



A mother, Brandy Spreitzer and her daughter Kiely, started collecting pop tabs for the Ronald McDonald House of Akron after two family members were diagnosed with brain tumors. Soon, the pop tab collection spread through Kiely's whole school district.

**Media Objective:** Receive front-page coverage for Campus Elementary School pop tab collection.

**End-user Objective-** To create awareness for the elementary school and to encourage people to donate money or pop tabs to the ARMH

**Media Audiences-**Rick Armon, suburban news reporter for the Akron Beacon Journal.  
Walt Doerschuk, correspondent for Cantonrep.

**End-user audience-** Community members, families who stayed there, potential families, other school districts in the area.

**Media Outcome Measure-** Did the Akron Beacon run the story? Was in on the front page? Did news channel 5 or Fox 8 attend to the event? Was the story featured in the news? Did they relay our key messages to the public?

**End-User Outcome Measure-** Did the story gather donations? Are people sending money in or pop tabs at the house? Did people comment on the story? Was it touching? Did more people connect on the Facebook page? Was there an increase in website traffic?



Marissa Eisenbrei, RMHA

Address

(330)xxx-xxxx

[meisenbr@kent.edu](mailto:meisenbr@kent.edu)

### **One student influences a whole school district**

**Akron, OH- December 10, 2012-** It looked like an assembly line. A line of ten passing huge bins filled to the top down the line. Most of the “assemblers” were children.

One of the children was Kiely Spreitzer. The assembly line taking place was because of her. Spreitzer was responsible for the gathering of thousands of pop tabs to donate to the Ronald McDonald House of Akron.

At first, Spreitzer and her mother, Brandy, were collecting pop tabs in their own time, in their own home. Soon enough, word spread to Spreitzer’s third grade class at Campus Elementary in Streetsboro, Oh. The class as a whole then started to collect pop tabs and then it branched out to the whole elementary school. Within a month, the entire school district started collecting pop tabs in honor of the Akron House.

The school district, as a whole, collected thousands of pop tabs for the Akron House to recycle. Spreitzer and her mother, along with numerous people from the school, surprised the Akron House by delivering 30 bins to their front door.

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Beth Plasnick, volunteer coordinator, was shocked by the massive donation.

“I just couldn’t believe how many they collected,” Plasnick said. “It’s remarkable, it really is.”

The number of pop tabs the school collected will raise \$1,000 for the house.

Kiely was inspired to collect pop tabs after visiting her 2 year old cousin at Akron Children’s Hospital after her cousin was diagnosed with cancer and had surgery. Kiely decided she wanted to help all the sick kids at the hospital and learned that collecting the pop tabs would benefit all children.

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The Ronald McDonald House of Akron runs solely on donations. The most popular form of donations is the pop tab fundraiser. Each year, the house raises thousands of dollars by recycling pop tabs. They accept pop tab drop offs at the house. The RMHA is in desperate need for donations and pop tabs as well as volunteers to cook, clean and organize.



Marissa Eisenbrei, RMHA  
Address of house  
(330)xxx-xxxx  
[meisenbr@kent.edu](mailto:meisenbr@kent.edu)

**Akron, Oh- December 10, 2012**

### **Frequently Asked Questions**

1. How did the Ronald McDonald house react to the donation of all of the pop tabs?
  - The organization is ecstatic. They couldn't believe believe one school district came together and donated thousands of dollars worth of pop tabs to us.
2. Are they rewarding the school district?
  - Absolutely. They value the donations they receive. The organization is making the most of this charitable donation. The school district will be featured on the website and award goes to the school.
3. How did this family find out about the pop tab program?
  - The pop tab fundraiser is the most popular way to raise money. It is also the easiest way. They promote it on the Facebook page and website as well as to the families who stay here. Word of mouth works quickly.

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4. What is the organization's strategy to receive more pop tabs?
  - The Akron House is hoping Campus Elementary has set an example for school districts everywhere. What they did was so amazing that more schools could do it and have fun with it. The organization plans going to promote the idea to other school districts as well as the University of Akron and Kent State University.
  
5. How do you see that working with college campuses?
  - The goal is to target the resident's hall. I remember when I lived on campus there were always competitions going on between the floors of the dorms. We want to target this. College students have the ability to save thousands of pop tabs.
  
6. What do you want viewers to get out of this story?
  - Every little bit counts. It started with one mom and one daughter and turned into a revolution. It's amazing. If people just take the first few baby steps, people will follow and that can make a huge difference.

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## **Twitter Pitches**

One student changed a whole school district. #RMDH Akron received thousands of pop tabs from one school. [www.rmhakron.org](http://www.rmhakron.org)

@RickArmon see how one child made a difference in the lives of hundreds #RMDH Akron received thousands of pop tabs from one school district. [www.rmhakron.org](http://www.rmhakron.org)

## **Email Pitch**

To: Rick Armon from Akron Beacon Journal

Subject: One Child makes thousands of dollars of difference

Mr. Rick Armon,

After reading your article on Copley High School, you're going to want to hear this. The Ronald McDonald House of Akron received thousands of dollars worth of pop tabs from one school district, and it all started because of one little girl. Keily Spreitzer, a third grader at Campus Elementary, and her mom started collecting pop tabs after two young family members were diagnosed with brain tumors. The pop tab collection soon spread to her third grade class then to the whole school district.

We've received a number of bins filled to the top with tabs. There were thousands of dollars worth of pop tabs.

Attached are photos of the numerous bins we've received as well as photos from the classrooms and Kiely. I've also attached contact information for the Spreitzer's with

their consent.

Please consider this story for your publication. It's an amazing gesture that needs to be recognized. Feel free to call me at (330) xxx-xxxx.

Sincerely,

Marissa Eisenbrei