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6913-30: Marketing for Nonprofits
Final Strategic Marketing Plan
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July 25, 2025

PIKE OFF OTA & Oklahomans for Responsible Transportation

“2024-2025 Documentary Film Rollout”

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Executive Summary

Organization Description:

Oklahomans for Responsible Transportation (ORT) is a unique 501(c)(3) organization dedicated to protecting property rights and preventing government overreach. It advocates for transparency in community placemaking and encourages community-based planning and infrastructure financing that promotes good stewardship of land, water, wildlife, and people to preserve Oklahoma for future generations (*Pike Off OTA*, 4 Mar. 2024, pikeoffota.com/).

Organization Mission Vision:

ORT aims to hold Oklahoma government agencies accountable by engaging the public in responsible transportation education and infrastructure planning processes. ORT ensures due process and encourages appropriate engineering and environmental standards when implementing resilient and sustainable infrastructure solutions. As a nonprofit organization, ORT works alongside government agencies, providing input and advocating for community interests to shape transportation policies and projects that are inclusive, accountable, and beneficial for all Oklahoma citizens.

Organization Vision:

ORT seeks a more equitable citizen role in transportation planning by gathering community members united to hold state agencies accountable for their decisions. ORT works towards Oklahoma prioritizing people over cars, safety over speed, and empathy over expansion.

Situation Analysis:

Where we are now:

In collaboration with another nonprofit, Pike Off OTA, film editor Joshua Morton, and film director William Molina, ORT is just months away from being able to debut a documentary film that has been in the works for over two years. It was determined shortly after the Governor announced the ACCESS turnpike expansion program that a documentary would be one of many ways to inform people about what is happening in Cleveland County. Hopefully, this film will create more connections between people harmed by government policies and those in the government itself.

External Environment Scan and Industry/Sector Analysis:

The Biden Administration has injected unprecedented funding into infrastructure development. One aspect of this funding, little known to many, is the Reconnecting Communities Pilot Program. While many portions of the Biden Infrastructure Plan appear to be build-and-expand, business as usual, this Pilot Program is taking a different approach to mend the harms caused by road-building policies of the 1950s and 1960s. So, there is some acknowledgment, all the way at the federal level, that road policy implementation harms both the environment and the people living nearby or displaced. This film is intended to spark a connection between those communities that have experienced the same harm from the past and the communities, like Cleveland County, that are experiencing the same thing in the present. Hopefully, by sharing the ACCESS's effects on community connections, disinvestment, and overall anxiety and tension between the governed and the government, the ACCESS Plan can be altered to be more inclusive of the community needs, empathetic to resident voices, and less harmful.

Organizational Strengths:

Pike Off OTA and Oklahomans for Responsible Transportation have proven well-organized and proactive. The number of people consistently showing up when the organizations have events and fundraisers has shown solidarity and commitment. Consistent donations and donor participation in contacting legislators about public policy have legitimized both organizations in the eyes of participants, the media, and the politicians.

Organizational Weaknesses:

The current climate of the executive branch of Oklahoma is elitist and hands-off. Despite more than two years of effort to reach his office, the Governor still won't acknowledge or address any of the concerns raised. Given the enormous amount of money the developers, real estate players, bankers, securities traders, and road builders stand to make off of ACCESS, it is very possible to be threatened both in the judicial and personal sense. Multiple engineers who have spoken against ACCESS have already lost their jobs.

Opportunities:

The Governor could see the film at some point. This could create more empathy for his fellow Oklahomans and incentivize him to cancel the plan. The people standing to make a ton of money off the project obviously wouldn't be happy, but imagine the loyalty he could create if Oklahomans saw him taking on a more community-friendly, kind, and empathetic role. If he has ambitions to find himself in a higher office, his reputation with the people he governs could ultimately prove more valuable than the positions of patronage he is doling out. While it is unfortunate that some engineers have had to realign their career paths to be more aligned with their values, it is encouraging to see fresh frames of mind in an industry dominated by the mindset of "we've always done it this way." New ways of thinking that put people before profit-making could be developing and progressing towards better public policy.

Threats:

Both organizations' biggest threat regarding the film is potential legal battles. Hopefully, by creating an LLC, the organizations will be protected. If the film takes off and goes "viral," the organizations must be prepared to purchase E&O Insurance, which is financially burdensome.

Marketing Objectives:

The organizations want to collaborate to host screenings in the vicinities of the 34 Turnpike locations that have been in legislation since the late 1980s. Even if the screenings only have a dozen or so attendees in these locations, that's still a handful of people who can share what they saw and initiate conversations that may cause rippling effects. This objective is a long-term goal that will hopefully be accomplished in 2025. A more concise goal is to invite House and Senate Transportation Committee members to attend our initial screening, which will hopefully take place on October 5, 2024, at the Sooner Theatre. This date has been selected based on Mr.

Molina's completion timeline and because no Sooner football is taking place. Again, expecting complete attendance is a lofty expectation; however, even if only a few members show up, our time and effort are worthwhile because perception is everything. If they perceive the situation from the lens of the governed, perhaps there is better policymaking down the road.

Marketing Strategy:

Target Market:

The Film's target market is the people who have been speaking out against the proposed ACCESS plan; people who are sick and tired of being acted upon by the heavy hand of the government, like the folks fighting against wind turbines and biodegradable sludge; people who want to be proactive in policy and place-making, including our politicians and appointed officials; people who remember that Jesus Christ of Nazareth changed the world without ever building a building to worship in, people who care about the environment, including our water sources and wildlife; people who are facing similar threats in other communities; people who are trying to understand the effects of top-down governing policies, which are ultimately soviet styled; and anyone else interested in intelligent infrastructure design that provides safe, affordable, and inclusive instead of spaces that are dangerous, environmentally detrimental, and rent-seeking with no end in sight.

Marketing Mix:

Product/Service: The Documentary Film

Place/Distribution: In-person screenings around the state and eventually free online access via YouTube after we have already explored and potentially entered festivals and contests. The Director has warned us to be cautious about who is allowed to distribute the film. In past occasions, he has witnessed distributors purchasing projects to shut down production altogether. We will heed his caution and work with Mr. Molina and Mr. Morton to potentially enter the film into film festivals and local competitions.

Price/Value: Dynamic pricing will be utilized for this film. The organizations will implement a pay-what-you-can as donations. If a viewer cannot pay anything, there will be no price for entry. The value of this film is that it conveys the story of what it is like to have no certainty of your property or your community's future to increase awareness and empathy.

Promotions/Communications: The film's initial promotion will be local until we have explored the festival and contest routes. Eventually, the film will be promoted on the organization's website and YouTube channel.

Implementation:

WHO: Pike Off OTA & Oklahomans for Responsible Transportation leaders will work with volunteers to promote and engage initial public film screenings. Mr. Morton and Mr. Molina will help determine what festivals and contests will be worth our while.

WHAT: Leaders and volunteers will form six committees, aligned with the six regions which board members of the Oklahoma Turnpike Authority are selected from, to coordinate film debut for the 34 vicinities outlined in the statutes where potential projects could send other communities into the tailspin being experienced by residents of Cleveland County. Potential projects authorized by 69 O.S. § 1705 will be distributed to the committee they are in, with the committee determining where the film will have the most impact in their region.

WHEN: Cleveland County's initial debut will hopefully occur on October 5, 2024. Following this, the abovementioned committees will work through 2025 to implement their debut screenings in their assigned regions.

HOW: Committee leaders will work with local theatres, community event centers, and education facilities to find the most properly equipped and assembled locations for film debuts.

Budget: The budget for venue rentals and entries into festivals and contests will be initially set at \$10,000, with the potential to rise based on performance and future board determinations.

Evaluation/Control:

Screenings will require signatures upon entry, which will be collected and documented using Google Sheets to determine the number of viewers during in-person viewings. Once the video is made available to the public for free online, the organizations can also keep a tally of the number of views using the software on YouTube.