



The Scarlet
Strategists



Pecandy Campaign Proposal

Prepared for
Alishia Richardson

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Executive Summary

Over the course of the past four months, the Scarlet Strategists have intentionally and proactively developed a unique campaign for Pecandy Co. Through market research, goals, and objectives, we have developed an innovative approach for Pecandy to propel growth. Targeting Divine 9 Sorority Women age 30 and older, our team cultivates an approach with tailored information for luxury snackers and conscientious consumers alike.



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Situation Analysis



GOAL STATEMENT

As the Scarlet Strategists, our goal for Alishia Richardson of Pecandy is to increase brand awareness and utilization of business-to-business (B2B) marketing.

HISTORY OF ORGANIZATION

Pecandy Co. is a homemade candied-pecan company founded in 2021 by former Spelman College roommates Alishia Richardson and Keyana Park. Richardson has since perfected her seven classic flavors. All Pecandy products are handmade at home, attesting to the founders' passion and dedication. The values of Pecandy are ubiquitous: Richardson and Park are committed to artisanal quality, sustainable practices and empowering women- and Black-owned businesses. Pecandy's mission aims to reimagine the candied pecan as a gourmet snack that transforms a simple treat into a moment of indulgence and joy.

ORGANIZATION REPUTATION

The company's vision is to be the most beloved and trusted name in gourmet snacking and gifting, recognized for innovative flavors, uncompromising quality and a passionate brand personality. As the Scarlet Strategists, our goal for Alishia Richardson of Pecandy is to increase brand awareness and utilization of B2B marketing. Specifically, this will be attained strategically by connecting with Divine Nine Sororities for the promotion and implementation of PeCandy at events and galas.

Situation Analysis

cont.



CAMPAIGN PROPOSAL SITUATION

Pecandy has established itself as a luxury sweet brand through its packaging, pricing and partnerships. Currently, only 8% of the company's overall marketing efforts are business-to-business, but Richardson, the founder and CEO, hopes to grow that percentage to 55% to strengthen partnerships and long-term growth. There are untapped opportunities for loyal customer bases in partnerships with organizations in the Columbus area and nationwide. Our campaign proposal is to address Pecandy's limited B2B marketing presence and analyze partnerships that align with its target audience: women aged 30 and older. These organizational partnerships would foster public connections and help transition Pecandy to a business-to-business approach, expanding reach and profitability.

Pecandy's limited B2B presence is a result of resource constraints, packaging, pricing and sparse name recognition. Richardson currently operates multiple aspects of the business independently, limiting the amount of time she can set aside for strategy development and partnership outreach. Additionally, Pecandy products are packaged in glass mason jars to match the elevated look of her candied pecans. While this aesthetically looks good, it is not cost-efficient or environmentally friendly. This raises issues with shipping prices for Pecandy and could deter eco-conscious businesses from committing to partnerships. Finally, sparse name recognition is a factor for almost any startup business. It can be difficult for prospective consumers and partners to understand the value Richardson and her products provide if they are unfamiliar with Pecandy.

Situation Analysis

cont.



CAMPAIGN PROPOSAL SITUATION CONT.

Even though Pecandy has only been an established business for four years, the lack of focus on B2B marketing has limited its exposure within its ideal demographic. The brand's luxury appeal has attracted individual buyers and a few businesses. Still, it has not yet tapped into consistent partnerships with organizations and businesses that align with Pecandy's target audience and values. As a result, Pecandy relies on business-to-consumer (B2C) sales, which are time-consuming, less profitable and require more marketing resources. This challenge restrains the scalability and brand reach of Pecandy. Pecandy has the opportunity to secure consistent bulk orders by implementing a strong B2B marketing strategy. Its reputation of being a high-end gifting/snack brand will be strengthened via the relationships it builds with local and national organizations. However, if Pecandy does not take advantage of this opportunity, Richardson risks stagnant growth in demand and consumers. This, in turn, could result in not resonating with the brand's target audience through missed exposure or inconsistent individual sales.

According to the B2BNews Network (2022), business-to-business marketing helps small businesses reach a larger portion of their target audience, as entire companies are exposed to the products small businesses are selling. Businesses also have larger budgets compared to individual consumers, leading to consistent, quality purchases and stronger leads. We believe that by focusing on this type of marketing, Pecandy will be able to increase its reach among consumers in its target demographic.

STRENGTHS

- In-house product
- Various unique flavors
- Authentic background and values
- Locally made and handcrafted
- High-quality ingredients

WEAKNESSES

- Only offers one product
- Orders are only fulfilled Monday-Wednesday
- Reliance on manual production
- Expensive and difficult packaging
- Small management

OPPORTUNITIES

- Pecan product pairs well with other foods
- Collaborate with Black-owned organizations
- More diverse product line
- Expand social media presence

THREATS

- Limited production capacity
- Premium pricing
- Cheaper competitors
- Increase of production expenses
- Health-conscious habits

SWOT ANALYSIS

Secondary Research

Objective 1: To analyze Divine Nine sororities' annual events to understand the community engagement and traditions that may support partnerships.

The research focused on the purpose and community impact of the Divine Nine's recurring events. The information was gathered from a dissertation by Cythina Johnson Jones, focusing on the Divine Nine's purpose and also from the organization and chapter's websites. The Divine Nine sororities consistently host events that blend service, social impact and fellowship to better their organization and their outreach to the public community. Each chapter hosts annual events like conferences, scholarship galas, luncheons, community services and cultural celebrations (Alpha Kappa Alpha Sorority, Inc., n.d.).

These events highlight the organization's legacies and show how they serve as necessary platforms for creating strong community connections beyond members' initial undergraduate years. According to Johnson Jones (2024), members of these organizations are "committed to their organization's sense of purpose and actively participate beyond their undergraduate years...sororities seek to contribute significantly to Black communities by educating, strengthening and forwarding practices" (p.25). Knowing this helps pecandy tailor messages to the traditions and tone of d9 organizations, showing respect for the community and aligning values. In turn, it strengthens a foundation of genuine partnership and trust.

Secondary Research

Objective 2: To evaluate effective strategies that guarantee vendor retention and the different vendors that supply these events.

Research from MYS Blog (2025) and Ticket Fairy (2025) shows that vendor loyalty grows through aligned values, preparation, and trust. The most effective vendor retention strategies begin with early expectations that solidify rates, security, and new adjustments. Sharing relevant data such as the number of attendees, sales summaries, and demographics, while also providing a space for vendors to share their own statistics, shows they are viewed as partners rather than renters. Maintaining this transparency will strengthen partnerships, especially amongst local Black-owned businesses, which are prioritized by the Divine Nine. Priority rebooking, renewal incentives and a trouble-free renewal process increase the vendor return rate above 80%.

The implementation of these strategies can foster long-term partnerships with vendors. According to the Greek Vendor Hub, most Divine Nine vendors supply fashion-based products such as custom apparel, embroidery and jewelry. This decreases Pecandy's competition, creating an opportunity to stand out amongst other vendors. The Divine Nine values tradition and culture, providing the perfect environment for Pecandy to showcase their aligning values and brand story. Conversely, being the only food or snack vendor can put Pecandy at a disadvantage by setting higher expectations.

Secondary Research

Objective 3: To analyze Divine Nine sororities' annual events to understand the community engagement and traditions that may support partnerships.

The research for this objective was done by reading a Forbes article and by visiting the National Black MBA Association site. This created a better understanding of how small, minority-owned businesses can partner with larger organizations to build lasting relationships and increase brand awareness. Successful vendors' relationships with organizations grow through authentic, value-driven and consistent interactions instead of one-time partnerships. The long-term success for vendors, especially for minority-owned businesses, is dependent on trust and commitment that is built up over time between parties.

The National Black MBA Association explains that aligning values and missions creates consistent partnerships that increase brand awareness. Smaller businesses that focus on building deeper relationships can achieve long-term success and People who give support without looking for something in return right away, tend to form more impactful and deeper connections (Forbes Coaches Council, 2025). For Pecandy, focusing on the values they share with these organizations and building authentic relationships will strengthen brand awareness

Secondary Research

Objective 4: To analyze the factors that lead to a successful, long-term partnership with organizations/businesses.

Research published in Sustainability (2024) analyzed how relationship marketing, perceived value and satisfaction are associated with the continuation of B2B partnerships long-term. This empirical study found that incorporating different theoretical frameworks, such as the Social Exchange Theory (SET) or Expectation-Confirmation Theory (ECT), can offer an understanding of the factors that influence satisfaction, as well as the intention to continue business relationships. The application of the SET and the ECT suggests that the greater the perceived benefits of a B2B partnership, the higher the likelihood of continuation. When relationship marketing initiatives exceed expectations, there is a positive perception of value. This is vital for fostering sustainable partnerships between businesses. In turn, relationship marketing influences perceived value, further building satisfaction and trust. This sequence is pivotal for Pecandy's B2B success. For Pecandy, ensuring values such as luxury quality and diversity, while also experiencing the consistency of satisfaction with service and delivery, will ensure a solid foundation for long-term partnerships. This will also allow Pecandy to sustainably grow its B2B percentage from 8% to 55%.

Goal Statement

As the Scarlet Strategists, our goal for Pecandy is to increase brand awareness and utilization of business-to-business (B2B) marketing.

Key Public

Demographic & Psychographic Information

Our campaign targets women age 30+ who are alumnae of the Divine Nine (D9) sororities (AKA, DST, ZPB, SGR), predominantly African American and are college-educated. Nearly half earn \$50,000+ annually and work in fields such as leadership, business, healthcare and education (BlackDemographics.com 2024; National Pan-Hellenic Council, 2024). D9 alumnae are spread nationwide, with large concentrations in Columbus, Boston, Atlanta and Washington, D.C. They hold significant cultural capital in African American higher-education communities and often influence brand awareness and community perspectives. Psychographically, sorority alumnae value sisterhood, scholarship and service. They remain active in alumni chapters through volunteering, philanthropy, conferences and community events. They prefer authentic, community-aligned brands and hold strong influence through leadership and social networks.

Justification for Audience Selection

D9 alumnae age 30+ are ideal for Pecandy due to their purchasing power, community influence and value alignment. D9 events offer strong opportunities to showcase Pecandy's premium products to large, engaged audiences. With an estimated four million members worldwide, D9 organizations provide substantial reach and impact potential. Positioning Pecandy within this trusted network increases visibility, strengthens B2B connections and supports brand advocacy among influential, high-trust consumers.

Marketing Personas



Name: Courtney Jones

Sorority: Alumnae Chapter
of Delta Sigma Theta
Sorority, Inc

Courtney is an accomplished physician's assistant at Nationwide Children's Hospital and is active in her community, often volunteering in public service events and supporting Black-owned businesses. She also regularly attends her chapter meetings, often helping plan philanthropic events. Courtney travels to at least three larger meetings a year and successfully balances her professional and personal life. Outside of her commitments, she can be seen consistently spending time with her friends and family.

Objectives

To increase the presence and awareness of Pecandy's community-driven values among women aged 30 and older, specifically increasing exposure on social media by 15% in three months.

To increase awareness of Pecandy among women who are members of D9 sororities aged 30 and older, specifically aiming for a 35% increase in positive brand perception in five months.

To impact the action of D9 sorority members, specifically to increase the amount of sorority events at which Pecandy is a vendor, through four new events in 2026.

Market Research Findings

Traditional Research Method: In-Depth Interview with Divine Nine Alumni Sorority Members

The traditional market research method conducted was two in-depth interviews with members of AKA's alumnae programs. These half-hour interviews took place virtually on Nov. 5, 2025. Participants were asked about their sorority involvement, alumni events, vendors and products available at events, purchasing preferences and about Pecandy. Each interview consisted of about 20 questions, with our sample consisting of two participants. Our outreach method involved sending emails to seven of the D9 alumnae sorority groups in the Columbus area and reaching out to personal contacts via text; participants were acquired through these personal contacts. Both participants, Joy and Pam, identify as African American women, ages 22 and 62 and are members of AKA. Both have earned their Bachelor's degrees; one has earned two Master's degrees and the other is currently in graduate school.

We chose to conduct in-depth interviews because we wanted to get authentic responses on what snacks the members enjoy at events, how often they go to these events, their purchasing behavior for the snacks and gifts and if they like candied pecans. We also asked about how they select vendors and partnerships for their events. These interviews were intended to help us determine whether these sororities would be a valuable partnership for Pecandy to expand its B2B marketing.

One trend across these interviews is that the presentation of products elevates the experience of sorority alumnae events. Pam stated that she is motivated to support a vendor with attractive packaging, noting that while taste matters, packaging draws consumers in. Specifically, Pam said that snack vendors gain attention when using AKA-themed packaging. Joy aligned with Pam; by sharing a story of when she bought berets from a boutique vendor because of the colors and AKA slogan on the design. For Pecandy, focusing on presentation and visual branding can significantly enhance product appeal, especially at these events.

Market Research Findings

Traditional Research Method: In-Depth Interview with Divine Nine Alumni Sorority Members Cont.

Furthermore, participants described a trend of chapter exclusivity as a connection point. Having AKA-themed packaging at the events is what made the product speak directly to them. This is helpful for Pecandy because there is an opportunity to make customers feel special through a product designed and packaged specifically for them. By incorporating AKA colors, meaningful slogans and personalized design cues, Pecandy can position its products as not just snacks, but as experience-enhancing items that celebrate the individual customer's identity and pride.

Another trend found from these interviews is the emphasis on gifting as it relates to purchasing behavior. Joy emphasized that she always shops for others at AKA events, noting two experiences when she purchased a gift for her mother and grandmother from a vendor at an alumnae event. After a brief presentation of Pecandy, Pam said that offering candied pecans would appeal to people looking for affordable, high-quality gifts. The shared emphasis on gifting depicts a strong indication that purchasing decisions are driven by the desire to give meaningful gifts. Pecandy's campaign messaging can focus on the emotional appeal of giving; celebrating sisterhood, family ties and small gestures of appreciation, Pecandy can be distinguished as a beacon of these values and actions.

One final trend is the enthusiasm expressed for small, Black-owned businesses. In Pam's interview, she stated that they really focus on supporting small Black businesses. Likewise, in Joy's interview, she said she thinks members would be eager to support small brands. This collective interest shows how authenticity and resonance influence purchases, solidifying Pecandy's potential as a successful vendor at D9 events and beyond.

Market Research Findings

Storytelling Interview with Divine Nine Alumni Members

We chose storytelling as our alternative research method because Pecandy is a brand rooted in authenticity, nostalgia and experience—not just product features. Traditional surveys often limit participants to short, surface-level answers, but including storytelling invites them to reveal deeper emotional associations with gourmet snacks, joy and indulgence. Since Pecandy aims to build a brand narrative around that, collecting personal stories will help us understand how people naturally describe and connect with those types of experiences. This method also aligns with Pecandy's creative, narrative-driven marketing approach and offers richer qualitative data.

Our non-traditional market research method was a storytelling prompt executed during the two D9 alumni interviews with Pam and Joy. The storytelling portion of the interview lasted around five minutes, where participants were asked to describe a time they remember having a gourmet snack they had to share with their friends, including any details that stood out in the experience.

One takeaway from these interviews is that an emotion plays a powerful role in shaping consumer behavior because people gravitate toward products that resonate with their feelings. Joy and Pam emphasized that what makes a treat memorable is not just its flavor but also its emotional context. Joy's enthusiasm for seasonal Lindor chocolates wasn't simply about taste; it was tied to childhood memories, holiday warmth and product exclusivity. Similarly, Pam recalled the excitement of discovering a sorority sister's homemade cookies because supporting her felt meaningful. These emotional factors made the products more worthy of purchasing and gifting. A gourmet snack tends to associate more with events, celebrations, or a comforting personal reward. Pecandy, is the gourmet snack that brings you back.

Market Research Findings

Storytelling Interview with Divine Nine Alumni Members

Additionally, storytelling turns a product into a narrative, which can be more impactful than product descriptions. Both interviews reflected that consumers are drawn to stories of Black-owned and women-led businesses, passion and perseverance. Joy stated that she would buy something simply to support the story behind it. Pam shared how her sorority sister's "From Mama's Kitchen" story made people want to buy her treats and join her monthly cookie club. Stories transform simple treats into meaningful experiences. For a brand like Pecandy, the origin of the founder's story can create attachment and brand loyalty, especially within networks of D9 sororities, and can be incorporated into its brand messaging.

Another key finding is that emotional connections naturally lead to word-of-mouth promotion. When a product feels special, people want others to experience it too. Pam eagerly told "everybody" about her sorority sister's cookies, while Joy immediately texted her friends, urging them to try the seasonal Lindor truffles. This way of sharing shows that strong emotional and sensory experiences spark a willingness to share. An opportunity for Pecandy to start a page on their website called Sisterhood Stories. Where customers can join the sisterhood by sharing their experiences with Pecandy's products.

Across both interviews, a key point made was that quality and brand trust were nonnegotiable. Joy refused to replace her preferred Lindor chocolates with Ghirardelli, emphasizing the importance of brand reputation and exclusivity. Similarly, Pam's appreciation for products made with "premium ingredients" demonstrated how perceived quality drives a greater willingness to purchase. This suggests for Pecandy, highlighting craftsmanship, premium ingredients and authenticity will add credibility and justify the idea of Pecandy being a gourmet snack. Consumers are more inclined to be loyal towards a brand when they associate it with consistent excellence and trust.

STRATEGY

Our team chose to implement a proactive public relations strategy rooted in building relationships with D9 alumnae, an influential audience of active community members who value service and engagement. Their strong alumni networks across the United States make them ideal for sustained B2B collaboration, helping Pecandy form authentic, long-lasting partnerships. D9 alumnae represent a demographic of professional, college-educated women with significant purchasing power, and their values align closely with Pecandy's brand. Insights from interviews, including Joy Foster's reflection on alumni impact, highlight the importance of engaging beyond undergraduate chapters to strengthen community interaction and expand Pecandy's social influence.

STRATEGY

Interviews also confirmed that D9 alumnae prefer partnerships that feel personal and culturally authentic, especially with small Black-owned businesses. Pam emphasized that vendors who align colors and presentation with chapter traditions gain the most attention without needing licensing, reinforcing Pecandy's approach of offering personalized packaging at events. D9 gatherings provide direct access to engaged audiences who can rapidly increase brand awareness through word-of-mouth. Pam noted that chapter meetings can host up to 200 members and that she attends several large events annually, even offering to distribute Pecandy samples. Such exposure boosts credibility, encourages same-day purchasing and supports growth for small brands. Collaborating with D9 alumnae will help Pecandy deepen cultural alignment, expand brand awareness and position itself as a company that honors Black women's traditions and community.

Tactic One

Divine Delights For The Holidays

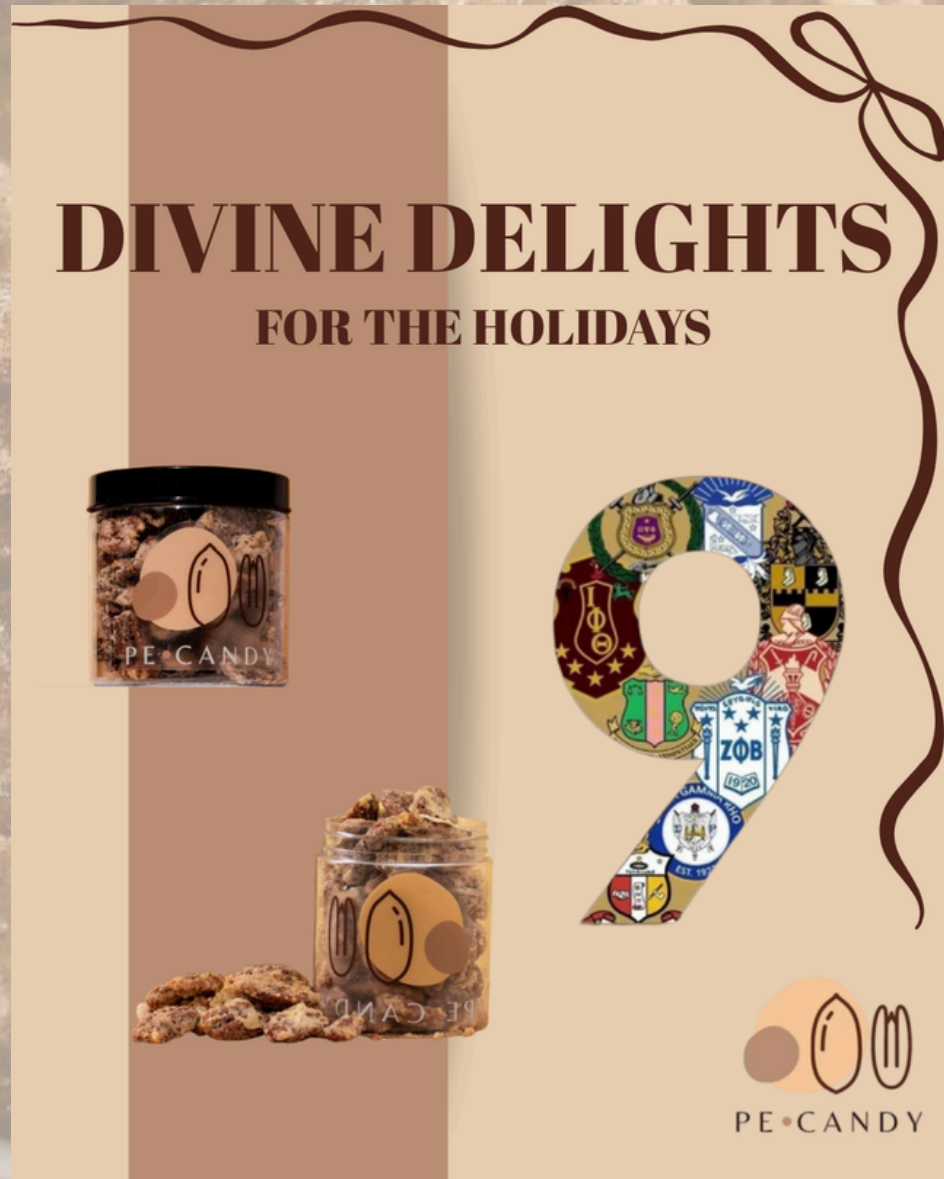
The Scarlet Strategists' first tactic is to propose "Divine Delights for the Holidays," a custom gift collection for the Divine 9 (D9). The D9 consists of nine historically Black fraternities and sororities. Our campaign positions Pecandy to take advantage of holiday spending accounting for nearly 20% of annual retail sales while reaching this key public.

D9 alumni are always eager to showcase their Greek pride; this tactic will provide the opportunity to connect and reflect on their sister/brotherhood while sharing a customized sweet treat. Relationships with Alpha Kappa Alpha's Iota Lambda Omega chapter in Columbia, Maryland will be utilized to launch this tactic. For this collaboration, Pecandy can reach out to Christina DeFiore, the liaison for this initiative.

The Scarlet Strategists hope to implement this initiative during the 2025 holiday season. This tactic centers on connecting Pecandy to the D9 community through custom gift jars styled in each chapter's colors. Pecandy will use AKA's Iota Lambda Omega's December chapter meeting as a touchpoint for product exposure. Business cards, QR codes, and coordinated social media posts will reinforce awareness and officially launch the campaign. This is expected to generate brand visibility, earned media, and online engagement through social media and word-of-mouth exposure.

Tactic One

CONT.



Divine Delights For The Holidays
Social Media Graphic

Tactic Two

#PassThePecandy

Our second tactic is #PassThePecandy, a digital gift-giving campaign built to connect D9 alumni. Designed to increase Pecandy's digital visibility and traction, the campaign will launch in February 2026 during Black History Month. This campaign will celebrate community and generosity through the act of gift-giving and will continue through May 2026, which coincides with the season of alumni events and celebrations. This digital challenge will emphasize gift-giving's ability to foster communities and serve as an act of kindness.

Our target audience includes D9 sorority and fraternity alumni, who value authenticity and connection, making them a perfect fit for a campaign based on gift giving and cultural celebration. We strive to gain the approval of D9 alumni organizations that are relevant in location to our client: Columbus, Ohio, Boston, Massachusetts and the DMV area. To begin this initiative, we have gained approval from the Iota Lambda Omega branch of AKA, which is located in Columbia, Maryland. Each participating organization will have the opportunity to both send and receive Pecandy jars to join the gift-giving chain.

Tactic Two

CONT.

#PassThePecandy

To launch the campaign, Pecandy will send a jar of its signature candied pecans to five D9 alumni members from five different organizations. Each sent jar will include a note directing the recipient to check their email for a personalized MailChimp message with directions on how to join the digital chain using the hashtag #PassThePecandy. Participants are encouraged to continue the chain and strengthen the community by sending a jar to a fellow D9 alumni member (from any chapter of their choosing) and posting on social media using the specified hashtag.

Using a digital chain on social media will stimulate friendly interaction while also generating natural brand exposure with each jar being shared using the campaign tag. Throughout the campaign, Pecandy will repost participant content to its Instagram page, showcasing the challenge, the participants and their organizations. Pecandy will focus on community awareness by sharing posts, recognizing highlights within the challenge (number of jars passed, number of alumni reached, etc.). This can establish Pecandy's role as a brand built on authentic beliefs and values while also keeping viewers and participants engaged.



Evaluation

OBJECTIVE 1

To properly assess the campaign's success in achieving objectives, an evaluative research plan has been developed. The overall goal for our campaign is to increase consumer brand awareness for D9 women and the utilization of B2B marketing. The information below details the ways in which we aim to evaluate the three objective statements written within our proposal.

Objective One: To increase awareness of Pecandy among women who are members of D9 sororities aged 30 and older, specifically aiming for a 35% increase in positive brand perception in 5 months.

Plan of Evaluation: Positive brand perception will be assessed through detailed metrics from brand perception surveys. A baseline of this survey will be sent to D9 customers at the beginning and the end of the campaign to evaluate the increase in positive brand perception. Additionally, a sentiment analysis will be utilized to monitor social media and review sites to observe the language used in association with Pecandy's campaign.



Evaluation

OBJECTIVE 2

Objective Two: To increase the presence and awareness of Pecandy's community-driven values among women aged 30 and older, specifically increasing exposure on social media by 15% in 3 months.

Plan of Evaluation: The 15% increase in social media exposure for Pecandy will be evaluated in the first month as a baseline and then exactly three months later to identify the growth rate. The measurement will be done using Sprout Social, a social media management tool that will track the accounts reached from Pecandy's social media accounts and, of those accounts, how many are women aged 30 and older through an audience demographic analysis platform that showcases interests and other channels followed. For the interest information analysis provided, we will use this to specifically look at Divine 9. This dataset will determine the overall success after three months.



Evaluation

OBJECTIVE 3

Objective Three: To impact the action of D9 sorority members, specifically to increase the amount of sorority events at which Pecandy is a vendor, through four new events in 2026.

Plan of Evaluation: The proper integration of brand visibility at D9 events or events with D9 alumni is critical to the fulfillment of our goal statement. The impact of contact with D9 sorority alumnae will be assessed through four D9 events in which Pecandy is in attendance. This could be in the context of an event where Pecandy and a D9 chapter are in attendance, or where Pecandy is a vendor for a D9 event to integrate interaction within the campaign as a whole. Additionally, the number of D9 alumni attendees at each of the events will be taken into consideration as a measure of success. To determine this metric, we will create an event survey for members to fill out when interacting with Pecandy.



Tactic	Type of Expense	Estimated Cost
Promotional Costs	Canva Pro/ Meta Business Suite	\$80
Software Programs	MailChimp	-----
Mailing Costs	USPS Priority Express 2-day Shipping	\$146.20
Additional Costs	Bulk order of different color ribbon	\$64

OVERALL BUDGET OF **\$290.20** FOR BOTH TACTICS

Timeline



December 2025:

Dec. 13: launch of Divine Delights at AKA's Iota Lambda Omega chapter

Dec. 15: Divine delights official launch on Pecandy's Website/social media

Dec. 22: Goal date for the majority of orders to be fulfilled and shipped

January 2026:

Jan. 7: Soft end date for Divine Delights (accounting for delayed orders and shipment)

Jan. 10: Pecandy to post thanks/wrap up on social media

February 2026:

Feb. 1: Launch of social media challenge #PassThePecandy to increase digital visibility and traction

Feb. 14: Information sent out to D9 Alumni Chapters in Columbus, Boston and the DMV area to participate in gift exchange

Feb. 24: Mail jars of original pecans to five alumni members from different chapters (economy shipping will be purchased, with the items then arriving in 5 business days)

March 2026:

March 1: Members from the D9 chapters in the various locations stated have received the gift

March 8: Members have posted on Instagram with the #PassthePecandy

March 20: Members purchase and mail a second jar to another person

April 2026:

April 15: Continuation of social media engagement with challenge, Pecandy reposting

May 2026:

May 31: #PassthePecandy concludes, promoting visibility and community engagement

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