



#MOWDelivers





MEALS on WHEELS



MEALS ON WHEELS OF HYDE PARK

FINAL PITCH

**Presented By
RIVER'S EDGE PR**

**ALEXANDRA THEROUX, BARBARA
MARCIANO, CHIDERA UDEH, &
NINA SQUICCIARINI**

TABLE OF CONTENTS



Situational Analysis.....	4
SWOT Analysis.....	5
Primary Research.....	6-12
Content Analysis.....	7-8
Survey.....	9-12
Secondary Research.....	13-17
Social Media.....	14
Spreading Awareness.....	15
Donations.....	16-17
Goals.....	18
Strategic Action Plan & Implementation.....	20-52
Target Audiences.....	21-22
Key Messages.....	22
Goal 1 - Increase Donations.....	23-28
Objective 1: Donations from Millennials Strategy & Tactics.....	23-24
Objective 2: Donations from Baby Boomers/GenX Strategy & Tactics.....	25-28
Goal 2 - Improve Website Experience.....	29-34
Objective 1: Testimonials Strategy & Tactics.....	29-30
Objective 2: Visuals Strategy & Tactics.....	31-32
Goal 3 - Heighten Social Media Engagement.....	33-38
Objective 1: Content Strategy & Tactics.....	33-34
Objective 2: Increasing Likes on Instagram Strategy & Tactics.....	35-36
Objective 3: Increasing Likes on Facebook Strategy & Tactics.....	37-38
Goal 4 - Increase Public Consciousness of Organization.....	39-46
Objective 1: Media Coverage Strategy & Tactics.....	39-40
Objective 2: Restaurant Collaboration Strategy & Tactics.....	41-42
Objective 3: Pitching Restaurants Strategy & Tactics.....	43-44
Objective 4: Business Collaborations.....	45-46
Campaign Implementation.....	47-53
Project Management Tools.....	48-49
Communication Tools.....	50
Refinement Research.....	51
Timeline.....	52
Budget.....	53
Evaluation.....	54
Reporting.....	55
References.....	56
Appendices.....	57-73
Appendix A: Primary Research.....	58-65
Appendix B: Contact Sheet.....	66
Appendix C: Pitch Email Template for Colleges.....	67
Appendix D: Pitch Email for Restaurants.....	68
Appendix E: Pitch Email for Journalists.....	69
Appendix F: Gift Matching Website Page.....	70
Appendix G: Testimonials Website Page.....	71
Appendix H: Wheels Up Wednesday Post.....	72
Appendix I: 'Day in the Life' Stories.....	73

Situational Analysis

.....

OVERVIEW

.....

- SWOT
- Primary Research
- Secondary Research

SWOT Analysis

Strengths

- Strong website that is easy to navigate
- Website has a good design and aesthetic
- Instagram involves the local community
- Facebook keeps the public informed about what they are doing
- Content posted on social media is well thought out
- Most professional social media page as opposed to comparators

Weaknesses

- Instagram following
- Instagram and Facebook posts
- Following of other local businesses in the area
- Website visual components
- Website "About Us" page
 - Need emphasis on testimonials

Opportunities

- Create a LinkedIn page with organization's mission and connect with other local businesses and professionals
- Adding an "About Us" page to website
- Adding links to website and other social media accounts on their social media accounts
- Put together a media kit for annual "Share the Love" event
- Provide more services and community events for seniors
- Create more of a community centered around MOW

Threats

- Lack of funding
- Older volunteers are at risk during the pandemic
- Competitors provide other services for seniors
- Difficulty in finding volunteers due to the coronavirus
 - Some competitors are government funded so they are provided volunteers

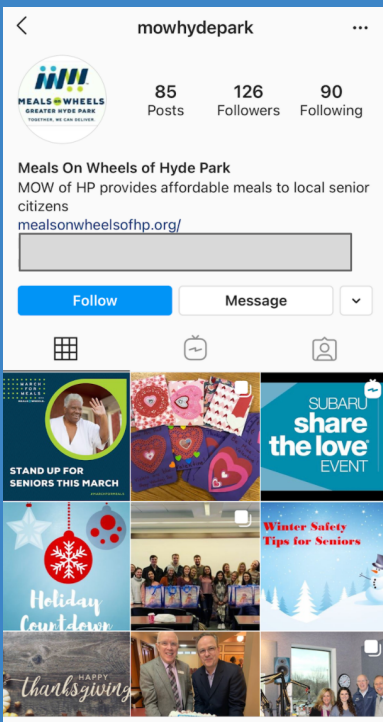


Primary Research



CONTENT ANALYSIS - SOCIAL MEDIA

7



INSTAGRAM

Total posts: 85

Avg. likes per post: 10

Avg. comments per post: 1

Followers: 126

On Instagram, the posts that involve community outreach and media coverage receive the most likes. A link to the website is included in the Instagram Bio. There were nine posts in 2020 and two in 2020. It is evident that the coronavirus has had an impact on both Instagram and Facebook. The content is well designed and important, but infrequent.

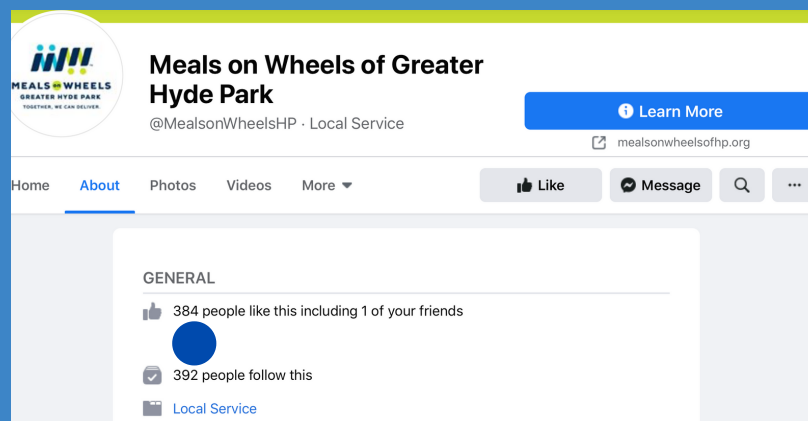
FACEBOOK

Followers: 384

Likes: Range from 10-400

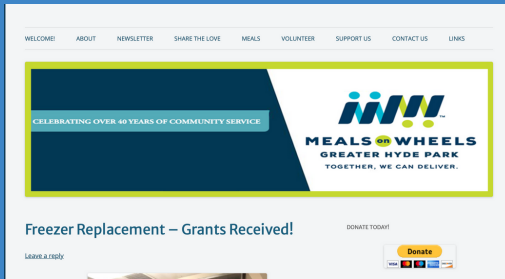
Comments: Range from 1-15

On Facebook, the messages are well-thought out and personal. In 2019, there were 39 posts and 8 posts in 2020. The Facebook page includes both pictures and long formatted text. The likes range from 10-400 depending on the content being posted. Posts that discussed businesses contributing money got more likes. There are positive comments on Facebook posts and links to the website are included in the about page.

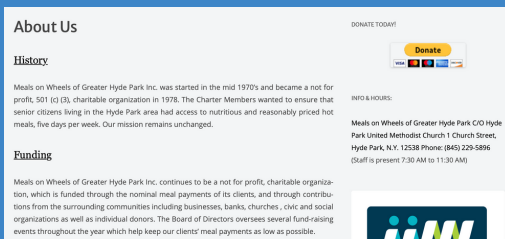


CONTENT ANALYSIS - WEBSITE

Home Page- Appears generic, MOW can try adding pictures of the people they service so viewers can understand emotionally who they are helping when they donate.



About Us Page- Incorporating visuals to click on promotes engagement throughout the site. It is important that people know why MOW does what they do. This can include testimonials from customers and board of directors.



Volunteer Page- Telling people why they should volunteer and showing examples of past volunteers is a key way to encourage others to look into the opportunity. Igniting viewer's emotional senses can influence them to not only get involved, but show others why they should too.

Volunteer

Volunteering

As the demand for meals continues to grow, so does our need for volunteer drivers, packers and substitutes for both drivers and packers. Drivers work from 11AM til 1 PM and the Packers work from 9AM til 11 AM. All volunteers work only one day/week and come in on the same day each week. Substitutes are called in on an as needed basis subject to their availability.

If you would like to volunteer, please complete the form below, or contact Karen Becker, our Production Coordinator, at 845-229-5896.

Support Us Page- People need to believe in the reason that they want to donate. This can be accomplished through presenting examples showing statistics and motivating people to help out their community through using ethos.

The website has a consistent design throughout, making it easy to navigate. It would be beneficial to market your social media pages, which is where a majority of people get their daily updates from.

Incorporating the social platform links on each page will allow potential donors and volunteers to see what the organization does on a daily basis. To make the website more interactive, it is important to have meaningful visuals that encourage those viewing the site to engage with it. Creating an easy to use, yet effective platform is paramount to increasing interactivity on the site, and ultimately having more people view and use it on a more consistent basis.

Support Us

Meals on Wheels of Greater Hyde Park is a 501(c)(3) charitable organization and, as such, your donation is tax deductible under the current tax regulations. We receive no direct government funding on any level, county, state or federal. We rely on meal payments and the generosity of churches, businesses, banks, fraternal and charitable organizations and community members to fulfill our mission.

Thank you in advance for your donation!

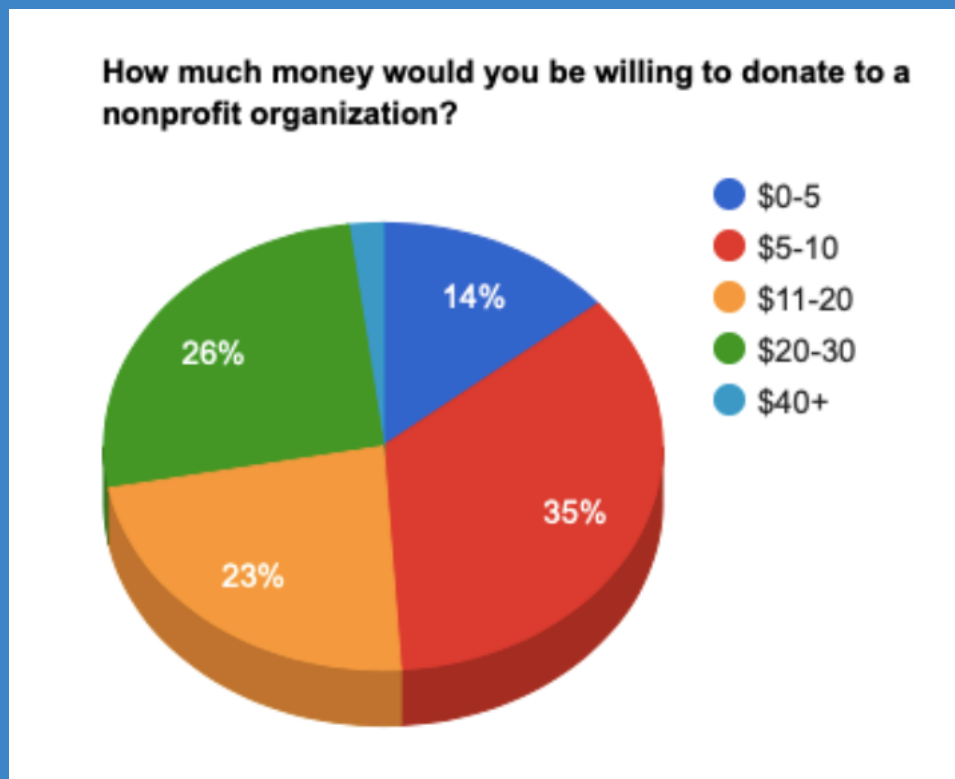
Click the button below to DONATE TODAY via PayPal or Credit Card!

- 57 responses
- Margin of error: 13%
- Respondents were in 18-22 age range
- 98% of respondents female



An online survey was conducted to gain a better understanding of how Meals on Wheels of Greater Hyde Park can expand donations through college students. The survey was created using Google Forms and sent to students in the area. Several colleges are located in the Hudson Valley including: Marist College, Vassar College, the Culinary Institute of America and more. The survey allowed us to further understand how students are interested in making donations and helping their community. Due to the small size, these results are not conclusive.

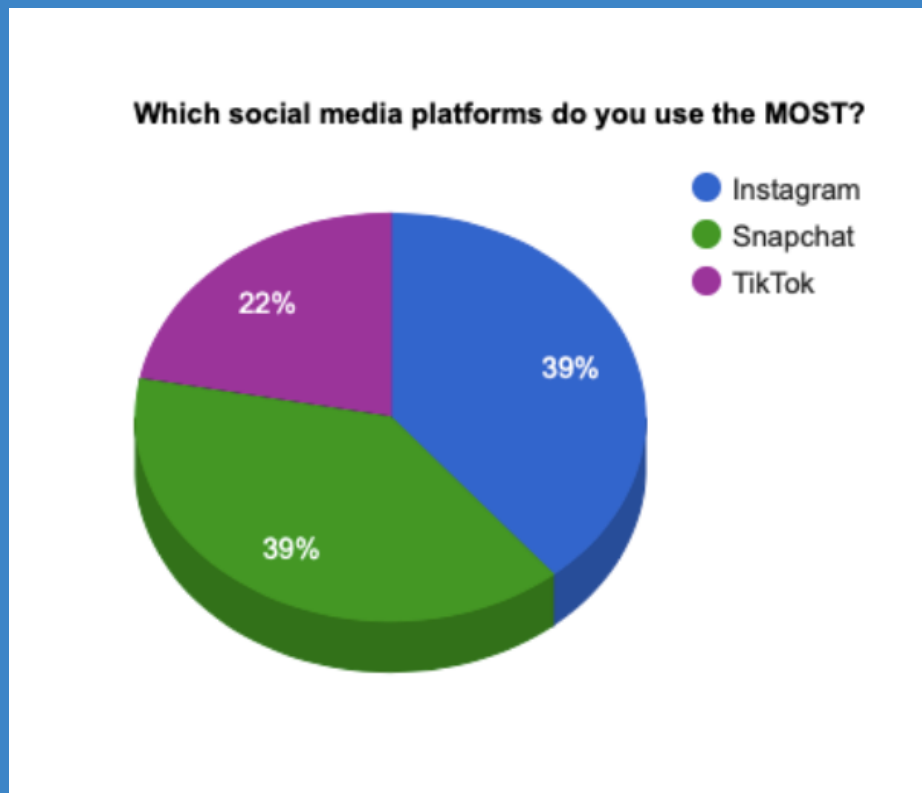
This information will help identify ways to spread awareness about Meals on Wheels and motivate people to contribute to this cause.



This question was asked in order to gauge how much money students would be willing to donate to nonprofit organizations.

14% = \$0-5
35% = \$5-10
23% = \$11-20
26% = \$20-30
2% = \$40+

These numbers show that most students are willing to donate between \$5 to \$30. This may not be a substantial amount of money, but there are many students on the college campuses that would be willing to donate.

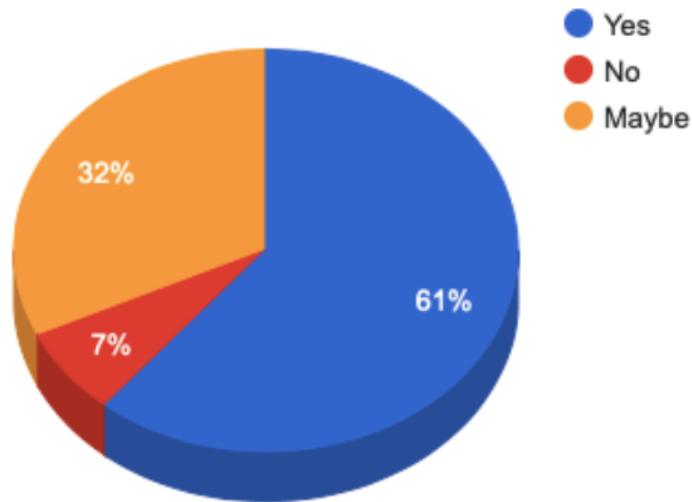


The respondents used Instagram the most out of the the following social media platforms: Facebook, Twitter, SnapChat, TikTok, LinkedIn, and Instagram.

Instagram is a popular platform that many businesses have been transitioning to. From the survey, 26% of respondents expressed that they follow nonprofit organizations on social media.

These results provide information is essential for expanding the target audience for Meals on Wheels of Greater Hyde Park. Instagram is a great way to reach more people and it's free.

Would you be interested in volunteering for a nonprofit organization?



Of the respondents, 61% of students would be willing to volunteer for a nonprofit organization. During the pandemic, the older volunteers for Wheels on Meals are at risk and it could be beneficial to have college students as a back-up option. Training could be difficult in today's circumstance, but virtual training could be the next best solution.

Another option is to allow students to assist with the the Meals on Wheels of Greater Hyde Park social media platforms. Students could be Social Media Interns and this would cost the organization no money. This would allow the chapter to post new information frequently and keep their followers engaged.

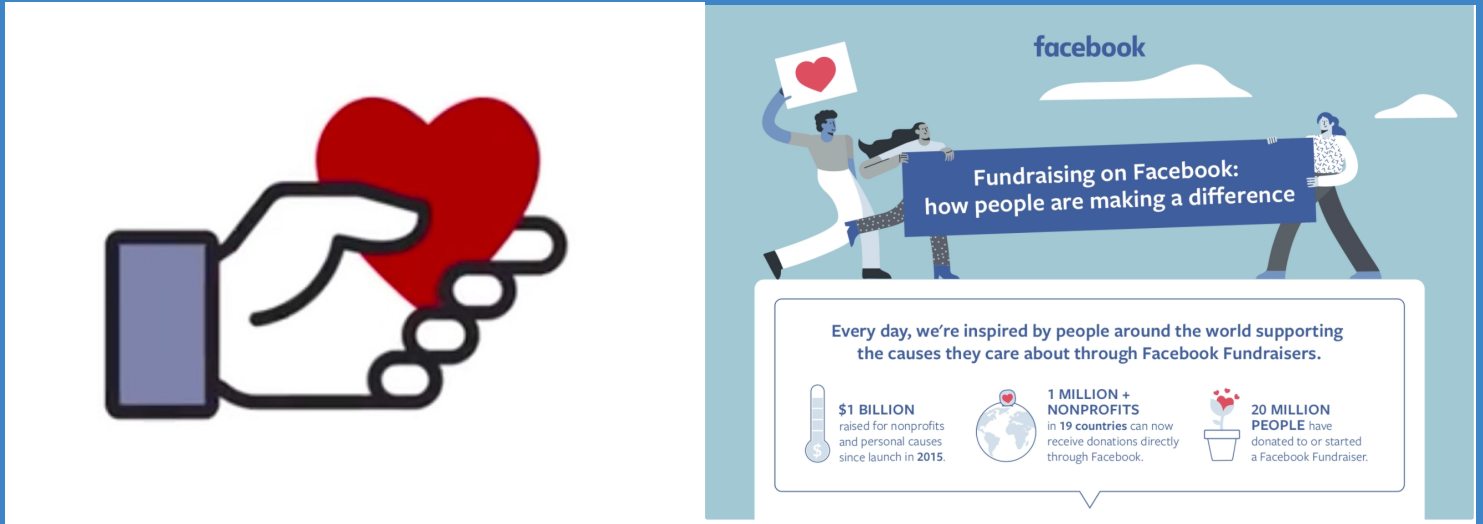


Secondary Research



Social Media

The survey determined that 70% of respondents currently use Facebook and 33% have made online donations. A popular platform that people use to make online donations is Facebook.



Facebook Fundraising & Donations

The charity tools on Facebook have been used around the world. These tools have helped raise over \$1 billion for nonprofit organizations. Facebook Fundraisers have made differences in many communities and is continuing to grow. For the organization, "Save the Children," over \$7.5 million was raised in only two years. When people make a donation, they experience no fees and the money goes directly to the charity. Nonprofit and fundraising tools are currently available in 20 countries (Gleit, 2018).

Matching Donations

For Giving Tuesday in 2018, Facebook matched \$7 million in donations towards nonprofits. This trend has continued and Facebook matched \$7 million again in 2019 (Gleit, 2018).

Spreading Awareness

OBERLO

Active Instagram Users



Instagram has

1 BILLION

 monthly active users and **more than 500 million of them use the platform every day.**

(Statista, 2018)

Instagram's most popular age range is 25-34. Their second most popular age range is 18-24. These users spend an average of 53 minutes a day on Instagram. The popular feature, Instagram Story, has increased the amount of time people spend on the app. On the Instagram Story, the user can also see what time of day they received the most views and apply this information to their next post (Mohsin, 2020).

The survey results demonstrated that 97% of participants are active on Instagram. Instagram is one of the most popular social media platforms and users are active daily. Instagram has grown 10 times its size since 2013 and is constantly developing new features. More organizations and brands are joining Instagram each year to expand their reach to the public (Mohsin, 2020).

OBERLO

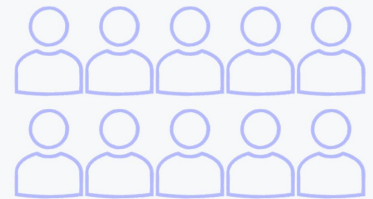
Young Adults Love Instagram

With a billion users on the app,

71%

of which are under age 35.

(Statista, 2019)



OBERLO

Instagram Engagement Matters



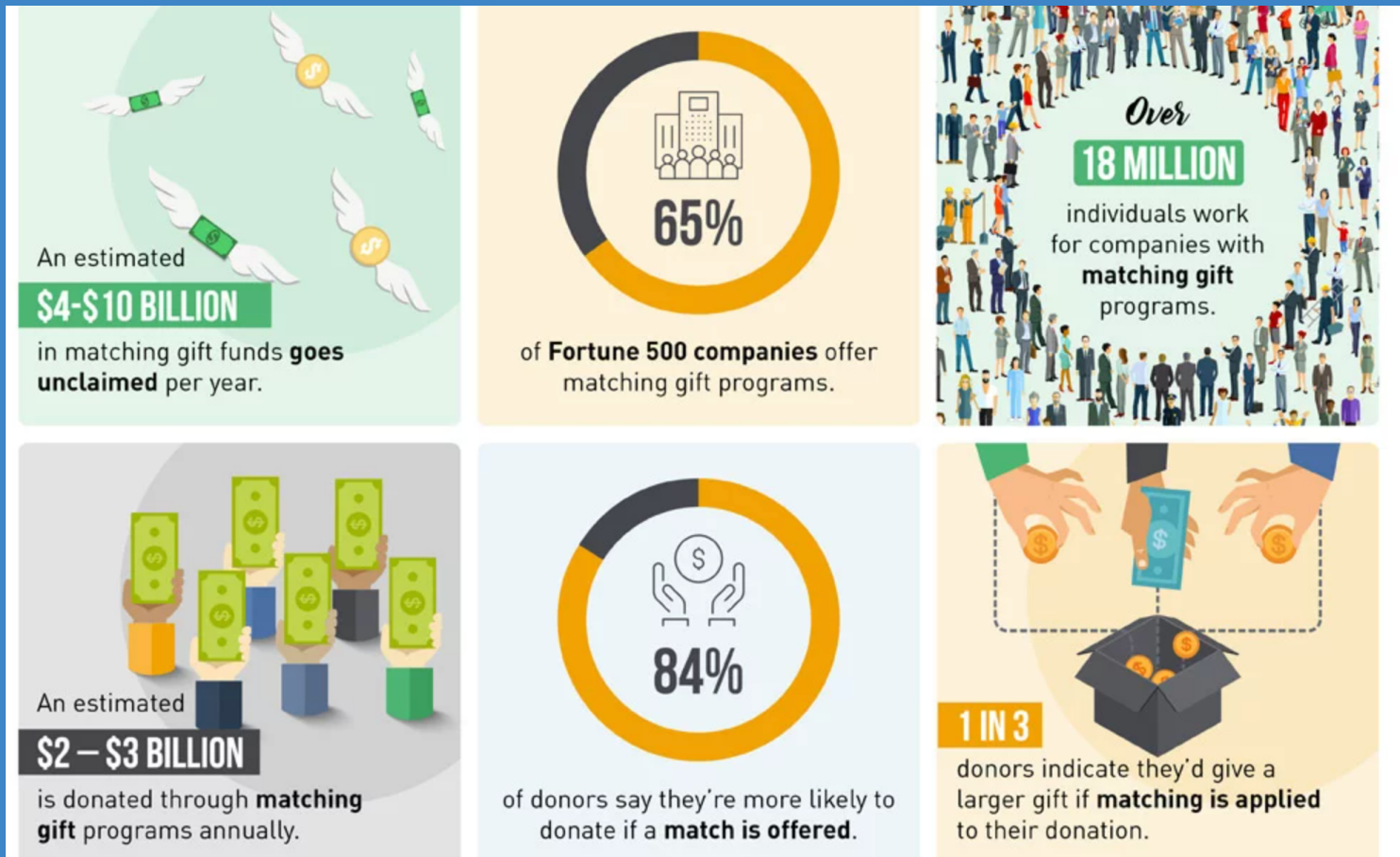
Instagram can generate over

4X

more interactions on Instagram compared to Facebook.

(Socialbakers, 2018)

Instagram provides the opportunity for organizations to have a more personal relationship with their audience. Over 80% of businesses believe that Instagram is the most important metric they use for engagement. More than 71% of businesses are on Instagram and their engagement had rapidly increased 29% from 2017 to 2018 (Mohsin, 2020).



Corporate organizations are willing to donate to nonprofits. When a business makes a donation towards the community, this creates a mutually beneficial relationship. The business will demonstrate that they care about the community through Corporate Social Responsibility and the community will benefit from their contributions. The 10 most generous corporations have donated over \$2 billion each year to nonprofit organizations. Many businesses also offer volunteer programs. Volunteer grant programs are offered at 40% of Fortune 500 companies (Double the Donation, 2020).

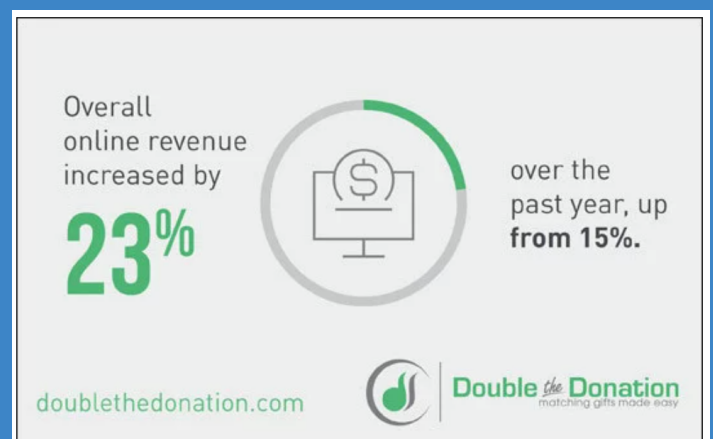
Match Gift Programs

Most corporate donations have been made through matching gift programs. Employees will donate to nonprofits and the company will match this donation. This encourages individuals to donate and makes an important difference for these nonprofit organizations. Over 18 million people work and companies that utilize matching gift programs. Many nonprofits are unaware of these programs. Matching gift programs account for 12% of corporate donations. Companies are willing to donate, it is important that nonprofits are aware of these opportunities (Double the Donation, 2020).

MILLENNIAL DONORS WORLDWIDE	GEN X DONORS WORLDWIDE	BABY BOOMER DONORS WORLDWIDE
PREFER TO GIVE - Online (credit/debit card) 55% - Cash 14% - Bank/Wire Transfer 11% - PayPal 9%	PREFER TO GIVE - Online (credit/debit card) 55% - Bank/Wire Transfer 12% - Cash 10% - PayPal 10%	PREFER TO GIVE - Online (credit/debit card) 54% - Direct Mail/Post 19% - Bank/Wire Transfer 10% - PayPal 8%
MOST INSPIRED TO GIVE BY - Social Media 39% - Email 23% - Website 20% - Direct Mail/Post 6%	MOST INSPIRED TO GIVE BY - Social Media 33% - Email 26% - Website 19% - Direct Mail/Post 9%	MOST INSPIRED TO GIVE BY - Email 33% - Social Media 19% - Direct Mail/Post 18% - Website 16%

Baby Boomers, Gen X, and Millennials all preferred to give donations online. Baby Boomers were most likely to be inspired to donate from emails, while Gen X and Millennials were most likely to be inspired by social media. In the United States, the average donor contributes 2 charity gifts a year and is 64 years old. Social media marketing influences female donors and email marketing influences male donors. Overall donations have increase 4.1% from 2019. Donations have been continuously growing for the past 6 six years. Of first time off-line donors, 31% continue to donate for over a year, as well as, 25% of first time online donors (Double the Donation, 2020).

Currently, many donations are being made online. Individual online donations have increase 19% from 2019. Monthly donations online have increased 40% as online donations have become more popular. Online donations are continuing to grow, and they provide a quick way for people to make a contribution (Double the Donation, 2020).



Diagnosis & Opportunity

Based on our primary and secondary research, we identified different groups to target in order to achieve the ultimate goal of gaining more donations for Meals on Wheels of Greater Hyde Park. We will be targeting Baby Boomers, Gen X, & Millennials, media outlets, current & potential donors, and the surrounding community of Hyde Park. Our primary research provided essential information on MOW's social media and how to effectively reach millennials. The secondary research provided valuable information of how to move forward with donations and expand awareness.

With this information we were able to establish strategies and tactics to achieve our goals: Increase Donations, Website Workshop, Heighten Social Media Engagement, and Increase Community Connections. This document contains information on how to increase donations from individuals & corporations, involve the local community, add content to the website, and expand your presence on social media.



Goal #1

Increase Donations



Goal #2

Website Workshop



Goal #3

Heighten Social Media
Engagement



Goal #4

Increase Community
Connections

.....

Strategic Action Plan & Implementation

.....

Target Audiences:

Baby Boomers
Gen X
Millennials



Media Outlets

Current and
Potential Donors



Surrounding
Community of
Hyde Park

-BABY BOOMERS - -GEN X- -MILLENNIALS-

For our target audience, will be focusing on Baby Boomers, Gen X, and Millennials. Baby Boomers and Gen X are more established in their careers and have more money to spend than younger generations. Millennials can contribute a lot of small donations and this adds up to a lot when a mass amount of people are reached through social media.

MEDIA OUTLETS

Having the attention of local media will allow Meals on Wheels of Hyde Park to gain more traction in the community. Targetting media outlets spreads awareness of the work the MOW does and also celebrates it. Media outlets can also aid in receiving donations by putting attention on certain events, partnerships, and fundraisers.

CURRENT & POTENTIAL DONORS

It is important to target current donors because it is necessary to remind them why they choose to donate to MOW and keep them interested. Also, targeting new donors is extremely important because attracting donors is MOW of Hyde Park's main goal. Making sure that the campaign efforts attract new donors is vital.

SURROUNDING COMMUNITY OF HYDE PARK

Meals on Wheels of Hyde Park delivers to areas outside of just Hyde Park. Therefore, it would be beneficial to target the surrounding communities that Hyde Park delivers too. This expands the organizations visibility to the community and could open up the potential to help more NY residents and collaborate/partner with other businesses.

**Goal 1:
Increase Donations**

```
graph TD; A[Goal 1: Increase Donations] --> B[Objective #1: Increase donations from millennials each mo.]; B --> C[Strategy: College Campus Outreach];
```

**Objective #1: Increase
donations from millennials
each mo.**

**Strategy: College Campus
Outreach**

Tactic: Dorm Donation Contest



Instagram Story Donation Template

Creating a donation competition for Marist freshman dorms would allow Meals on Wheels of Greater Hyde Park to reach a large group of people. Students would post the template above on their Instagram story to obtain donations from their followers. This will result in small amounts of money from a large group of people. The dorm that raises the most money for MOW Hyde Park gets a pizza party. The largest freshman dorm at Marist is 900 people, and this can lead to many donations. This tactic can be used at any college and the pitch to send to college administrators can be found in Appendix C.

Goal 1: Increase Donations

```
graph TD; A[Goal 1: Increase Donations] --> B[Objective #2: Target donation appeals to Gen X & Boomers each mo.]; B --> C[Strategy : Gift Matching Programs];
```

**Objective #2: Target
donation appeals
to Gen X & Boomers
each mo.**

**Strategy : Gift Matching
Programs**

Tactic 1: Create Gift Matching Page

26



Companies of all sizes are interested in participating in gift matching programs because it is an easy structured way for them to demonstrate Corporate Social Responsibility (CSR).

Creating a “Double the Donation” gift matching page on the MOW Hyde Park Website would expose more people to this program. This page should include a searchable database that allows individuals to search their companies. This page would provide instructions on how individuals can participate in the gift matching program, allowing people to make donations right on your website. An example is provided in Appendix F.



Tactic 2: Amazon Smiles Donations

Amazon Smiles donates 0.5% of shopper's eligible purchases to the nonprofit organization of their choice. Eligible purchases have a signifier that they apply to their donation on the product details page.



Amazon transfers the donations electronically into a bank account quarterly. Instructions to register are provided below. Currently, Amazon Smiles has donated \$215 to nonprofit organizations. This program costs shoppers no extra money and this can draw more attention and donations to Meals on Wheels of Greater Hyde Park.

[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 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 transfer to reduce 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. However, no donations will be made to your organization until you complete your free registration. See "What happens if we do not register ..." under Receive Donations for more information on how donations are processed for organizations that do not register and provide bank account information.

Tactic 3: Facebook Advertisements



Baby Boomers and Gen X are active users on Facebook. Using Facebook advertisements is a perfect way to reach this audience. The Facebook advertisement would have a link that directs users to the website to make a donation. This also spreads awareness about Meals on Wheels of Greater Hyde Park.

Facebook advertisements are cost effective and cost \$7.19 per 1000 impressions. Facebook also provides reports and analytics of how your advertisement is doing. The most important part of Facebook advertising is that you have the opportunity to reach much more people compared to an organic post. These advertising will reach current and potential donors. The analytics/reports will allow you to gain a better understanding of your target audience and how to reach them more effectively.

Goal 2: Website Workshop

```
graph TD; A[Goal 2: Website Workshop] --> B[Objective #1: Create a "Testimonials" page for MOW website in 1 mo.]; B --> C[Strategy: Client Stories];
```

**Objective #1: Create a
"Testimonials" page for
MOW website in 1 mo.**

Strategy: Client Stories

Tactic: Feature Clients' Stories on Website

Meals on Wheels of Greater Hyde Park has had a substantial impact on the local community, especially during COVID-19. Adding testimonials from clients to your website will establish credibility. This will also make the website more personal and attract more donations. People will be more inclined to donate money when they can see personal stories involving Meals on Wheels of Greater Hyde Park. These testimonials will make a positive difference and provide valuable content to add to the website. Testimonials also have a large impact on branding. This will show website visitors that you truly do care about your clients and these testimonials will show that without you having to say a word.

It would also be interesting to see if clients are comfortable sharing their story to be featured on the website with a lengthier testimonial. These story features/testimonials can be volunteers, board members, or clients.



Goal 2: Website Workshop

```
graph TD; A[Goal 2: Website Workshop] --> B[Objective #2: Add at least 3 more visuals to the MOW website in 1 mo.]; B --> C[Strategy: Incorporate interactive visuals];
```

**Objective #2: Add at least 3
more visuals to the
MOW website in 1 mo.**

**Strategy: Incorporate
interactive visuals**

Tactic: Post Videos of MOW Hyde Park to Website

Posting a video will allow Meals on Wheels of Great Hyde Park to show all of the great work that you do for the community and your clients. Currently, you have a relationship with Marist College's North Road Communications team. Reaching out to North Road's videography team would be free and they would provide amazing quality work.

The screenshot below is from a video produced by Meals on Wheels America this year. This video emphasized how the local chapters are delivering more food and working harder than ever. The North Road team could make a version of this specific to the Hyde Park chapter and demonstrate all you have done during COVID-19. This is a great way to highlight your accomplishments, and it will inspire website visitors to donate and support this organization.



Your Kindness Sparked a Movement

606 views • Jul 30, 2020

👍 15 💬 0 ➦ SHARE ⚙️ SAVE ...


```
graph TD; A[Goal 3: Heighten Social Media Engagement] --> B[Objective #1: Post on Instagram and Facebook accounts at least twice per mo.]; B --> C[Strategy: Branded Hashtag];
```

**Goal 3: Heighten
Social Media
Engagement**

**Objective #1: Post on
Instagram and Facebook
accounts at least
twice per mo.**

Strategy: Branded Hashtag

Tactic: Include #MOWDelivers in Instagram & Facebook Posts

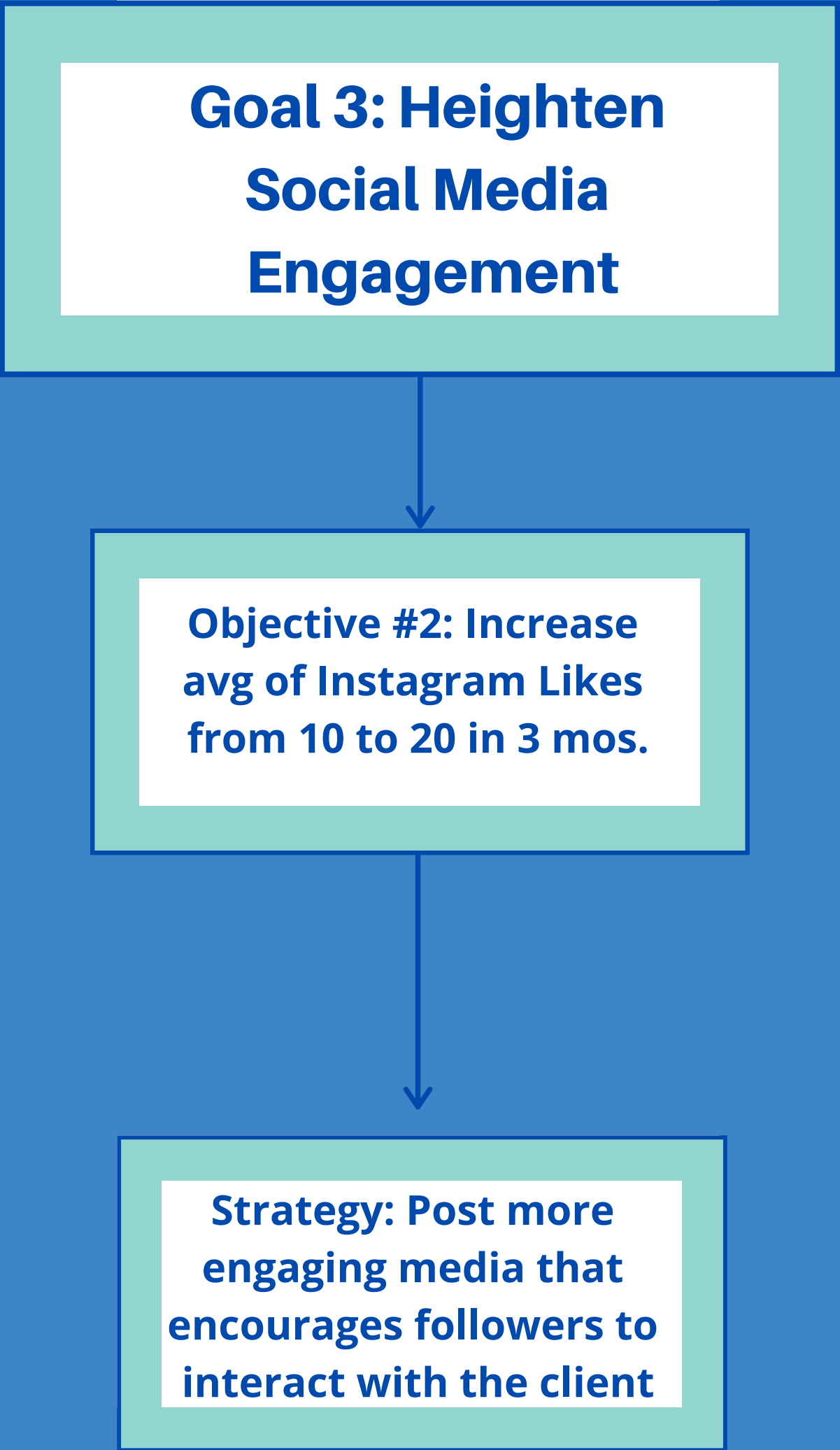


This new hashtag will help increase engagement and attract followers. Using a specific hashtag such as #MOWDelivers will allow you to effectively reach your target. This will encourage clients, volunteers, and students to use this hashtag to draw people to your page.

Using a hashtag provides a place for your target audience to seek more similar content about your organization. Another important benefit is that #MOWDelivers will increase the visibility of Meals on Wheels of Greater Hyde Park. Exposing more people to your content will draw more people to your website, where they will find more information that will inspire them to make a donation.

#MOWDelivers

Goal 3: Heighten Social Media Engagement



```
graph TD; A[Goal 3: Heighten Social Media Engagement] --> B[Objective #2: Increase avg of Instagram Likes from 10 to 20 in 3 mos.]; B --> C[Strategy: Post more engaging media that encourages followers to interact with the client];
```

**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**

Tactic: Wheels Up Wednesday

Wheels Up Wednesday is a great way for you to further connect with your Instagram followers. Every Wednesday you will post an Instagram story using the same fun template (Appendix H). The fun colors and theme are intriguing. This will draw more people to your page and the regular posting will keep people interested in what's next.

These posts can be fun facts about the chapter and new updates. This is a great way to interact with your followers and keep people informed about the behind the scenes of Meals on Wheels of Greater Hyde Park. Each week you can save them to your highlight reel so they will remain on your page.

We are aware that North Road Communications has posted content on your Instagram in the past. We have provided a content calendar on page 48 and this calendar includes Wheels Up Wednesday. It would be great if you could give North Road the content calendar and the templates. Then, they could post for you based on the schedule. This would save you time and you already have an established relationship with this group.

Goal 3: Heighten Social Media Engagement

```
graph TD; A[Goal 3: Heighten Social Media Engagement] --> B[Objective #3: Increase likes on Facebook posts by 100 each mo.]; B --> C[Strategy: Facebook Stories];
```

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

Strategy: Facebook Stories

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

Using Facebook stories, a volunteer can create a "Day in the Life" at Meals on Wheels of Greater Hyde Park. The volunteer would take over the Facebook account for the day and show the followers what their day is like. This would include them showing their morning routine, delivering meals, lunchtime, and any other interesting activities. This takeover would include posting pictures and videos throughout the day.

A 'Day in the Life' makes your social media account more personal and puts a face to your organization. It shows you are real people making a difference each and every day. It also allows people to get to know the volunteers that are working to make their community better, and this highlight shows that you appreciate their hard work. The idea can also be used on Instagram to receive the maximum engagement. You can find an example post in Appendix I.



Goal 4: Increase Community Connections

```
graph TD; A[Goal 4: Increase Community Connections] --> B[Objective #1: 1 piece of coverage from 1 local media outlet (TV, print, radio) every 2 mos.]; B --> C[Strategy: Pitch to Local Media];
```

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

**Strategy: Pitch to
Local Media**

Tactic: Media Pitches

A media pitch is essentially a letter to an editor, writer, or media relations specialist that describes who an organization is and what they are doing as an organization or a brand that makes them worth writing about.

It allows organizations to establish connections among local and national media, and plants seeds for potential media coverage and placement for the organization in the future.

In Appendix E, you can find the pitch for journalists. Some popular local outlets include: Chronogram, Hudson Valley Magazine, and the Poughkeepsie Journal. It is important to reach out to journalists who have written about nonprofits in the past.

(Davis, 2020)



Goal 4: Increase Community Connections

```
graph TD; A[Goal 4: Increase Community Connections] --> B[Objective #2: At least 1 collaboration with a local restaurant every 6 mos.]; B --> C[Strategy: Community Events];
```

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

**Strategy: Community
Events**

Tactic: Restaurant Supplies

Meals for a Day

Collaborating with a local restaurant creates a mutually beneficial relationship. The restaurant has the opportunity to demonstrate Corporate Social Responsibility (CSR) and Meals on Wheel will have food provided for the day. Clients will be able to have some new and fresh restaurant food, and this will be very exciting.

This would be a well-known community event and all social media platforms would be posting about this upcoming event. Taking pictures at this event is essential so you can later post on your social media pages about the successful day. This is an event that can take place during COVID-19. The only people that need to attend the event would be the volunteers, the board, and a few workers from the restaurant with the food. This event would showcase the lengths that Meals on Wheels of Greater Hyde Park is willing to go for their client, while supporting local restaurants. The pitch to restaurants is included in Appendix D



```
graph TD; A[Goal 4: Increase Community Connections] --> B[Objective #3: Reach out to at least 2 local restaurants about a collaboration once every mo.]; B --> C[Strategy: Make Connections with Local Restaurants];
```

**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**

Tactic: Create Contact List for Local Restaurants

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	jocoppola@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	HUDSONANDPACKARD@GMAIL.COM	845 . 792 . 3190	https://www.hudsonandpackard.com/	New Pizza Establishment possibly looking for Corporate Responsibility			
Millhouse Brewing Company		(845) 485-2739	https://www.millhousebrewing.com/	Popular POK restaurant with private event/ catering options			

A media list allows contact information for potential editors and media relations specialists for institutions to all be stored in one place. They include the individual's name phone number, email address, website, and any relevant work they have done in the past that relates in some way to Meals on Wheels of Hyde Park.

It is important to try and connect with people, especially journalists, who are familiar with what Meals on Wheels stands for. For example, a good contact to add to a media list would be a journalist who has written about non-profit organizations in the past, not someone who mainly writes about politics in the Hudson Valley. Getting in touch with writers who already have connections to your audience can be extremely helpful in getting a message across to a large group of people.

```
graph TD; A[Goal 4: Increase Community Connections] --> B[Objective #4: Reach out to at least 2 local businesses about a collaboration once a month]; B --> C[Strategy: Create LinkedIn to establish connections];
```

**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**

Tactic: Make Connections on LinkedIn



LinkedIn is the perfect opportunity for you to connect with local businesses. On LinkedIn you can post about donation opportunities and reach out to businesses easier. Connecting with businesses will keep them informed on your activity and updates regarding your organization. You can also connect with locals in the community and directly ask them to donate in a professional setting. Growing your network will allow you to spread awareness about the Hyde Park chapter and draw more people to your website to make donations. Connecting on LinkedIn will lead to more collaborations and you can emphasize the gift matching program.

Campaign Implementation

47

OVERVIEW

- Project Management Tools
- Communication Tools
- Refinement Research
- Timeline
- Budget

Project Management Tools:

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				

A content calendar allows you to keep track of your social media pages and layout what/when you want to post. This content calendar is for Instagram and Facebook. If you want any volunteer or students to help you with social media, this calendar will quickly bring them up to speed.

Project Management Tools:

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	callahancloey@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	jocoppola@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	HUDSONANDPACKARD@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					

This media list contains contact information to news outlets, Marist College, and restaurants. These contacts are essential to move forward with the tactics and strategies in this document. Every contact has an email or phone number listed to ensure that you can easily reach out to these people when necessary.

****Also listed in Appendix B**

Communication Tools

Media Pitches

In Appendices C-E, River's Edge PR has provided three sample pitches. One is a pitch to local media outlets, one is a pitch to local restaurants, and the third is a pitch to local colleges. This same format can be used to pitch events and stories to multiple outlets by replacing a few words in these templates for multiple uses.

Instagram Stories

Instagram Stories are another quick and easy way to communicate with followers by providing up to date information that your audience can easily click through. They are a great way to include the branded hashtag #MOWDelivers, and are easy to create. Samples of Instagram stories can be found in the Appendix section of this document.

North Road Communications

Since Meals on Wheels of Hyde Park is already a client of Marist's in-house PR firm, North Road Communications, many of these tasks can be assigned to the members of that team to help complete. All members of NRC have experience with social media strategy and writing for Public Relations.

Refinement Research

Instagram Analytics

Public Instagram accounts have access to Instagram Analytics, which allows account admins to be able to see post engagement and follower growth on the organization's account. They can also see which posts receive the most engagement, along with which Instagram Stories receive the most views and impressions. This feature is extremely helpful when getting quantitative data for measuring social media engagement, in addition to getting a sense of people who are discovering the organization.

Facebook Analytics

Similar to Instagram Analytics, Facebook Analytics tracks post engagement, including the number of Likes and comments a post receives, the number of audience members gained or lost, and the number of people interacting with the organization's account. It is a great resource for collecting numerical data for evaluating a campaign's success.

Facebook Business Manager

Facebook Business Manager allows businesses and organizations to work on marketing for their business or organization directly through their Facebook account. It allows multiple people to be able to manage the Facebook account for the organization, along with providing tools for tracking the performance of the organization's Facebook and Instagram accounts.

Timeline

	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
Dorm Donation Contest										
MOW Video										
Media Pitches										
Restaurant Collab.										

Each of the four tactics has a different planning, execution and evaluation process, with the media pitches being ongoing throughout the year.

Planning	
Execution	
Evaluation	

Dorm Donation Contest

Planning: August & September
Implementation: October & November
Evaluation: December

Media Pitches

Planning: March & April
Implementation: May-August
Evaluation: September-December

MOW Video

Planning: March & April
Implementation: May & June
Evaluation: July & August

Restaurant Collaboration

Planning: May
Implementation: June-August
Evaluation: September-December

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

For the budget, we tried to be as realistic as possible in terms of costs to be accounted for, while also trying to cut costs when possible for the sake of saving money for the organization.

The events of the greatest costs will likely be the Dorm Donation Contest, wherein Meals on Wheels of Hyde Park would provide the pizza for the contest-winning dorm. Since there are usually about 25 people per dorm floor, and with the largest dorm at Marist consisting of nine floors, this would cost approximately \$450.00

Additionally, Facebook Advertisements charges \$7.19 per 1,000 impressions. Since we were planning on doing 3, this would cost an estimated \$21.57, totaling \$471.57.

Evaluation

Instagram

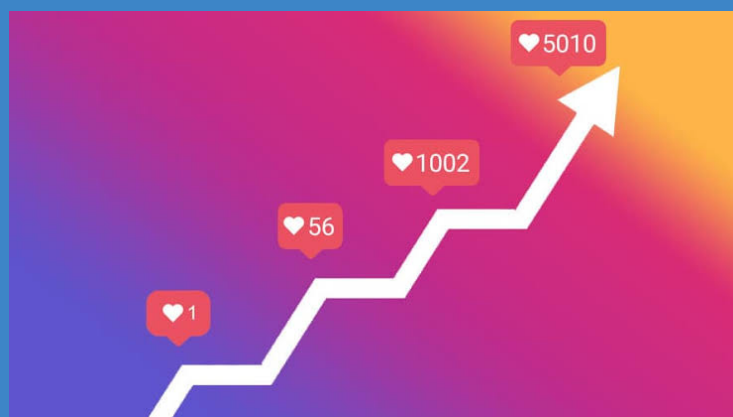
- Instagram Analytics
- Allows businesses/organizations to track post engagements and impressions
-

Facebook

- Facebook Analytics
- Facebook Business Manager
- Allows businesses/organizations to track engagement on Facebook posts and page "Likes"

Traditional Media

- Use "Google Sheets" or "Excel" to create a spreadsheets that tracks the number of times Meals on Wheels of Hyde Park is mentioned in print, radio or broadcast media



Reporting

Executive Summary

Executive summaries are an efficient way for organizations to report on whether or not their proposed goals and objectives were satisfied using the strategies and tactics implemented as a means to achieve them. Through the use of qualitative and quantitative data, we can see how effective these strategies and tactics were so as to determine whether we continue to use them, or choose to go another route in order to be more successful.

Since our goal hinges upon increasing donations to the organization, we can measure the success of that through seeing whether or not the number of donations received throughout the year 2021 has increased in comparison to previous years. This will also tell us how successful the events and social media strategies were.

Examples:

- Average number of donations to Meals on Wheels of Hyde Park increased by ____% in six months.
- Average number of Likes per Instagram post on the Meals on Wheels of Hyde Park account increased from 10 to 20 in six months.
- Meals on Wheels of Hyde Park was mentioned in ____ publications in the past three months.
- Donations from millennials increased from ____% to ____% between the months of January and June.

References

Davis, R. (2020, November 16). The Guide on How to Pitch to Journalists (With Examples). Retrieved December 01, 2020, from <https://publicize.co/guides/beginners-guide-to-pr/chapter-3-how-to-contact-reporters/>

Fisher, Maddy. (2019, March 11). In Between and on the Giving Scene: How Gen X Is Standing out in the Philanthropic World. Campbell & Company. Retrieved October 15, 2020, from www.campbellcompany.com/news/gen-x-donors-charitable-giving.

Gleit, N. (2018, November 07). People Raise Over \$1 Billion for the Causes They Care About on Facebook. Retrieved October 12, 2020, from <https://about.fb.com/news/2018/11/people-raise-over-1-billion/>

Double the Donation. (2020, April 25). Nonprofit Fundraising Statistics [Updated for 2020]. Retrieved October 12, 2020, from <https://doublethedonation.com/tips/matching-grant-resources/nonprofit-fundraising-statistics/>

Mohsin, M. (2020, September 28). Top 10 Instagram Statistics You Need to Know in 2020 [New Research]. Retrieved October 12, 2020, from <https://www.oberlo.com/blog/instagram-stats-every-marketer-should-know>



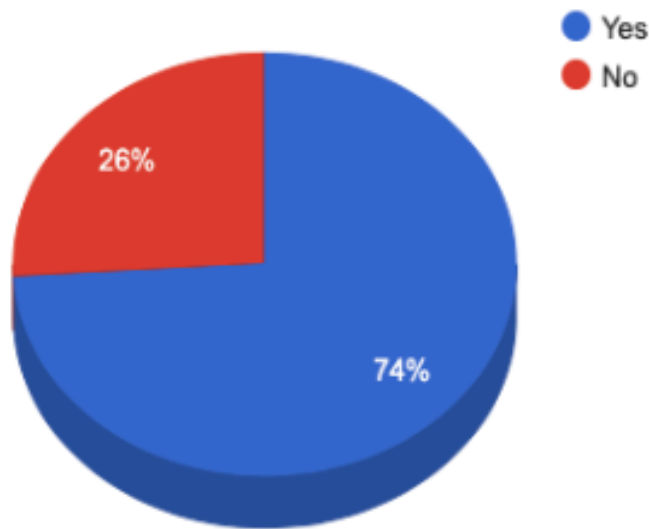
Appendix



Appendix A: Primary Research Survey

The purpose of this survey is to gain a better understanding of the nonprofit organization, Meals on Wheels. This data is being collected for our COM 418: Campaign Management class. This questionnaire is completely voluntary. All responses are anonymous and will only be used for this assignment. You may withdraw from the survey at any time. If you have any questions or concerns regarding the survey, you may contact Alexandra Theroux at alexandra.theroux1@marist.edu

Have you heard of the nonprofit organization Meals on Wheels?



If yes, what do you know about Meals on Wheels?

41 responses

It is a meal program that brings meals to senior citizens

Volunteered there when I was younger. Made meals and brought them to elderly people living in a development.

That it's available for senior citizens

Meals on Wheels provides meals for those in need

Just the name of it, but I believe it helps deliver meals to those who are less fortunate.

They serve meals

Delivers meals to those in need

They provide meals for families in need

That they provide meals to underprivileged members of the community

Not too sure just heard of it

Meals on Wheels delivers food to people in need.

General info

provides food

they feed poor people

Provides meals for family's who are experiencing hardships

They give meals to people who do not have access to food.

they deliver meals to underprivileged homes

They deliver meals to elderly and disabled people who can't make their own meals

I know that they have something to do with feeding the hungry

It gives foods to underprivileged people

They provide meals to senior citizens.

Donate meals to people who may not be able to leave their homes

Brings food to older people

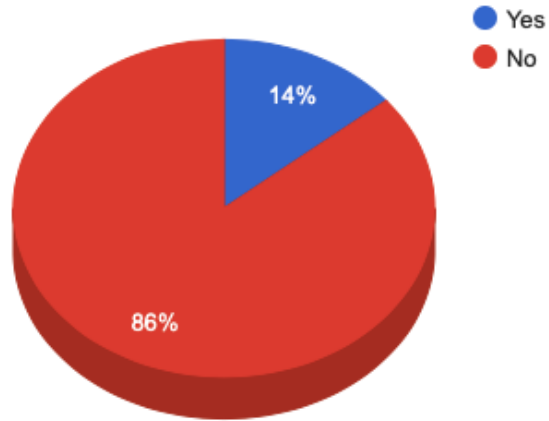
I don't know much, have just heard of it

Family

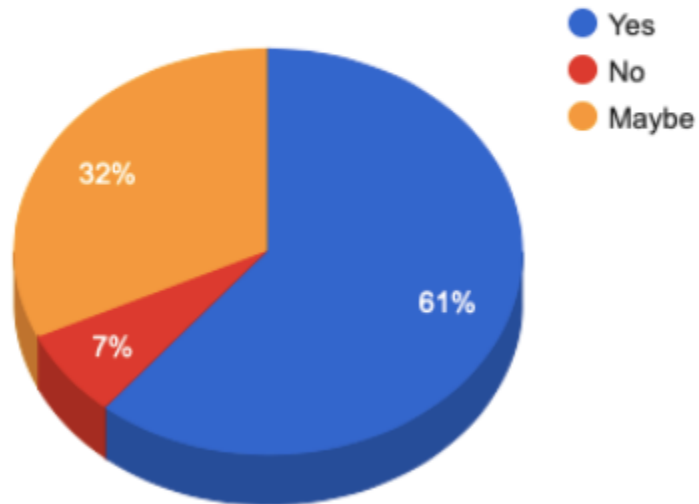
Meals on Wheels is a program that helps provide homeless or less fortunate communities with hot meals.

They deliver free food to people in need

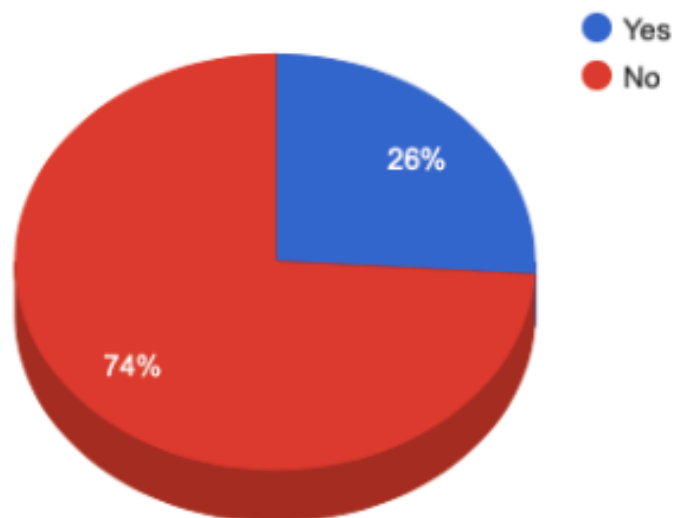
Do you know anyone that volunteers for Meals on Wheels?



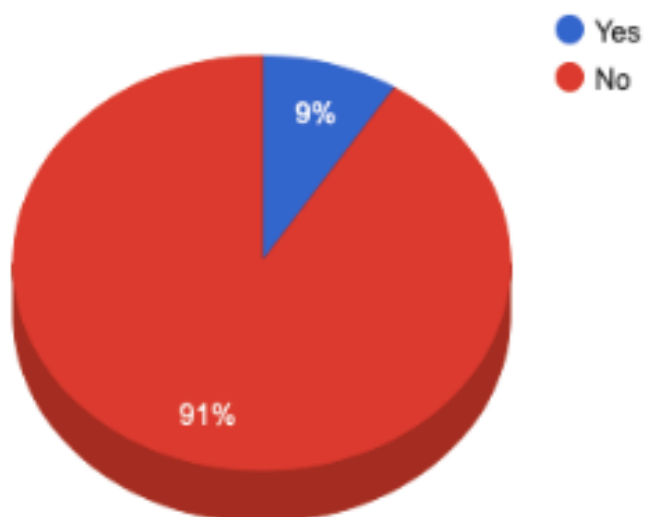
Would you be interested in volunteering for a nonprofit organization?



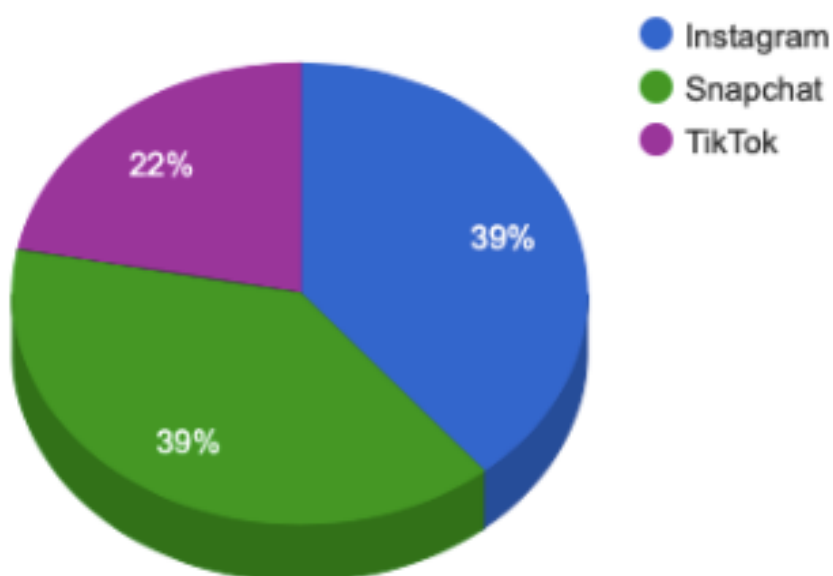
Do you follow nonprofits on social media?



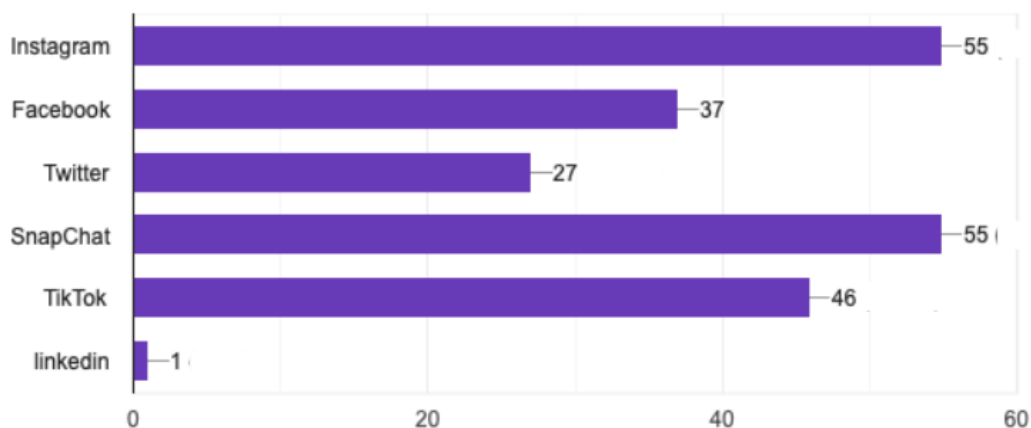
Do you know anyone that receives meals from this organization?



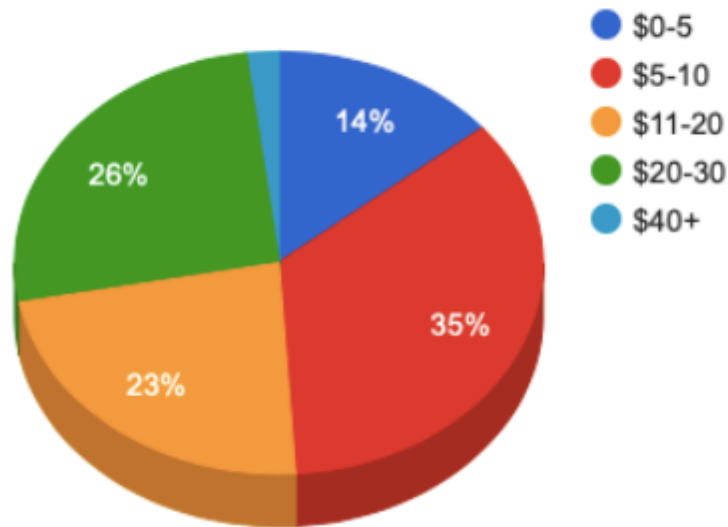
Which social media platforms do you use the MOST?



Which social media platforms do you use? Check all that apply.



How much money would you be willing to donate to a nonprofit organization?

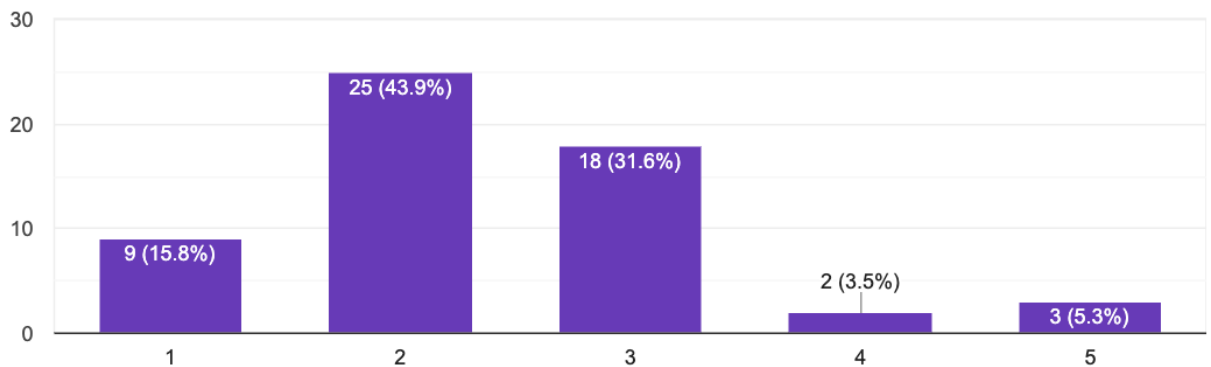


Part 2

This section will consist of statements that involve both nonprofits and your community. Please respond to each statement using the following scale - Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5).

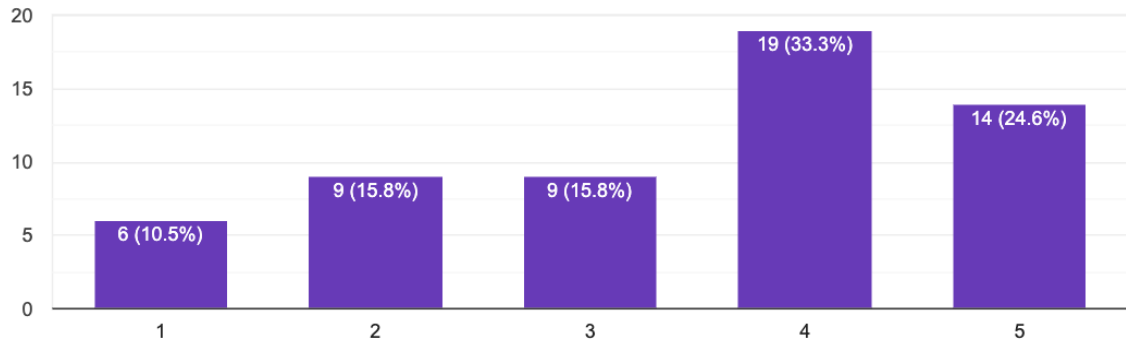
I donate to nonprofit organizations often.

57 responses



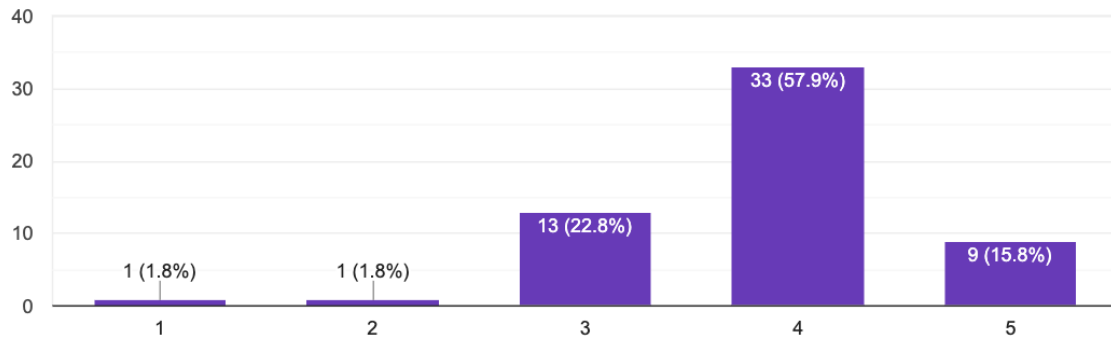
I have made online donations before.

57 responses



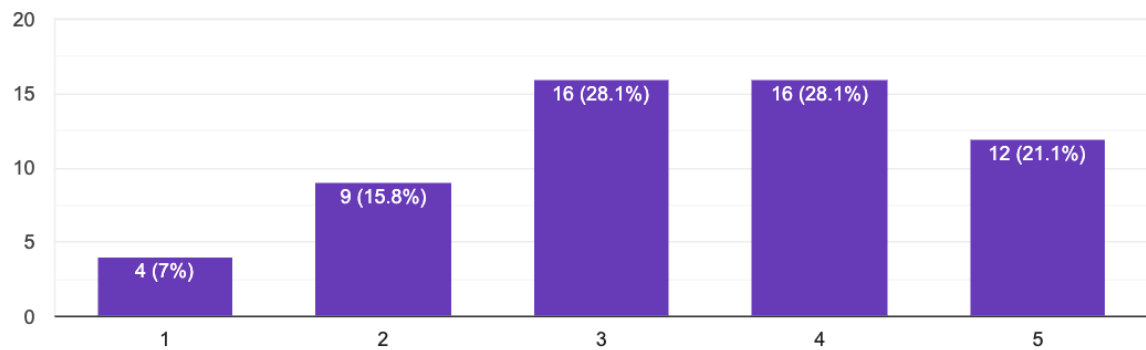
I would be more willing to donate to an organization that has a strong social media presence.

57 responses



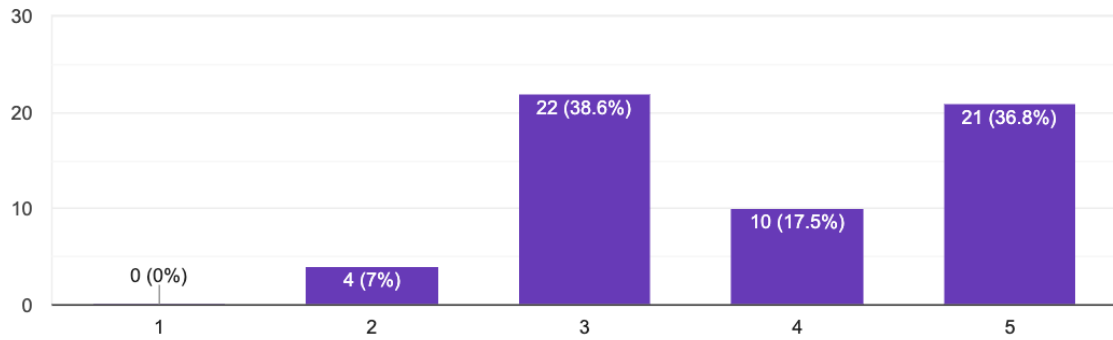
I volunteer in my local community.

57 responses



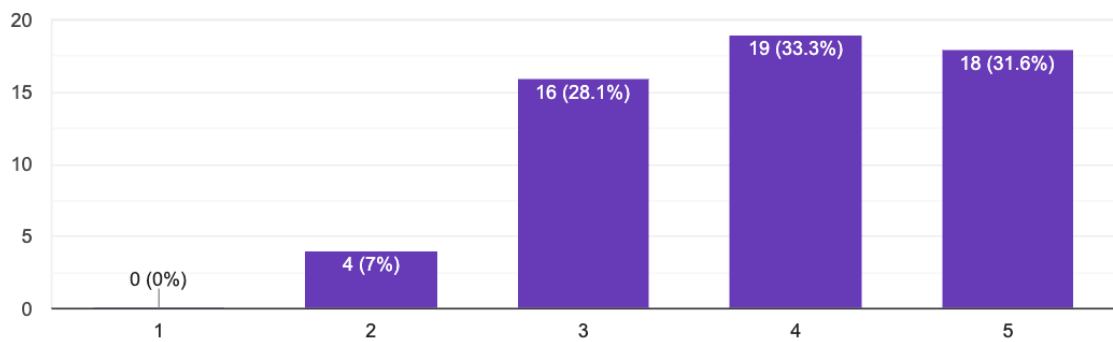
I support businesses that are active in my local community.

57 responses



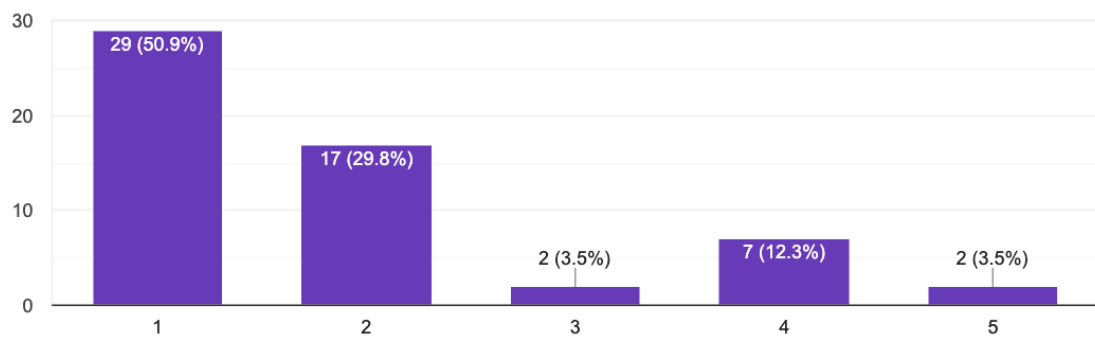
I want to be more involved in my local community.

57 responses



I am aware of the work Meals on Wheels Hyde Park does for the local community.

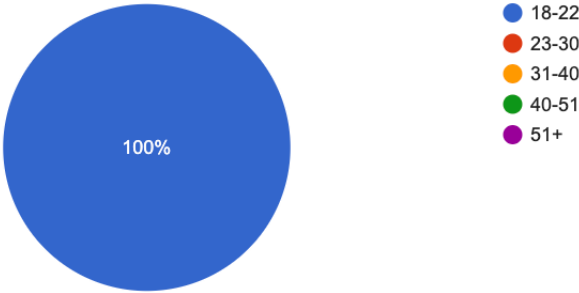
57 responses



Part 3 - Demographics

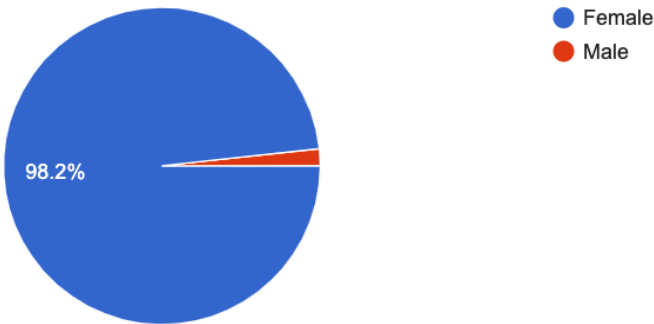
What is your age?

57 responses



What gender do you identify with?

57 responses



To: Steve Sansola, Associate Dean of Student Affairs, Marist College

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. As a member of the greater Poughkeepsie community, along with a highly-regarded institution of academic excellence, I thought you might be interested in a collaboration with our organization.

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 about a possible pizza party fundraising competition among the on-campus residences. 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



Appendix D: Pitch Email for Restaurants

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



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



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



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.



Double the Donation
matching gifts made easy



Enter the name of your company

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.

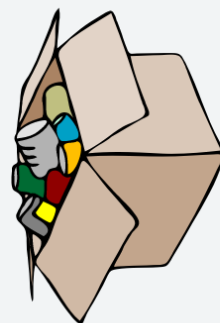
A donation of \$XXX will provide X meals to someone in our community of customers.

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

Don't 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!



MOW



"Being a part of an organization that gives me a chance to give back to the local community is something I have 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 Student

"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 onWheels 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



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

17

17A

18

18A

19

19A

PREMIUM 400

1

1

Appendix H: Wheels Up Wednesday Post

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



Appendix H: Wheels Up Wednesday Post

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!



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

