

request for proposal

Cardinal Fit



NORTH CENTRAL
COLLEGE 1861

November 11, 2019

Cardinal Fit
30 N Brainard St.
Naperville, IL 60540

Dear Marilyn Skarbeck,

On behalf of Group 1, we hope this letter finds you well. After meeting with you in the spring during Cardinal PR, we were eager about the opportunity to work with such a passionate client. Meeting with you in Intro to PR allowed us to see the growth and potential of Cardinal Fit. When empowering clients and cultivating a sense of community were noted as defining characteristics of Cardinal Fit, we instantly felt connected as a group of transfer, first generation, and commuter students.

Cardinal Fit appears to be offering not only a way for students to get active, but so much more. We believe that highlighting the following key messages is extremely important to drawing them into Cardinal Fit:

- Sense of community
- Exercise being a source of medicine
- Empowerment

As a group who believes in Cardinal Fit's mission, we asked ourselves who might need this program most? Who might benefit from this program most? We were immediately drawn to the prospect of first-generation students. There are often first year, first generation students who may feel lonely or homesick. The promise of community in a healthy and productive space could captivate their interest. We believe this group would be excited about the physical and emotional benefits that Cardinal Fit provides.

Beyond sharing the key messages, we hope to expand brand awareness and help Cardinal Fit be known as a place of community, not only for students who are already active members of campus, but for those who are not... yet! Some of the great ways to spread brand awareness are to host different events, increase social media presence, and contact students/faculty/staff. We are very interested in working in this environment, and in working with Cardinal Fit.

We welcome the opportunity to meet with you to discuss your needs further. We would be honored to work with your organization and help fulfill all the goals you may have.

Claire, Jill, Maddy, CeCe, Jessica.

executive summary

Thank you for considering Group 1 as your potential partner to Cardinal Fit. Our ultimate goal is to help Cardinal Fit expand brand awareness on the North Central College campus and target first-generation college students. This will help reach students who are not yet an active part of campus life.

After various forms of social research, we concluded that currently Cardinal Fit has a weak physical and social presence on North Central College's campus. Students are unaware of the program or how to get involved due to a lack of awareness.

Cardinal Fit needs to utilize campus resources (email, activity fairs, first gen lunches)

in order to engage students in the program. This will open a door and encourage them to sign up for orientation sessions. Getting students to the orientation sessions is key in committing them to the program.

Ultimately, we want students to believe that:

- Cardinal Fit fosters the idea that exercise is medicine for your body and helps prevent injuries.
- Cardinal Fit cultivates a sense of community for the entire college using interpersonal relationships revolving around exercise, fun, and lifestyle growth.
- Cardinal Fit empowers people and gives them the tools they need to tackle everyday life.

Our goal is that students learn about Cardinal Fit, they become active, and feel a sense of belonging. We specifically care about first gen students because research shows first generation college students are less involved, have less social and financial support, and often lack positive coping strategies (Mehta 2018)

- Less involved
- Less financial support
- Lack positive coping strategies

The goal is to strengthen overall brand awareness by utilizing campus events to engage students and draw them to our orientation sessions.

situation analysis

Brand Situation: Currently, Cardinal Fit provides the physical service of helping clients to fulfill their fitness goals.

Competitive Situation:

Internet: YouTube videos, IGTV.

- Strengths: Free, low commitment, fits busy schedules.
- Weaknesses: Self motivated, self motivated results.



Unique service gyms: OrangeTheory, PureBarre, Handlebars, SoulCycle, Shyft, Spenga.

- Strengths: Class-style structure/community oriented, trendy, attract large female audience, modern, technologically advanced.
- Weaknesses: Expensive, elitist (not for anyone), less variety.

Traditional gyms: Lifetime (personal training service), PlanetFitness (free fitness training), Signature Fitness Club (personal training service).

- Strengths: Traditional, reliable, 24/7 access, many amenities, as expensive or cheap as you want (generally getting a similar experience).
- Weaknesses: Traditional, individually oriented.



Cardinal Fit

- Strengths: Free, personalized, one-on-one, unique to North Central, 8 week program, on campus.
- Weakness: Free, low media presence, low awareness of program, hard to find out information.

SWOT analysis

Strengths

- Cardinal Fit is an asset to North Central College, as it's a free, personalized fitness service offered to the NCC community.
- Encourages students, faculty, and staff to partake in the community while building a coping mechanism that can follow them after their time at NCC.
- Cardinal Fit's mission is culturally relevant as it reflects in its media presence thus far.
- It has an established pool of potential clients through the college.

Opportunities

- Extending services to Naperville community members to further brand awareness.
- Gathering unique testimonials that coincide with Cardinal Fit's mission to entice new prospects.
- Enhancing North Central's mission to create engaged citizens.
- Partnering with Cardinal First.

Weaknesses

- Cardinal fit doesn't have a strong social media presence. There isn't a way for students/faculty/staff to be informed about information sessions or orientation sessions.
- Currently focuses on enrolling students in general, not targeting a specific group.

Threats

- Inconsistent community participation leading to an unsustainable program.
- Lack of funding.
- Social media that misrepresents the key messages of Cardinal Fit.
- Insufficient facilities.

key messages and segment

Segmentation

- Demographic information: First generation college students.
- Can be found at: Cardinal First lunches, Cardinal First offices, freshman dorms (Rall, Seager, Ward), CARD101 and CARD102 class.
- Psychographic information: Potentially vulnerable and without community.
- Rationale: First generation college students may feel overwhelmed and isolated. Community is one of Cardinal Fit's core values.

Key Messages

Key Message #1: CardinalFit cultivates a sense of community for the entire North Central body using interpersonal relationships revolving around exercise, fun, and life growth.

Rationale: Marilyn speaks on wanting to create a positive experience for the clients—a place that can be inclusive and uplifting for everyone no matter who you are.

Key Message #2: Exercise is not only a way to prevent injuries, it is medicine for your body.

Rationale: Marilyn suggested that the “exercise is medicine” initiative is really important to Cardinal Fit because it shows that exercise isn't just preventative, but it fuels the body and soul.

Key Message #3: Cardinal Fit wants to empower people and give them the tools they need to tackle everyday with zeal.

Rationale: Tackling a work out can be the boost that people need to complete other life tasks. When people accomplish something like working out, it has a ripple effect in their day.

public relations plan

Objectives: Make it known to Cardinal First students that Cardinal Fit cultivates a sense of community, promotes the idea that exercise is medicine for your body, and empowers members to take on everyday life.

Strategies: Draw-in first generation college students by providing them with literature on the benefits of exercise on stress-related issues. Because data shows that many first gen students struggle with carrying the metaphorical weight of schoolwork and stress, showing them that Cardinal Fit will benefit their life and not be just another thing on their plate is really important.

Tactics: We plan to have Cardinal Fit student trainers attend Cardinal First events and lunches promptly at the beginning of the Spring 2020 semester, and Fall 2020 semester. Bringing the student trainers themselves is important because they shape the culture of Cardinal Fit, and their united presence will naturally show how community oriented the group is. They will give a short presentation on how Cardinal Fit can benefit students, focusing on the mental benefits. Following the short presentation, we will pass out literature with similar info as the presentation. We will also have computers set up for students to sign up for orientation after or throughout the lunch.

We will measure our success by keeping data of all the current first generation students in the program, and 6 months after implementation, will measure again to track growth.

implementation guide

In targeting first generation college students, below are social samples of how to best attract them. Social media, mainly Instagram and Facebook, will be the points of contact. You can use these platforms to provide general information, announcements, and more.

Cardinal Fit needs its own Instagram and Facebook. These accounts should have the same name for consistency. After you create these accounts, follow the guide below to create bios and posts that we believe resonate with first gen students.

A specific point of contact you should be in touch with at North Central College is Julie Carbello, Director of First Generation Programs and Teach First, Student Affairs. Work with Julie to tap into her email list of first gen students so you can contact them directly. Another idea is to reach out and ask for a feature on the Cardinal First Instagram or Facebook. A shout out in one of their weekly emails would also be another way to put Cardinal Fit on their radar.

instagram style guide

Bio sample:

Name: Cardinal Fit

Bio: Free personalized fitness training for the North Central College community. Let's conquer the demands of your life! Fill out the form below to join the Cardinal Fit family!

Link: <Google form to sign up for orientation session>

This will catch the eyes of people who click on the page, "Free" being selling point. The call to action is asking them to fill out the form in your "link" section.

Instagram Takeovers

Recently, "instagram takeovers" have been a really big part of social media marketing. This is the action of having one individual "take over" a group's instagram page to post content about themselves and the group they are part of. For example, North Central's production of A Midsummer Night's Dream had its own Instagram account. Rehearsal pictures were posted, show dates were shared, etc. With opening night a week away, they launched an "Instagram Takeover" where one of the cast members had access to the account, and posted fun, spontaneous content revolving around the show. Cardinal Fit should take full advantage of this new trend. Implementing a monthly takeover will show students what Cardinal Fit trainers and their trainees do during their sessions, as well as what they do throughout their day.

instagram style guide

Instagram Voice/Writing:

- Maintain an energetic, upbeat tone throughout each post.
 - Use a friendly and personable tone when responding to comments and questions.
 - Keep content relevant and meaningful.
 - Abide by common grammar rules, avoid typos, and use exclamation points and all-caps for emphasis, but do not overuse them. One or two sentences ending with an exclamation point are fine, as are one or two words per post in all-caps for emphasis. Do not write entire posts using all caps or respond to other users in all caps.
 - Make posting frequent. The more frequently posts go up, the more they will be seen and shared by followers.
-



facebook style guide

Facebook Voice/Writing:

Maintain an energetic, upbeat tone throughout each post.

Use a friendly and personable tone when responding to comments and questions.

Keep content relevant and meaningful.

Abide by common grammar rules, avoid typos, and use exclamation points and all-caps for emphasis, but do not overuse them. One or two sentences ending with an exclamation point are fine, as are one or two words per post in all-caps for emphasis. Do not write entire posts using all caps or respond to other users in all caps.



Cardinal Fit NCC at Human Performance Lab NCC

Yesterday at 2:45pm · 🌐

Here we go! Our 8 week program is starting next week! We have a full roster and we are excited to get started helping our clients reach their fitness goals. Don't worry, we still have spaces to fill for next semester! Click the link to sign up for an informational meeting. Hope to see you all there!

<https://www.googleforms/Cardinalfit.com>



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