

A close-up, high-contrast portrait of a person's face, focusing on the eye and cheek. The lighting is warm and golden, creating a dramatic effect. The person's expression is serious and contemplative.

**Pennsylvanians Against
Trafficking in Humans**
Proposed Marketing Plan

Proposed Marketing Plan for
Pennsylvanians Against Trafficking in Humans

A Sub-Committee of the Tri-Diocesan Sisters Leadership Conference

Submitted July 29, 2005

Overview of the Challenge

In the year 2000, the United States government made a commitment to confront and stop the trafficking of human beings in this country and around the world.

Each year since then, the U.S. Department of State has prepared and released the *Trafficking in Persons Report*. The fifth annual report, released on June 3, 2005, was presented at a press conference by Secretary of State Condoleezza Rice and her senior advisor on trafficking in persons, Ambassador John Miller. In her opening remarks, Dr. Rice equated human trafficking as “nothing less than a modern form of slavery.”

“To confront the abomination of human trafficking,” Dr. Rice continued, “a modern day abolitionist movement has emerged. Concerned citizens, students, faith-based organizations, feminists and other nongovernmental groups are doing courageous and compassionate work to end this trade in human degradation.”¹

One such “abolitionist” group is Pennsylvanians Against Trafficking in Humans (PATH), a subcommittee of the Tri-Diocesan Sisters Leadership Conference.

Situational Analysis

Pennsylvanians Against Trafficking in Humans (PATH) currently is a group of women religious that has pledged to heighten awareness, in the Pittsburgh area and beyond, of the tragedy of human trafficking. Members of the group have attended USCCB-sponsored conferences on the topic and have gathered materials such as newsletters, Web site addresses, DVD programs, and books about this worldwide problem. They have also developed relationships with groups across the state that have held roundtable discussions on the matter and are in the process of developing legislation designed to address human trafficking.

In order to shine additional light on this serious issue, PATH has planned three speaker events, scheduled to take place in the Fall of 2005. The group hopes to advertise these events and to engage the community more fully about this issue.

Goals

Preliminary discussions indicate that PATH hopes to achieve the following goals:

Long-term:

1. To join with groups across the country to help raise awareness of the human trafficking problem on a national and world-wide level
2. To encourage membership in PATH outside of the Pittsburgh religious communities

Short-term:

1. To advertise the scheduled lecture series about human trafficking in order to encourage attendance
2. To raise awareness of the human trafficking problem for people in the Pittsburgh area

Suggested Strategies and Tactics

Based on the situational analysis and PATH's stated goals, the following strategies and tactics are recommended:

Strategy One: Media Usage for Anti-trafficking Cause

PATH should consider granting interviews for feature articles, developing public service announcements, and/or sponsoring events to promote the anti-trafficking cause.

Strategy Two: Media Usage for Lecture Series

A series of press releases should be submitted for publication in a timely manner and directed to three distinct audiences: the secular media, the religious media, and campus publications.

Strategy Three: Media Spokesperson

PATH may consider contacting a media figure who has, in the past, championed similar causes or has lent his voice to causes for other religious or humanitarian concerns. WTAE-TV's Sally Wiggin, KDKA's Mike Clark, and WPXI's Peggy Finnigan are possible choices. Participation of such a spokesperson should be emphasized in appropriate communications.

Strategy Four: Web Site Usage

PATH should seek a presence for their message and for the lecture series on all relevant Web sites in Pittsburgh and the surrounding areas.

Strategy Five: Logo Development

PATH should consider engaging a graphic designer to create a professional logo mark for the organization, which will help establish the group's legitimacy for the media, the speakers, and the event attendees.

Strategy Six: Identity Pieces

Once a logo mark is established, letterhead, envelopes and business cards should be produced to brand all official correspondence and information from the organization. A Microsoft Word letterhead template can be created so PATH members can utilize the letterhead in electronic communication.

Strategy Seven: Flyers, Posters, and Brochures

The development of flyers, posters, and brochures is recommended to heighten awareness of the cause, advertise the lectures, and provide additional information to lecture attendees.

Possible theme for flyers or posters

One challenge in raising awareness for human trafficking will be to convince the local community that it should be concerned about the issue. Typical Pittsburghers worry about things like unemployment, taxes, aging, health care, drug abuse, and neighborhood violence. When approached about human trafficking, they might think, "I don't care about human trafficking! That kind of thing only happens in places like Thailand and Indonesia..."

PATH can take advantage of this attitude, however, by using that sentiment in their advertising materials. A typical flyer or poster, for example, might show head shots of average-looking children and lead with the headline

WHO CARES?

... if one of these children lives as a slave... *(or a prostitute, etc.)*

(follow with some stats on the issue)

We do. And you should too.

Won't you join us?

Pennsylvanians Against Trafficking in Humans

Info about lecture

Strategy Eight: Liaisons

The members of PATH should begin to identify laypersons, students, or other religious in the area who could be called upon to help bring attention to the trafficking issue.

These should be people who are willing to distribute flyers or posters, insert bulletin announcements, etc.

Associated Costs

While it is impossible at this time to provide an accurate detailing of the costs associated with this marketing program, out-of-pocket expenses should be limited to printing costs for identity materials (including paper and mailing expenses) and office costs such as phone charges. If needed, Eugene M. Kail & Associates, a communications, education, and marketing firm, and graphic designer Susan Mazur will be happy to donate time to develop written materials and graphic identity.

Implementation Timeline

An implementation timeline cannot be accurately established until PATH decides on a definite course of action, however, implementation should begin no later than September 1, 2005, in order to be effective in drawing an audience to the lecture series.

A preliminary timeline is as follows:

Before September 1

- Develop and approve logo mark
- Determine thrust of advertising message

By September 1

- Complete design and printing of flyers and posters
- Choose a spokesperson
- Establish a list of parish/business/campus representatives

Two weeks before each lecture

- Flood local media with first wave of press releases (possibly as an e-mail blast)

One week before each lecture

- Flood local media with second wave of press releases
(preferably by mail or a distribution method different from first wave, on official letterhead. Should include brochure and flyer or poster with the packet.)