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## I. Introductory Statement

- A. First Nations Development Institute (FNDI) has a problem. Studies have shown that Americans have false representation of Native Americans, as a whole. These false representations are hindering the Institute's mission, which is designed to strengthen indigenous American economies to support healthy Native communities. *A comprehensive PR Plan is needed to raise awareness, gain support from publics, and ultimately communicate the ideology of authentic Native American culture.*

## II. Situation Analysis

- A. The First Nations Development Institute was founded in 1980 to advocate for Native Americans. It was originally known as the *First Nations Financial Project*. The FNDI came about after many initiatives that came around in the 20th century. These include, *The National Congress of American Indians*, *Native American Rights Fund*, and *American Indian Movement*, also the court case *Winters v. United States*, and laws including, *Indian Financial Act*, *1975 Indian Self-Determination and Education Assistance Act*. The institute established the first 'reservation-based microenterprise peer - lending fund' in the United States on the Pine Ridge community called the Lakota Fund in 1985. This fund was aimed to assist 'would-be entrepreneurs' or individuals who did not have the resources to start their own company.
- B. The institute also launched the Oweesta Program and Fund ("Oweesta is the Mohawk word for money") to assist members who were unbanked, otherwise known as individuals that do not hold bank accounts. The Oweesta Program opened the first Native Community Development Financial Institution (CDFI) which encompasses banks, credit union and loan funds. There are now over 70 of these institutions in the United States. With all of the money in circulation in the communities, the FNDI helped create the Inter-Tribal Monitoring Association on Indian Trust Funds (ITMA). Other than the CDFI and ITMA, the First Nations began making grants in 1993 known as the Eagle Staff Fund. The first grant supported the InterTribal Bison Cooperative's effort "to reintroduce buffalo to tribal lands as well as Alaska native subsistence hunting, fishing, and gathering rights."
- C. In 2002, the organization created the Native Agriculture and Food Systems Initiative (NAFSI) "with support of the W.K. Kellogg Foundation" there were many food-related projects to better understand where funds are going to purchase food. As of 2015 the organization has funded over 1,000 grants. Currently the institution has awarded over "1,039 grants totalling \$23.7 million to Native American projects and organizations in over 37 states, the district of Columbia and U.S. territory American Samoa. These grants have been for a variety of

initiatives including, financial and investor education, technical assistance and training, combating predatory lending, and scholarships. Recipients have included Native nonprofit and service organizations, tribal nations, tribal government departments, tribal colleges, and in the case of scholarships, to Native American college students as well as other individuals seeking professional development. *A comprehensive PR Plan is needed to raise awareness, gain support from publics, and ultimately communicate the ideology of authentic Native American culture.*

### **III. Research**

- A. Our team conducted research by administering an online survey using *Survey Planet* to facilitate conversation on potentially misleading perceptions. We reserved tables in the University Center to collect primary quantitative data based off of respondent's personal experiences reflected in our survey.
  - 1. 36 out of 57 survey respondents, 63 percent, either strongly disagreed, slightly disagreed, or simply disagreed that their knowledge of Native American Culture was extensive.
  - 2. When we asked, what was the first word that came to respondent's minds only 15 percent of individuals responded with words like "misrepresented" and "injustice." While another 25 percent simply stated "tribes" or "Indians" for their answer.
  - 3. Over 90 percent of respondents do not actively participate in Native American culture.
  - 4. Respondents also ranked "Native Americans" as the second-to-last ethnicity portrayed in the media. Respondents ranked Native Hawaiian or Pacific Islander as the least seen ethnicity in the media.

### **IV. Goal**

- A. For First Nations Development Institute to be a leader in providing educational resources for multicultural centers at higher education institutes in Michigan about indigenous culture in America.

### **V. Focus**

- A. Students at public state universities in Michigan
  - 1. Traits: This section of people are between the ages of 18 to 25 years old.
  - 2. Why: According to Pew Research Center, Millennials (current college students) are the most open to change as compared to their predecessors. These individuals will enter the workforce and develop into high functioning members of society. They have the ability to influence the future of the country.

3. Behavior: First Nations Institute wants students at public state universities in Michigan to be more cognizant of common misconceptions of Native American Culture. Once misconceptions have been recognized, the institute wants students to actively engage in programs that raise awareness and celebrate Native American culture.
- B. Multicultural centers at public state universities in Michigan
1. Traits: a programming center on campus that can capture a wide audience of students.
  2. Why: Multicultural centers provide resources and experiences for students to broaden their horizons. These centers may already have effective programs regarding other minorities in place that have a high impact on students.
  3. Behavior: First Nations Institute would like these multicultural centers to host engaging programs educating students on important Native American cultural issues.

## **VI. Objectives**

- A. Objective 1: To educate students at public state universities in Michigan on the indigenous culture to increase support and awareness for the Native American community as a whole.
- B. Objective 2: To collaborate with multicultural centers at public universities to gain continuous support for initiatives to cultivate awareness and result in a more inclusive environment on campus.

## **VII. Strategy**

- A. First Nations Institute is seeking to influence behavior and ultimately change attitudes and beliefs about Native American culture. A way to do this would be to create a paradigm shift or “a-ha” moment for students in public universities throughout Michigan. Misconceptions may be rooted into an individual’s belief system based on previous education, media exposure, etc.
- B. To change people’s actions, First Nations Institute must aim to influence opinions, beliefs, and ultimately core values. Creating opportunities to challenge someone’s beliefs, will encourage them to reevaluate their perspectives.
- C. Because Multicultural Centers on campuses are already creating programs for students regarding various cultures, these entities can serve as early adopters. According to Rogers’ Theory of Diffusion of Innovations, early adopters are some of the first to utilize a new product, service, or idea and can often times help influence others to buy in as well. If First Nations Institute can tap into the influence of Multicultural Centers on public state universities in Michigan, it will be able to then reach a wide range of students.

## **VIII. Tactics**

### **A. Press release**

1. The purpose of the press release is to inform media outlets that the FNDI has challenged higher education institutes to participate in the #NativeTruth campaign. This campaign aims to unify the efforts of universities across Michigan to educate and raise awareness for Native American culture. This press release will be sent out to media outlets around Michigan on Oct. 25, a week before the launch of the challenge. The attachment is an example of the press release that will be sent to East Lansing (see *Tactic #1*).

### **B. Media Advisory**

1. The purpose of the media advisory is to inform media outlets about the guerilla marketing event *Look Beyond the Teepee*. This initiative will focus on looking beyond the typical portrayal of Native Americans and inspire dialogue regarding current issues. This media advisory will be sent out the same time as the press release on Oct. 25, a week before the launch of the challenge (see *Tactic #2*).

### **C. Native Truth social media campaign:**

1. The purpose of the #NativeTruth social media campaign is to create dialogue surrounding the Native American culture, in order to provide educational resources that will identify the misrepresentations of Native Americans. First Nations Development Institute (FNDI) will use Facebook, Twitter and Instagram platforms to execute this social media campaign. Our goal is to curate one-to-two Facebook posts per day, three-to-five tweets per day, and one Instagram post per day centered around the #NativeTruth campaign. These posts will be placed on either FNDI's Facebook, Twitter or Instagram pages. We chose to utilize these social media platforms because they allow for conversation and relationship building between FNDI and its target audience (see *Tactic #3*).

## **IX. Timeline: 2017**

- Jan. 17 - Contact U of M / MSU multicultural centers
- August 20 - Announce #NativeTruth initiative to all Multicultural Centers in Michigan
- Oct. 25 - Send out Press Release and Media Advisory
- Nov. 1 - Host the *Look Beyond the Teepee* event on U of M and MSU campuses.
- Nov. 1 - #NativeTruth campaign begins
- Nov. 30 - #NativeTruth campaign ends
- Dec. 5 - Send out follow up survey and begin evaluation

## **X. Budget (Insert Budget)**

## **XI. Evaluation**

### **A. Output Performance:**

1. To measure the success of the press release, we want to track which media outlets picked up the story. With this information we can view how much of a geographical area our story reached.
2. The Guerilla Marketing campaign will be measured in terms of views. After posting videos of the campaign, how many views did it receive? We will also measure what outlets shared, wrote articles about, or showcased the video.
3. The Social Media Campaign will be measured in terms of engagement. We will measure how many users are using/engaging with #NativeTruth. We will also measure how many users our posts and advertisements reach. Lastly, we will measure the dialogue that is created by this campaign. Using a coding system and scale, we will measure what percentage of engagement with advertisements is positive and what percentage is negative.

### **B. Outcome Effectiveness:**

1. To measure if college students' perceptions and beliefs have changed, we will issue a follow-up survey. Using this method, we can ask if students engaged in any of our tactics and if they were influenced to change perspective because of them.
2. To measure engagement with multicultural centers, we will measure how many centers from universities agreed to participate in our initiatives. We will also measure how many programs dedicated to Native American culture the centers have put on before this initiative and use that data to compare how students reacted to the campaign from universities who do a great deal of Native American programming and those who did not.

## **XII. References**

- A. First Nations Development Institute: A Look Back to the Beginning. (2016). Retrieved November 21, 2016, from <http://indiangiver.firstnations.org/nl150910-01/>
- B. Millennials: Confident. Connected. Open to Change. (2010, February 25). Retrieved from Pew Research Center: <http://www.pewsocialtrends.org/2010/02/24/millennials-confident-connected-open-to-change/>



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**News Release**

For Immediate Release

Oct. 25, 2017

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**First Nations Development Institute Challenges Public Institutes to Reveal  
the 'Real' Native American Culture Across Michigan**

Ann Arbor, MI - The First Nations Development Institute challenges universities across Michigan to participate in the #NativeTruth campaign, Nov. 1- 30, in honor of Native American History Month.

The #NativeTruth campaign will challenge the students and multicultural centers on university campuses to come up with their own way to unmask mainstream society misconceptions of the Native American culture.

"It is our hope that this project will share the truth in narratives of the first people, and ultimately improve the lives of our country's five million Native Americans and their descendants, starting in Michigan," said La June Montgomery Tabron, WKKF president and CEO.

-More-

First Nations Development Institute believes that when armed with appropriate resources, Native People hold the capacity and ingenuity to ensure the sustainable, economic, spiritual and cultural well-being of their communities. To find out more about the First Nations Development Institute visit their website at [www.firstnations.org](http://www.firstnations.org).

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## Tactic #2

### Social Media Campaign: #NativeTruth Social Media Campaign Content Schedule



First Nations Development Institute (FNDI) will use both Facebook and Twitter platforms to execute its Native Truth social media campaign:

FNDI Facebook: <https://www.facebook.com/FirstNationsDevelopmentInstitute>

- Our goal is to curate and post one-to-two Facebook posts per day, centered around the Native Truth campaign. These posts will be placed on FNDI's Facebook page.

FNDI Twitter: <https://twitter.com/FNDI303>

- Our goal is to curate and post three-to-five tweets per day, centered around the Native Truth campaign. These posts will be placed on FNDI's Twitter account.

FNDI Instagram: <https://instagram.com/FNDI303>

- Our goal is to curate and post one Instagram post per day, centered around the Native Truth campaign. These posts will be placed on FNDI's Instagram account.

#### Social Content Topics

- True or False: Native American culture
- Staff, Board Member profiles
- The history of FNDI
  - Current events that pertain to Native American culture
- Native American Heritage Month (November)

#### Hashtags

- #NativeTruth
  - This will be the main hashtag used for the Native Truth campaign
- #NativeTruthMI
- #NativeAmerican
- #NativeAmericanTruth
- #NATruth
- #FNDI

#### Social Content Schedule

##### **Monday**

- Staff profiles



- Campaign highlight

### **Tuesday**

- Minority-related and/or cultural-relates news pieces
- #TruthTuesday

### **Wednesday**

- Case study, or research statistics about the misrepresentation of Native Americans
- Share recent FNDI news (<http://www.firstnations.org/news>)

### **Thursday**

- Highlight one of the many FNDI programs (<http://www.firstnations.org/programs>)
- #TBT including information about Native American history

### **Friday**

- Campaign highlight
- Minority-related and/or cultural-relates news pieces

### **Saturday**

- Staff profiles
- Highlight one of the many FNDI programs (<http://www.firstnations.org/programs>)

### **Sunday**

- Case study, or research statistics about the misrepresentation of Native Americans
- Share recent FNDI news (<http://www.firstnations.org/news>)



## Tactic #3

### **MEDIA ADVISORY**

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ORGANIZATION FOCUSED ON STRENGTHENING NATIVE AMERICAN HERITAGE  
UNVEILS EXHIBITS TO EDUCATE SOCIETY ON CULTURAL TRUTHS AND FALLACIES  
*First Nations Development Institute (FNDI) will offer educational exhibit, Look Beyond the Teepee, at higher education institutions in Michigan from Nov. 1-8*

**What:** First Nations Development Institute (FNDI) will offer educational exhibit, *Look Beyond the Teepee*, at Michigan State University and University of Michigan, in conjunction with the institute's Native Truth campaign, which take places during the month of November. The educational exhibits will unmask mainstream society misconceptions of the Native American culture.

**Where:** The educational exhibit will take place within the libraries located on each campus. The exhibit held at University Michigan University will take place at 109 Geddes Ave # 2500, Ann Arbor, MI 48109. The exhibit held at Michigan State University will take place at 366 W Circle Dr, East Lansing, MI 48824.

**When:** The educational exhibits will be available to the public on Wednesday, Nov. 1 to Wednesday, Nov. 8 from 8 a.m. to 7 p.m.

**Who:** FNDI employees including Vice President of Grantmaking, Development and Communications, Raymond Foxworth, and Program Officer, Tawny Wilson, as well as local Native American tribe members will be on-hand to speak to exhibit attendees.

**About First Nations Development Institute:** FNDI's mission is to strengthen American Indian economies to support healthy Native communities. We invest in and create innovative institutions and models that strengthen asset control and support economic development for American Indian people and their communities. With the support of individuals, foundations, corporate and tribal donors, First Nations Development Institute improves economic conditions for Native Americans through technical assistance and training, advocacy and policy, and direct financial grants in five key areas: Achieving native financial empowerment, investing in Native youth, strengthening tribal and community institutions, advancing household and community asset-building strategies and nourishing Native foods and health.