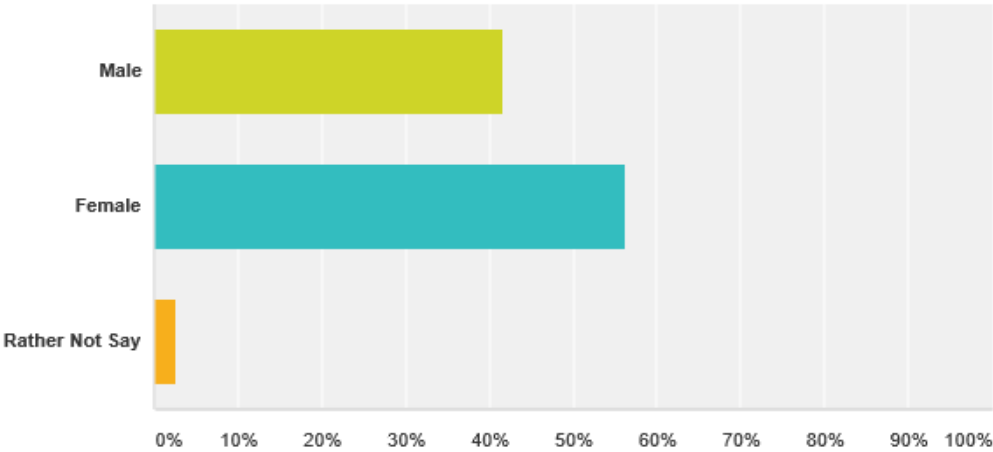
USAC SURVEY RESULTS

Q1

CustomizeExport

Please select your gender.

Answered: 41 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|----|
| Male | 41.46% | 17 |
| Female | 56.10% | 23 |
| Rather Not Say | 2.44% | 1 |
| Total | 41 | |

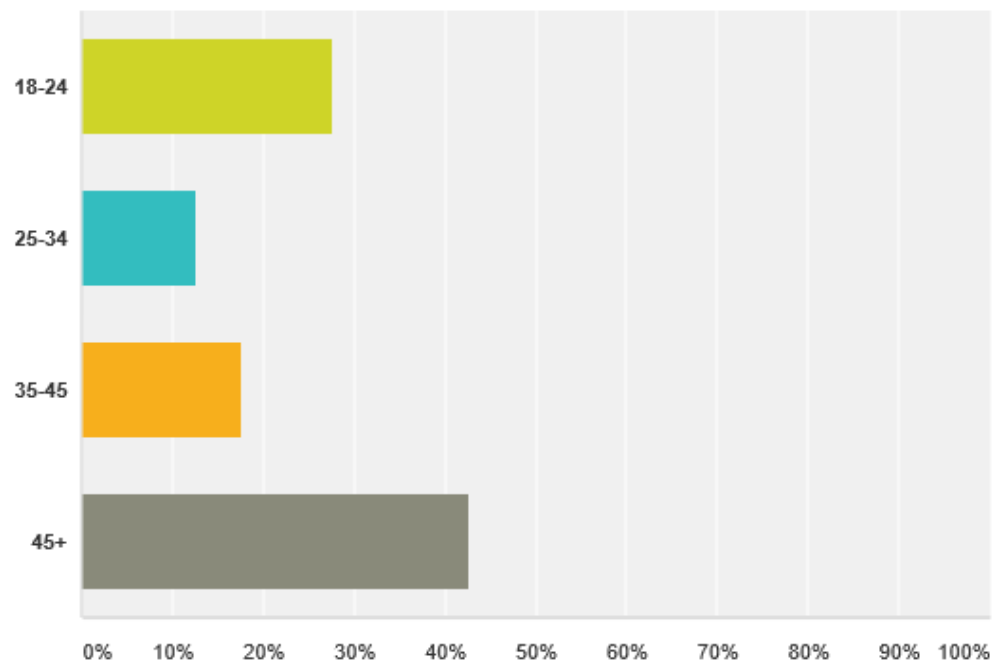
Q2

Customize

Export ▾

What age range do you fall under?

Answered: 40 Skipped: 1



| Answer Choices ▾ | Responses ▾ |
|------------------|-------------|
| ▼ 18-24 | 27.50% 11 |
| ▼ 25-34 | 12.50% 5 |
| ▼ 35-45 | 17.50% 7 |
| ▼ 45+ | 42.50% 17 |
| Total | 40 |

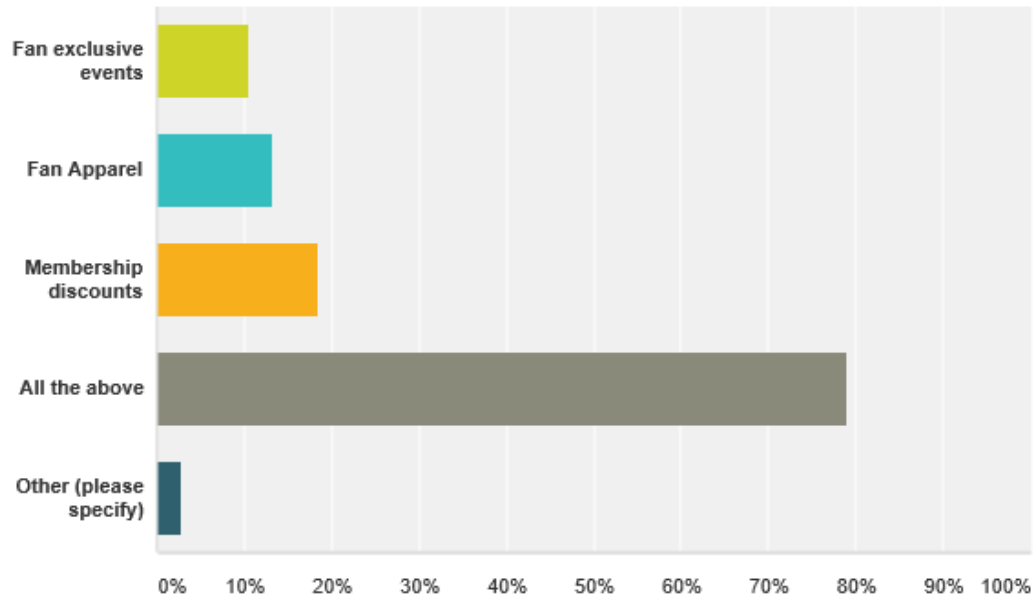
Q3

Customize

Export ▾

What benefits would you like a fan membership to include? (Check all that apply)

Answered: 38 Skipped: 3



| Answer Choices ▾ | Responses ▾ |
|---|-------------|
| ▾ Fan exclusive events | 10.53% 4 |
| ▾ Fan Apparel | 13.16% 5 |
| ▾ Membership discounts | 18.42% 7 |
| ▾ All the above | 78.95% 30 |
| ▾ Other (please specify) Responses | 2.63% 1 |

● Responses (1)

☁ Text Analysis

👤 My Categories

PRO FEATURE

Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

Upgrade

[Learn more »](#)

Categorize as... ▾

Filter by Category ▾

Search responses



Showing 1 response

A chance to meet the drivers.

11/12/2014 6:49 PM

[View respondent's answers](#)

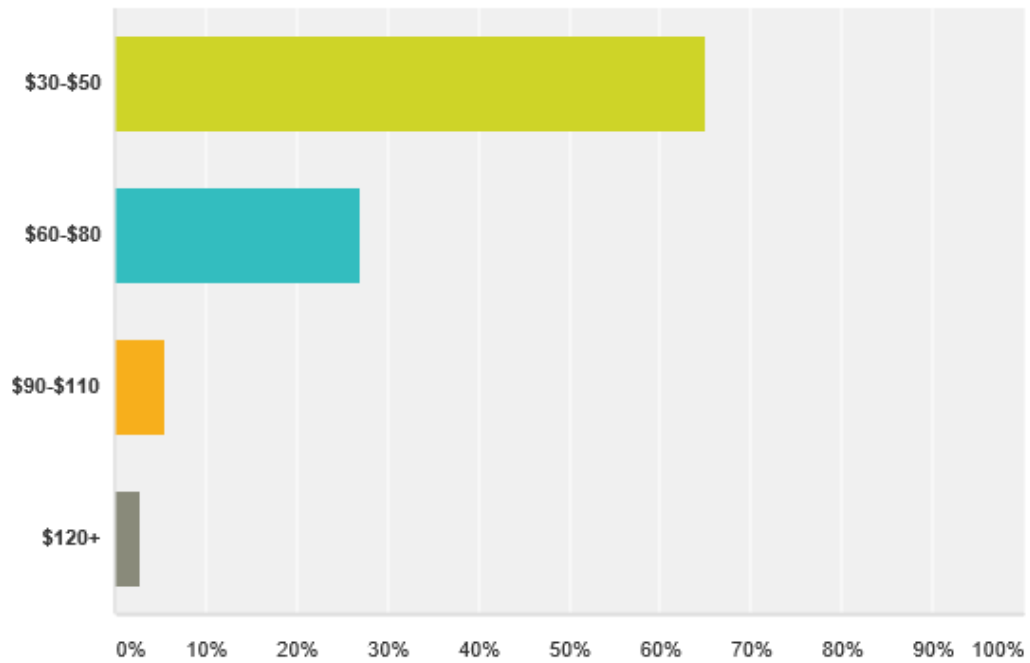
Q4

Customize

Export ▾

How much would you be willing to spend on your ideal membership?

Answered: 37 Skipped: 4



| Answer Choices ▾ | Responses ▾ |
|------------------|-------------|
| ▼ \$30-\$50 | 64.86% 24 |
| ▼ \$60-\$80 | 27.03% 10 |
| ▼ \$90-\$110 | 5.41% 2 |
| ▼ \$120+ | 2.70% 1 |
| Total | 37 |

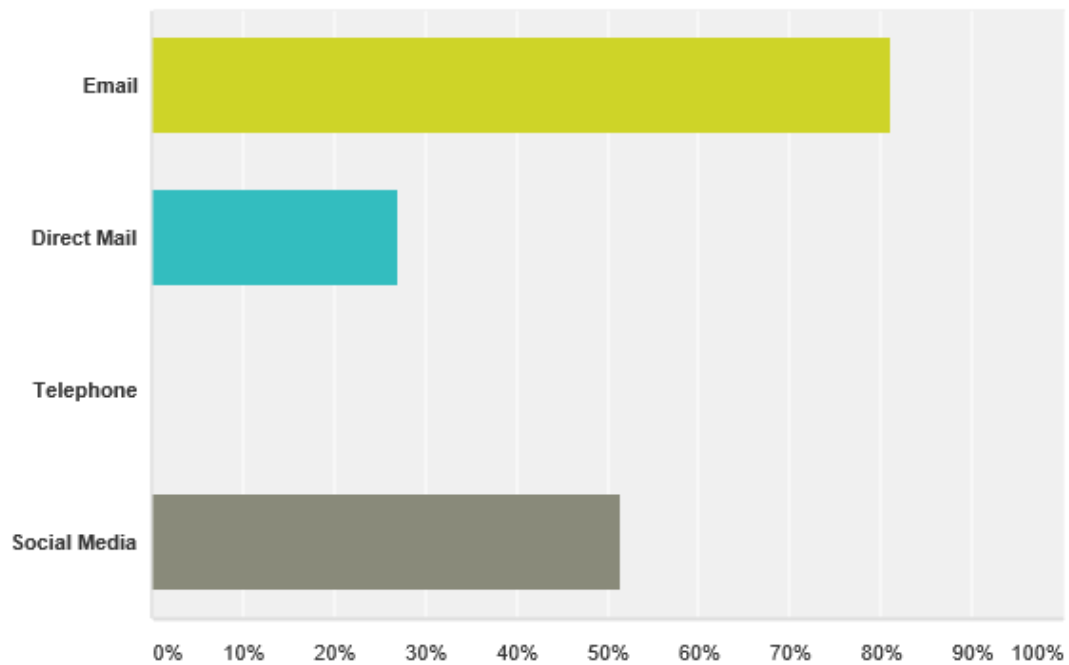
Q5

Customize

Export ▾

How would you prefer to receive information regarding USAC fan membership? (Check all that apply)

Answered: 37 Skipped: 4



| Answer Choices | Responses | |
|-----------------------|-----------|----|
| ▼ Email | 81.08% | 30 |
| ▼ Direct Mail | 27.03% | 10 |
| ▼ Telephone | 0.00% | 0 |
| ▼ Social Media | 51.35% | 19 |
| Total Respondents: 37 | | |

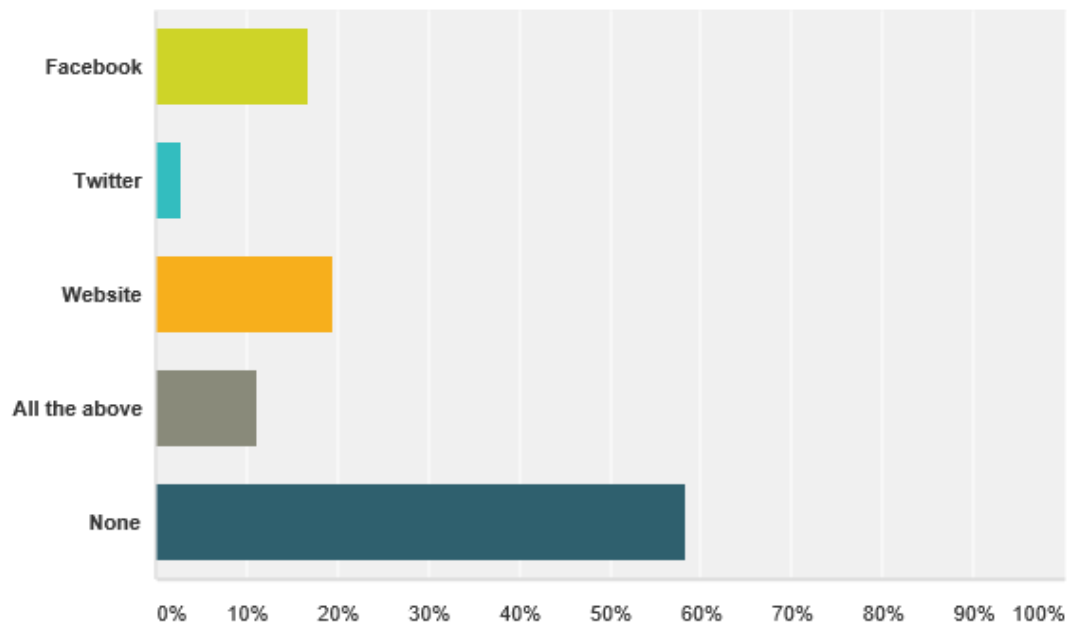
Q6

Customize

Export ▾

Do you currently follow USAC or any USAC racing divisions on social media? (Check all that apply)

Answered: 36 Skipped: 5



| Answer Choices ▾ | Responses ▾ |
|-----------------------|-------------|
| ▾ Facebook | 16.67% 6 |
| ▾ Twitter | 2.78% 1 |
| ▾ Website | 19.44% 7 |
| ▾ All the above | 11.11% 4 |
| ▾ None | 58.33% 21 |
| Total Respondents: 36 | |

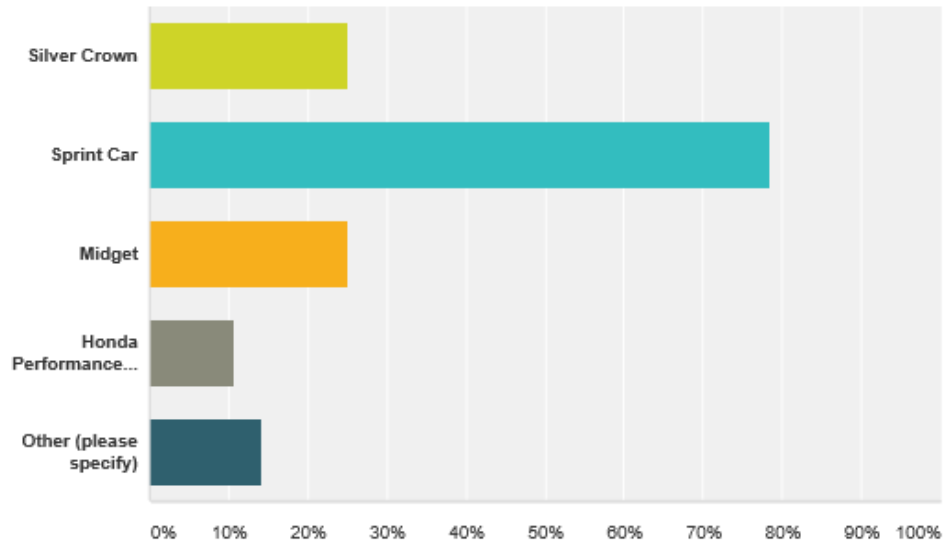
Q7

Customize

Export

Which USAC racing divisions do you follow? (Check all that apply)

Answered: 28 Skipped: 13



| Answer Choices | Responses |
|--------------------------------------|-----------|
| Silver Crown | 25.00% 7 |
| Sprint Car | 78.57% 22 |
| Midget | 25.00% 7 |
| Honda Performance Development Series | 10.71% 3 |
| Other (please specify) | 14.29% 4 |

● Responses (4)

☁ Text Analysis

📁 My Categories

PRO FEATURE

Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

Upgrade

[Learn more »](#)

Categorize as...

Filter by Category

Search responses



Showing 4 responses

Indy Car

11/17/2014 10:30 PM

[View respondent's answers](#)**None**

11/12/2014 10:05 PM

[View respondent's answers](#)**quarter midgets**

11/12/2014 9:34 PM

[View respondent's answers](#)**1/4 midget**

11/12/2014 9:27 PM

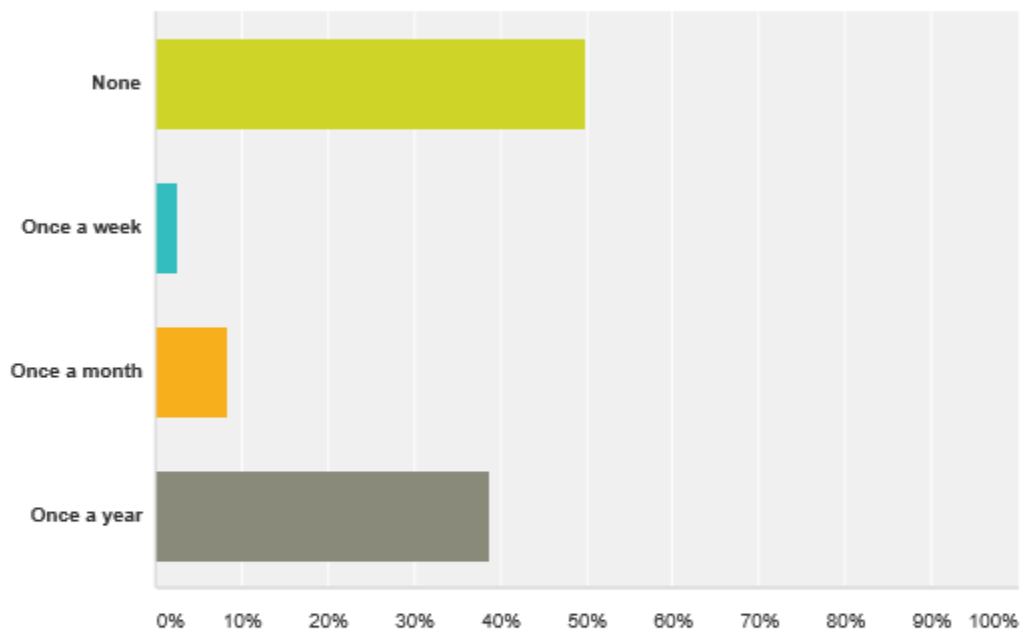
[View respondent's answers](#)

Q8

[Customize](#)[Export](#) ▼

On average how many USAC races do you attend?

Answered: 36 Skipped: 5



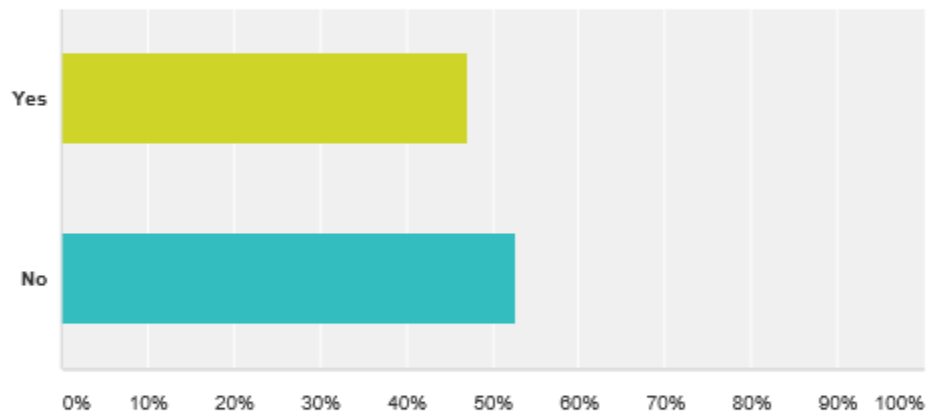
| Answer Choices | Responses | |
|----------------|-----------|----|
| None | 50.00% | 18 |
| Once a week | 2.78% | 1 |
| Once a month | 8.33% | 3 |
| Once a year | 38.89% | 14 |
| Total | | 36 |

Q9

[Customize](#)[Export](#) ▼

Would you be interested in a USAC fan membership?

Answered: 36 Skipped: 5



| Answer Choices | Responses | |
|----------------|-----------|----|
| Yes | 47.22% | 17 |
| No | 52.78% | 19 |
| Total | | 36 |

Q10

Export ▾

Do you have any other comments, questions, or concerns?

Answered: 4 Skipped: 37

● Responses (4)

☁ Text Analysis

📁 My Categories

PRO FEATURE

Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

Upgrade

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Categorize as... ▾

Filter by Category ▾

Search responses



Showing 4 responses

It would be great to be able to get a shirt or car sticker to go with the membership.

11/13/2014 7:32 AM

[View respondent's answers](#)

The desire to attend is definitely there, but unable to for health reasons.

11/12/2014 9:27 PM

[View respondent's answers](#)

who is this?

11/12/2014 7:09 PM

[View respondent's answers](#)

This is a great idea! Makes you feel like your a part of their journey!

11/12/2014 6:50 PM

[View respondent's answers](#)