



#MOWDelivers





FINAL PITCH

PRESENTED BY RIVERS EDGE PR

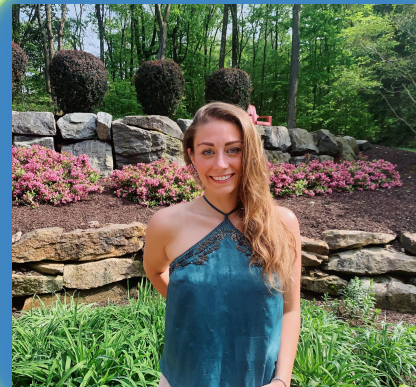
Barbara Marciano, Nina Squicciarini, Alexandra Theroux &
Chidera Udeh



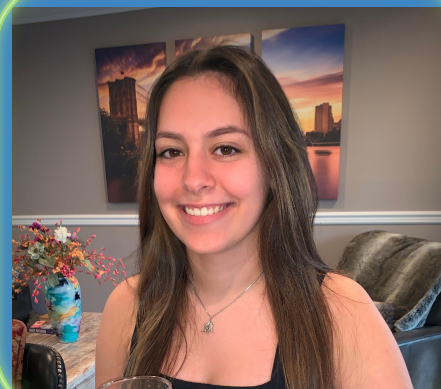
Chidera Udeh



Alexandra Theroux



Barbara Marciano



Nina Squicciarini

Strategic Action Plan

1

Target Audience

2

Goals

- Objectives
 - Strategies & Tactics

3

Implementation

4

Reporting & Evaluation



Target Audience

Baby Boomers
Gen X
Millennials



Media Outlets

Current and
Potential Donors



Surrounding
Community of
Hyde Park

Our Goals



Goal #1

Increase Donations



Goal #2

Website Workshop



Goal #3

Heighten Social
Media Engagement

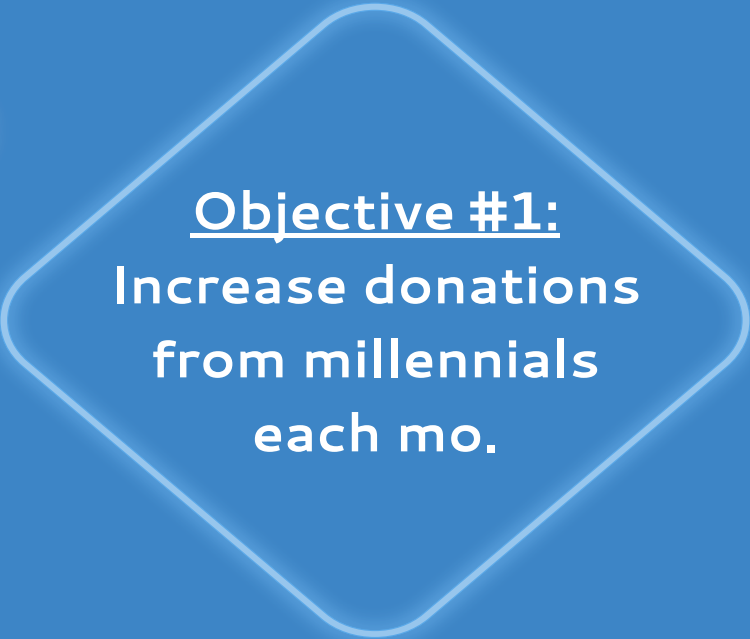


Goal #4

Increase Community
Connections

Goal #1

Increase Donations



Objective #1:
Increase donations
from millennials
each mo.

Strategy

College Campus
Outreach

Connect with local
colleges through dorm
contest

Tactic: Dorm Donation Contest

- Create donation competition for Marist freshman dorms
- Dorm that raises the most money for MOW Hyde Park gets a pizza party
- Small amounts of \$ from large group of ppl



Meals on Wheels *Hyde Park*

DONATE TODAY

MC fundraiser competition

\$1	\$1	\$3	\$1	\$1
\$2	\$4	\$5	\$4	\$2
\$5	\$8	\$10	\$8	\$5


MEALS on WHEELS
GREATER HYDE PARK
TOGETHER, WE CAN DELIVER.
Template made in ecanva

Goal #1

Increase Donations

Objective #2:

Target donation
appeals to Gen X &
Boomers each mo.

Strategy

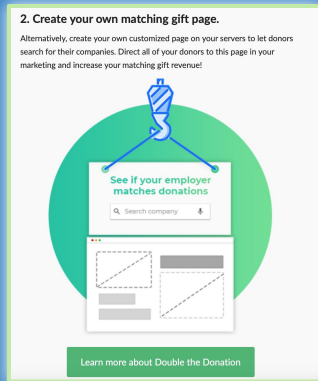
Gift Matching

Participate in gift
matching programs with
local businesses

TACTICS

Tactic # 1: Create Gift Matching Page

- Create a “Double the Donation” gift matching account
- Donors' employers will match their donations to org.



(Double the Donation, 2020)



Tactic #2: Amazon Smiles Donations

- Amazon Smiles donates 0.5% of your eligible purchases to the nonprofit organization of your choice
- Eligible purchases have a signifier that they apply to your donation on the product details page

amazon smile

Gift Matching Page

Implementation
Tool →

[WELCOME!](#) [ABOUT](#) [NEWSLETTER](#) [SHARE THE LOVE](#) [MEALS](#) [VOLUNTEER](#) [SUPPORT US](#) [GIFTING](#) [CONTACT US](#)

CELEBRATING OVER 40 YEARS OF COMMUNITY SERVICE


MEALS on WHEELS
GREATER HYDE PARK
TOGETHER, WE CAN DELIVER.

Companies for a Cause

The Meals on Wheels chapter of the Greater Hyde Park NY area, is so appreciative of the businesses that have become a part of our involvement in Doubling the Donation. Through this platform and the donations of many generous employees, Meals on Wheels will be able to provide healthy, home-cooked meals for those who are unable to secure them for themselves.

Your contribution will aid in continuing the services provided by Meals on Wheels of Greater Hyde Park, and helps us maintain our facility that produces the meals we deliver on a daily basis.

A donation of \$XXX will provide X meals to someone in our community of customers.

On the right, you can search for your employer to see if they are a part of the Doubling the Donations program.

Dont see your company? Encourage them to reach out and get involved! Or feel free to make monthly donations under your own name, or a simple one time donation!

 +  = 

Enter the name of your company



Tactic: Facebook Advertisements

Implementation
○ Tool →



#MOWDELIVERS

 Donate to Meals on Wheels of Greater Hyde Park, Inc.

Donate Today

Meals on Wheels of Greater Hyde Park Needs YOUR Help!


MEALS on WHEELS
GREATER HYDE PARK
TOGETHER, WE CAN DELIVER.

Goal #2

Website Workshop

Objective #1:

Create a
"Testimonials"
page for MOW
website in 1 mo.

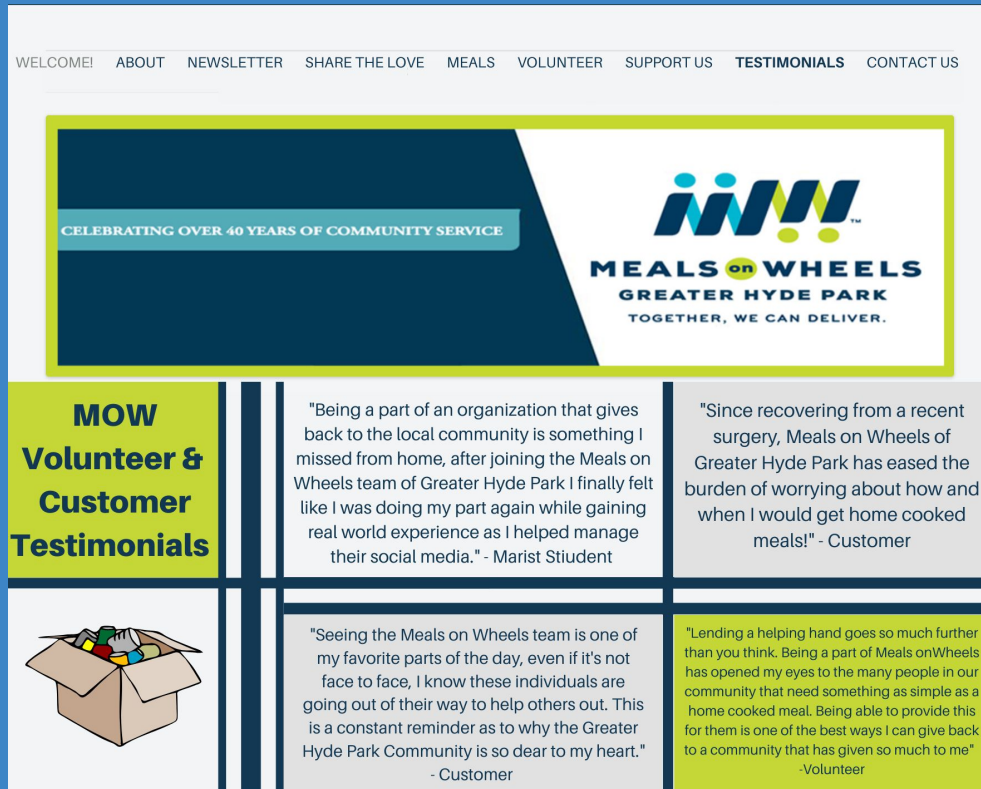
Strategy

Stories

Ask clients about their
experiences with MOW
Hyde Park

Tactic: Feature Clients' Stories on Website

- Have a couple 'profiles' of clients who have had good experiences
- Adds a name and a face to who the org. is helping



The screenshot displays the website for Meals on Wheels Greater Hyde Park. The navigation bar at the top includes links for WELCOME!, ABOUT, NEWSLETTER, SHARE THE LOVE, MEALS, VOLUNTEER, SUPPORT US, TESTIMONIALS, and CONTACT US. The main banner features the organization's logo and the text "CELEBRATING OVER 40 YEARS OF COMMUNITY SERVICE" and "MEALS on WHEELS GREATER HYDE PARK TOGETHER, WE CAN DELIVER." Below the banner, there is a section titled "MOW Volunteer & Customer Testimonials" with a grid of testimonials. The first testimonial is from Marist Stiuident, and the second is from a Customer. The third testimonial is from a Volunteer.

WELCOME! ABOUT NEWSLETTER SHARE THE LOVE MEALS VOLUNTEER SUPPORT US **TESTIMONIALS** CONTACT US

CELEBRATING OVER 40 YEARS OF COMMUNITY SERVICE

MEALS on WHEELS
GREATER HYDE PARK
TOGETHER, WE CAN DELIVER.

MOW Volunteer & Customer Testimonials

"Being a part of an organization that gives back to the local community is something I missed from home, after joining the Meals on Wheels team of Greater Hyde Park I finally felt like I was doing my part again while gaining real world experience as I helped manage their social media." - Marist Stiuident

"Since recovering from a recent surgery, Meals on Wheels of Greater Hyde Park has eased the burden of worrying about how and when I would get home cooked meals!" - Customer

"Seeing the Meals on Wheels team is one of my favorite parts of the day, even if it's not face to face, I know these individuals are going out of their way to help others out. This is a constant reminder as to why the Greater Hyde Park Community is so dear to my heart." - Customer

"Lending a helping hand goes so much further than you think. Being a part of Meals on Wheels has opened my eyes to the many people in our community that need something as simple as a home cooked meal. Being able to provide this for them is one of the best ways I can give back to a community that has given so much to me" -Volunteer

Goal #2

Website Workshop

Objective #2:

Add at least 3
more visuals to
the MOW
website in 1
mo.

Strategy

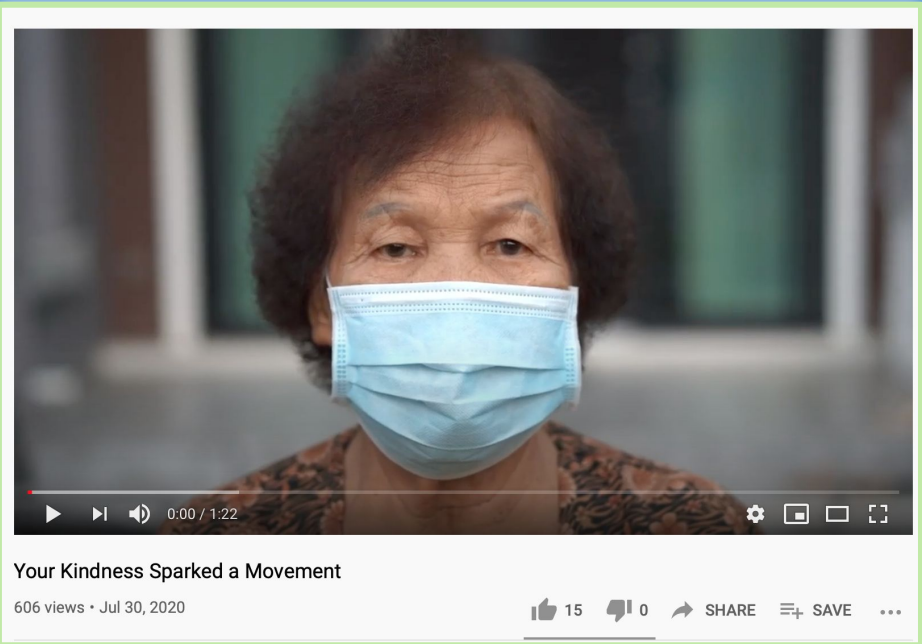
**Incorporate
Interactive Visuals**

Create videos of MOW
Hyde Park volunteers in
action

Tactic: Post Videos of MOW Hyde Park to Website



- Contact North Road Communications Videography Team
- Post videos
- Could make a localized version of this from MOW of America



Goal #3

Heighten Social Media Engagement

Objective #1:

Post on
Instagram and
Facebook
accounts at least
twice per mo.

Strategy

Branded Hashtag

#MOWDelivers

Tactic: Include #MOWDelivers in Instagram & Facebook Posts



- Use #MOWDelivers in all posts
 - Helps to increase engagement & attract followers

#MOWDelivers



Goal #3

Heighten Social Media Engagement

Objective #2:
Increase avg
of Instagram
Likes from 10
to 20 in 3 mos.

Strategy

Post more engaging
media that encourages
followers to interact
with the client

Wheels Up
Wednesday

Tactic: Wheels Up Wednesday

- Fun facts and updates about MOW Hyde Park

- Makes social media more personal and interactive with followers



Wheels Up Wednesday!

We serve "X amount" of community members in the greater Hyde Park area

Check out the link on our page to see more fun facts about MOW of Hyde Park

Check out the link on our page to learn more about this amazing donation event and how you can help out!

Wheels Up Wednesday!

We are eager to share our participation in the 2020 Subaru Share the Love Event

Year lucky 13
HERE WE COME

Over the past 12 years this event has helped deliver 2.3 million meals to seniors in need

Interested in seeing how your donation can make a difference! Check out the link in our bio!

Wheels Up Wednesday!

We recently received \$6,500 in various donations in response to our need for a new freezer! Every time you donate to MOW Hyde Park you are directly contributing to the upkeep and production of our facilities and the meals we deliver every day!

Goal #3

HEIGHTEN Social Media Engagement

Objective #3:
Increase likes on
Facebook posts by
100 each mo.

Strategy

Facebook Stories

Create "Stories" to post
on MOW Facebook
account

Tactic: A 'Day in the Life' of a Volunteer

- Use Facebook stories to create a day in the life of a MOW volunteer
- Have a volunteer do an account takeover for a day
- Have he/she post videos delivering meals throughout the day

A Day in the Life

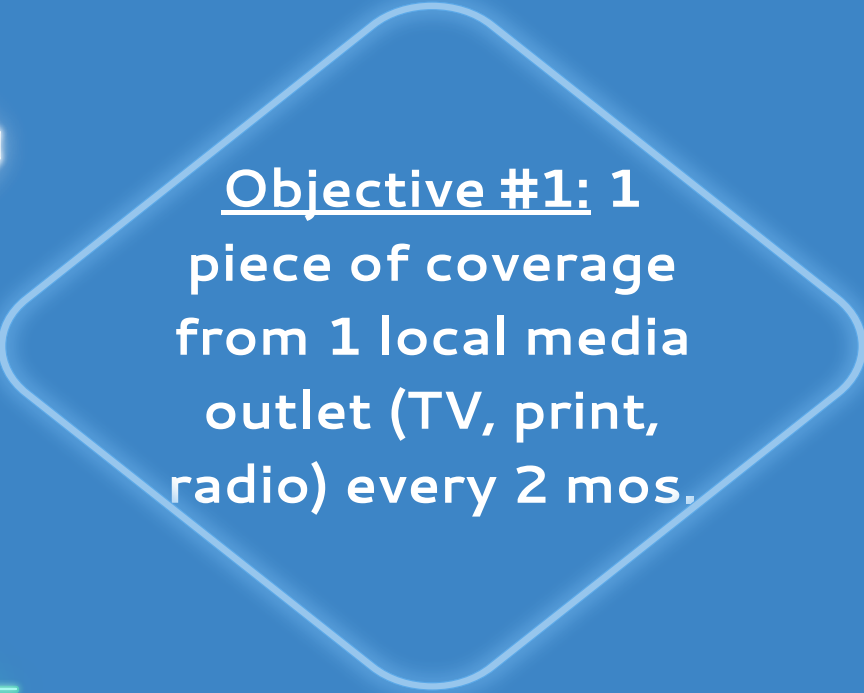
- Arrive at MOW Facility
- Prep Meals for delivery
- Organize stock
- Plan weekly meals
- Give volunteers meal delivery routes
- **Meals out for delivery!**
- Schedule drop off times for the next day
- Prep meals for following day

OF A MEALS ON WHEELS VOLUNTEER



Goal #4

Increase Community Connections.



Objective #1: 1
piece of coverage
from 1 local media
outlet (TV, print,
radio) every 2 mos.

Strategy

Pitch to Local Media

Pitch to local
publications and media
stations to cover MOW
Hyde Park

Tactic: Media Pitches



- Pitch to local publications
 - *Chronogram, Hudson Valley Magazine, Poughkeepsie Journal*
- Find reporters that have written about non-profits before

To: Zarah Kavarana, Writer Hudson Valley Magazine
Subject: Meals on Wheels of Greater Hyde Park Delivers More Than Just Meals

Hi Zarah,

My name is Alexandra Theroux and I am part of the team that manages PR for Meals on Wheels of Greater Hyde Park. I recently read an article you had published in Hudson Valley Magazine titled "Five Local Charities that Need Your Help." I thought your article did a really effective job of showcasing local charities and encouraging others to donate to their organizations. For this reason, I thought you may be interested in hearing more about Meals on Wheels of Greater Hyde Park.

Meals on Wheels of Greater Hyde Park was started in the mid-1970s as a chapter of the larger Meals on Wheels of America and became a not-for-profit organization in 1978. For more than 30 years, our team of volunteers has delivered healthy and reasonably priced meals five days per week to senior citizens living in the area. Not only do we deliver meals, but also a smile to the faces of those we serve in the community. We are funded by meal payments, in addition to the generosity of local donors. In order to keep our meals affordable for those we serve, we are always looking for donations.

I look forward to connecting with you in the future. Please let me know if you have any questions or would like to know more about Meals on Wheels of Greater Hyde Park and who we are as a non-profit. I will touch base by the end of the week.

Warm Regards,
Alexandra Theroux
River's Edge PR





Goal #4

Increase Community Connections



Objective #2: At
least 1
collaboration
with a local
restaurant every
6 mos.



Strategy

Community Events

Restaurant supplies
meals for a day

Tactic: Restaurant Supplies Meals for a Day



- Restaurant shows Corporate Social Responsibility and MOW receives free meals for the day
- Clients benefit and try new food

To: Eveready Diner
Subject: Meals on Wheels of Greater Hyde Park Delivers More Than Just Meals

Hi there,

My name is Alexandra Theroux and I am part of the team that manages PR for Meals on Wheels of Greater Hyde Park. Since the Eveready Diner is a staple in the Hyde Park community, I thought I would reach out regarding a possible collaboration between Meals on Wheels of Hyde Park and the Eveready Diner.

To fill you in a little on who we are and what we stand for, Meals on Wheels of Greater Hyde Park was started in the mid-1970s as a chapter of the larger Meals on Wheels of America and became a not-for-profit organization in 1978. For more than 30 years, our team of volunteers has delivered healthy and reasonably priced meals five days per week to senior citizens living in the area. Not only do we deliver meals, but also a smile to the faces of those we serve in the community. We are funded by meal payments, in addition to the generosity of local donors. In order to keep our meals affordable for those we serve, we are always looking for donations.

I look forward to connecting with you in the future. Please let me know if you have any questions or would like to know more about Meals on Wheels of Greater Hyde Park and who we are as a non-profit. I will touch base by the end of the week.

Warm Regards,
Alexandra Theroux
River's Edge PR





Goal #4

Increase Community Connections



Objective #3:
Reach out to at
least 2 local
restaurants
about a
collaboration
once every mo.



Strategy

**Make Connections
with Local
Restaurants**

Reach out to local
restaurants in the
community about
collaborating

Tactic: Create a Contact List for Local Restaurants

- Similar to media list but for local restaurants/businesses
- Organizes info. into one document

MEDIA OUTLETS										
News Outlet	Name	Email	Relevancy							
Hudson Valley Magazine	Sabrina Sucato	ssucato@hvmag.com	How the Hudson Valley Community is Giving Back During the COVID-19 Crisis							
Hudson Valley Magazine	Cloey Callahan	callahanclcoey@gmail.com	These Hudson Valley Restaurants Are Offering Curbside Pickup, Delivery, and Takeout							
Hudson Valley Magazine	Kathryn Walsh	Muck Rack Profile	This Hudson Valley Nonprofit Makes Masks and Saves Lives							
Hudson Valley Magazine	HVM Admin	admin@hvmag.com	The Best Community Experiences and Services in the Hudson Valley							
The Chronogram	Jacobowitz & Gubits (Admin email)	webeditor@chronogram.com	Food for Your Soul: The Many Benefits of Volunteering for Nonprofits in the Hudson Valley							
MARIST CONTACTS										
	Department	Contact	Relevancy							
Marist College	Student Affairs	StudentAffairs@Marist.edu	Contact them in reference to residence hall donation challenge							
Marist College	Marist Circle	writethecircle@gmail.com	Contact in reference to sharing event story							
Marist College	Marist Dining Services	Instagram	Contact in reference to promotion of event and student involvement							
			Marist Dining Blog							
RESTAURANTS										
Name	Email	Phone Number	Website	Relevancy						
Cosimos Trattoria POK	information@cosimospoughkeepsie.com	845.485.7172	https://cosimospoughkeepsie.com/	Popular Restaurant in POK with catering options						
Rossi & Sons Rosticceria		(845) 471-0654	https://www.rossideli.com/	Famous Hudson Valley Deli with catering options						
Alex's Restaurant		845-452-1125	www.alexrestaurant.org	Historical POK diner with catering options						
Coppola's Hyde Park	jccoppola@aol.com	(845) 229-9113	https://www.coppolas.net/coppola-s-of-hyde-park	Long-time Italian Restaurant with Catering Options						
Ever Ready Diner Hyde Park	https://www.evereadydiner.com/contact/	(845) 229-8100	https://www.evereadydiner.com/location/eveready-diner-hyde-park/	Famous Diner in Hyde Park						
Hudson and Packard	HUDSONANDPAC KARD@GMAIL.COM	845 . 792 . 3190	https://www.hudsonandpackard.com/	New Pizza Establishment possibly looking for Corporate Responsibility opportunities						
Millhouse Brewing Company		(845) 485-2739	https://www.millhousebrewing.com/	Popular POK restaurant with private event/ catering options						



Goal #4

Increase Community Connections



Objective #4:

Reach out to at
least 2 local
businesses
about a
collaboration
once a month

Strategy

Create LinkedIn to
establish connections

Post about donation
opportunities



Tactic: Make Connections on LinkedIn



- Connect with local businesses on LinkedIn
- Post about donation opportunities and activity in community



Plan Implementation

● Project Management Tools

- Media List
- Content Calendar

● Communication Tools

- North Road Comm.
- Updated Website Page Example

● Refinement Research

- Matching Program
- Instagram Stories
- Amazon Smiles

● Timeline

● Budget



Media List

MEDIA OUTLETS								
News Outlet	Name	Email	Relevancy					
Hudson Valley Magazine	Sabrina Sucato	ssucato@hvmag.com	How the Hudson Valley Community Is Giving Back During the COVID-19 Crisis					
Hudson Valley Magazine	Cloey Callahan	callahanclloey@gmail	These Hudson Valley Restaurants Are Offering Curbside Pickup, Delivery, and Takeout					
Hudson Valley Magazine	Kathryn Walsh	Muck Rack Profile	This Hudson Valley Nonprofit Makes Masks and Saves Lives					
Hudson Valley Magazine	HVM Admin	admin@hvmag.com	The Best Community Experiences and Services in the Hudson Valley					
The Chronogram	Jacobowitz & Gubits	webeditor@chronogra	Food for Your Soul: The Many Benefits of Volunteering for Nonprofits in the Hudson Valley					
MARIST CONTACTS								
	Department	Contact	Relevancy					
Marist College	Student Affairs	StudentAffairs@Maris	Contact them in reference to residence hall donation challenge					
Marist College	Marist Circle	writethecircle@gmail.	Contact in reference to sharing event story					
Marist College	Marist Dining Servic	Instagram	Contact in reference to promotion of event and student involvement					
			Marist Dining Blog					

Content Calendar

November 2021 - EVENT CONTENT CALENDAR						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1. -Countdown to event. Instagram Stories and Facebook Stories -Final Press Release sent out	2. -Tuesday Testimonials -Posted on IGTV and Facebook Stories	3. - Wheels Up Wednesday -Fun facts about MOW Hyde Park	4. -Donar spotlights -Restaurant or local business sponsoring MOW Hyde Park (Instagram & Facebook)	5. -Family Fridays -Post MOW staff, volunteers, customers (Instagram & Facebook)	6
7	8. -Facebook Ads Posted (emphasis on ...)	9. -Tuesday Testimonials	10. - Wheels Up Wednesday	11. -Donar spotlights	12. -Family Fridays	13
14	15, -Facebook Ads Posted	16. -Tuesday Testimonials	17. - Wheels Up Wednesday	18. -Donar spotlights	19. -Family Fridays	20
21	22. -Facebook Ads Posted	23. -Tuesday Testimonials	24. - Wheels Up Wednesday	25. Thanksgiving	26. -Family Fridays	27
28. EVENT DATE	29. -Facebook Ads Posted	30				

Facebook & Instagram Stories

#MOWDelivers



Follow a day in
the life of a MOW
Hyde Park
Volunteer!



**OUR WONDERFUL VOLUNTEERS
ON THEIR WAY TO MAKE SOME
DELIVERIES! #MOWDELIVERS**



**Helping Hands in
Action. Happy
Holidays!
#MOWDelivers**

Amazon Smile

Get Started

About AmazonSmile

Receive Donations

Spread the Word

Privacy

Get Started

How do I register and receive donations for my charitable organization?

Registering your organization is easy. In order to register and receive donations, you must be an official representative of an eligible organization, and then follow these easy steps:

1. Search for your charitable organization by name or EIN number and then select the organization you represent. Be sure to confirm you are selecting the correct organization, as many charitable organizations have similar names.
2. Create an organization administrator account and accept the AmazonSmile Participation Agreement on behalf of your organization.
3. Verify your email address (we recommend that you use an email address that is associated with your charitable organization).
4. Submit your organization's bank account information.
5. Upload a copy of a voided check or bank statement to verify your organization's bank account information.

What is an organization administrator?

An organization administrator is an official representative of an organization that has authority to access and manage AmazonSmile program information on behalf of their charitable organization.

Why do you need an email address for my charitable organization?

We require a valid email address so that we can communicate important program information to each registered organization. From time to time, we will send you emails with information about your organization's donation amounts and information about AmazonSmile program promotions.

Can you mail our organization a donation check instead of sending an electronic funds transfer?

We do not mail donation checks due to the expense of check processing and fulfillment. We distribute donations using electronic transfers to minimize our operational expenses so we can donate 100% of the funds to eligible charitable organizations.

Will customers still be able to select my charitable organization if I don't register?

Yes. As long as your organization is listed by [GuideStar](#) and meets our eligibility criteria, customers will be able to select your organization. Donations will be made to your organization until you complete your free registration. See "What happens if we do not register ..." under "FAQs" for more information on how donations are processed for organizations that do not register and provide bank account information.

amazonsmile
You shop. Amazon gives.



Evaluation



Donations

- Money raised through dorm contest
- Participants in the matching program
- Donations made through Amazon smiles
- Impressions on Facebook Advertisements

Website

- # of unique visitors on website
- Track # of views on each website page
- Views on video



Social Media

- # of posts using #MOWDelievers
- Like, comments, and shares on Facebook and Instagram
- Views on Instagram stories

Community Connections

- # of collaborations with restaurants
- Stories published
- LinkedIn connections





Reporting Executive Summary

Layout

- Description
- Problem
 - Need for more donations

Solutions

- Gift Matching Program
- Connect with colleges
- Branded Hashtag
- Facebook Advertisements
- #MOWDelivers

Explicitly state goals & objectives to evaluate if they have been met later on.

Allow org. to evaluate success of campaign strategies based on problem and tactics used.

Example: Avg Instagram Likes increased from 10 to 20 in 3 mos.

Timeline

[illegible]

Budget

Item	Unit Cost X Number Unit	Estimate Cost
Facebook Advertisements	\$7.19 (per 1000 impressions) X 3	\$21.57
Pizza Party	\$15.00 X 30 [25 people per floor, 9 floors]	\$450.00
	TOTAL COST:	\$471.57

Our Goals



Goal #1

Increase Donations



Goal #2

Website Workshop



Goal #3

Heighten Social
Media Engagement



Goal #4

Increase Community
Connections



#MOWDelivers

