



# Trading Post

COMMUNITY CARE CENTER

## INTEGRATED MARKETING COMMUNICATIONS PLAN





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## Executive Summary

Trading Post Community Care Center is a nonprofit organization in Springville, New York. It relies entirely on the time and dedication of volunteers and the contributions of donors to serve the community. Trading Post offers an array of services, the most prominent being a clothing exchange program and food pantry. Its primary competition includes other organizations in the community that vie for donations and volunteers, most commonly churches, hospitals, and schools.

Trading Post served more than 18,000 clients and acquired 7,500 volunteer hours in 2009, but overall awareness is low. Research determined that most of its services had less than 50 percent awareness in the community. Trading Post is not recognized as a separate entity from its parent organization, Fellowship Hill Ministries. Its lack of logo and promotional materials is a contributing factor to the low awareness. The subsequent IMC plan addresses this issue and offers proactive solutions.

There are two primary target audiences for this IMC plan. Working mothers, ages 35-54, are more likely than other groups to be volunteers so this is the first target audience. The number of young volunteers, ages 16-24, is increasing, so this group is an additional primary target audience. Secondary audiences include the media and those people likely to utilize Trading Post services.



The objectives of this campaign for 2011 include boosting monetary intake to \$24,000, providing service to an average of 2,500 clients per month, increasing the number of volunteer hours to an average of 800 per month, increasing the number of donation bags received to an average of 150 per month, increasing the awareness level by 50% from the original survey, generating monthly media coverage, obtaining 25 unique visitors per day to the website, and obtaining 50 new fans on Facebook each month.

The objectives will be achieved through the creation of a corporate identity to include logo design, business cards, letterhead, and brochures, a targeted public relations campaign, design and implementation of a website, social media initiatives, and public service announcements. A strategic combination of these promotional elements will yield measurable positive results for Trading Post.

It is imperative that all Trading Post communication be part of an integrated marketing campaign. Everything that comes from the organization must have the same look and feel, which will emanate into a brand image. The following integrated marketing communications plan will yield exponentially higher results than the sum of individual communications executed separately.





# Situation Analysis

The situation analysis is an overview of the circumstances Trading Post Community Care Center is facing. It covers a service analysis, market analysis including geographics, demographics and psychographics, competitive analysis, current financial situation, and macroenvironment including demand and demand trends, economic conditions, state of technology, politics and laws and regulations.

## Service Analysis

Trading Post Community Care Center is an outreach of Fellowship Hill Ministries. Trading Post is a perfect extension of the vision of the ministry, which is “to bring encouragement and support to the local church and positively touch our community by reaching out to those in need.” Fellowship Hill Ministries is a Christian, nonprofit organization that “provides a common ground for churches, businesses, and individuals to unite in friendship, service and outreach in the world around us!”

Trading Post offers an array of services to meet the needs of the community. Services include a clothing exchange program, food pantry, crisis services, domestic violence advocacy and support, hair cutting services, housing referrals, life skills classes, Stitches of Love Ministry, volunteer programs and more. It has a store-like atmosphere



where customers can pay cash for items or use “Trading Bucks” that are obtained by donating items. Trading Bucks are also given to local organizations that distribute them to people in need. The majority of Trading Post clients are classified as “working poor,” those who are hard-working, but have very modest incomes and struggle to make ends meet. Trading Post served 18,276 clients in 2009. It had a total of 1,195 volunteers for a combined total of 7,507 volunteer hours. A total of 1,318 donation bags were collected and the organization brought in \$47,818 67% in Trading Bucks and 33% in cash.

Trading Post holds various fundraising events throughout the year. The SouperBowl, held on Super Bowl Sunday, offers appetizers, soups and desserts to the community for a cover charge. The Hike 4 Hunger, held in May at Sprague Brook Park, involves participants collecting pledges for the distance they walk. A Kids Tent and Basket Auction is held annually at the Springville Dairy Festival in June. The Heart and Home Holiday Bazaar, held annually in November, includes a bake sale, basket auction, craft show, make-and-take gifts, stocking stuffers and more. The addition of a Wine and Cheese Party to the event schedule is pending for 2011.

## **Market Analysis**

### **Geographics**

Trading Post Community Care Center serves clients in Springville, New York and the surrounding communities and has recently expanded into Cattaraugus County.

### **Demographics**

Women are more likely than men to be formal volunteers. The volunteer rate of women increased in 2009 while that of men remained stable. Working mothers have the highest volunteer rate while men are more likely to serve the community in less formal ways. By age, 35-54 year olds are most likely to volunteer, however, a report released by the Corporation for National and Community Service found an increase in volunteering by young adults, ages 16-24. In 2009, whites volunteered at the highest rate followed by blacks, Asians, and Hispanics respectively. Married persons are more likely to volunteer than never married persons as are parents with children under the age of 18.



## **Psychographics**

A majority of those who live in and around Springville, New York, prefer to donate to local organizations because they can see the impact of their contributions. They observe the need of others and react accordingly. In 2009, the primary organization at which volunteers worked was most frequently religious. This was followed by educational or youth service related organizations. The main activity performed by volunteers was most frequently fundraising, followed by collecting, preparing, distributing or serving food.

## **Competitive Analysis**

Trading Post's primary competition consists of other charitable organizations in Springville, New York, and the surrounding areas. There are both local and national organizations in Western New York that vie for volunteers and donations. Churches, hospitals and schools, according to research results, are the most common recipients of volunteers and donations. Other organizations include the Salvation Army, Love INC, Boys & Girls Club, Meals on Wheels, and Springville Center for the Arts.

## **Churches**

There are thirteen different churches in the Springville area that receive strong support from the community: The First Presbyterian Church, First United Methodist Church, St. Aloysius Roman Catholic Church, The Baptist Church, St. Paul's Episcopal Church, Salem Lutheran Church, Assembly of God, Springville Congregation of Jehovah's Witnesses, New Life Fellowship, Our Savior Evangelical Lutheran Church, Church of the Nazarene, East Concord Community Church, and Mortons Corners Baptist Church.

## **Hospitals**

Bertrand Chaffee Hospital is the only hospital in Springville and is affiliated with the Jennie B. Richmond Nursing Home. The hospital has local support from the Cordelian Club, whose signature event is an annual Ball held at the Springville Country Club, in which all proceeds go directly to Bertrand Chaffee Hospital. Other hospitals in Western New York include The Women & Children's Hospital of Buffalo, Buffalo General Hospital, Roswell Park Cancer Institute, Erie County Medical Center (ECMC), Mercy Hospital of Buffalo, and many more.



## **Schools**

The Springville Griffith Central School District consists of four schools: SGI Elementary, Colden Elementary, SGI Middle, and SGI High School. There is also a local Catholic School, St. Aloysius Regional School, and the League for the Handicapped, which provides special education services.

## **Salvation Army**

The Salvation Army is a very common recipient of both donations and volunteers. The organization boasts its members' active participation in programs such as Kroc Centers, Youth Camps, Disaster Relief, Prisoner Rehabilitation, Drug and Alcohol Rehabilitation, Fighting Human Trafficking, Christmas Charity, Elderly Services, Community Cares Ministries, and more.

## **Love INC of Springville**

Love INC (In the Name of Christ) is an independent, not-for-profit organization, affiliated with Love INC national. Located in Springville, New York it is affiliated with many local churches. Its events include a Banquet & Theme Basket Auction, a Concert for Love, prayer meetings, and other community events. Love INC provides various volunteer opportunities from tutoring to driving a van for Meals on Wheels. In 2008, 2,096 church volunteers contributed over 10,000 volunteer hours.

## **Boys & Girls Club of Springville**

The Boys & Girls Club of Springville provides a range of activities to meet the interests of all youth. The programs engage youth in activities with adults, peers, and family members to enhance self-esteem and enable them to develop to their full potential. The Boys & Girls Club of Springville is involved in events and fundraisers such as Snowshoe Softball, an Annual Golf Classic, Day of Caring, and Comedy Night.

## **Meals on Wheels**

The Meals on Wheels Association of America is the largest national organization that represents local, community-based Senior Nutrition Programs. Its mission is “to provide visionary leadership and professional training and to develop partnerships that will ensure the provision of quality nutrition services.” There are various organizations in Western New York that participate in the Meals on Wheels program,



including the Cattaraugus County Department of the Aging, Dunkirk-Fredonia Meals on Wheels, Inc., Ken-Ton Meals on Wheels, and Lockport Meals on Wheels.

### **Springville Center for the Arts**

Springville Center for the Arts is a community multi-arts center that facilitates theater productions, artist exhibits and receptions, cinema programs, workshops for adults and children, performances and more. The mission of the organization is, “Believing that creative pursuits enrich our lives, Springville Center for the Arts encourages participation in the arts by all segments of our community. We fulfill our mission by maintaining a center to house our performance, exhibition, educational and other arts programs.”

### **Current Financial Situation**

Nonprofit organizations may be eligible for various grants from the federal government. Otherwise, they rely on support from the community via volunteers and donations. Trading Post Community Care Center recently received a grant to complete its kitchen. The funds were used to install a grease trap, plumbing lines, electrical service and lines, tile floors, sinks, bathrooms, a commercial hood and gas range, kitchen utensils, pots, pans and more. Trading Post records incoming revenue monthly. It monitors cash intake, Trading Bucks and donation bags.

### **Macroenvironment**

#### **Demand and Demand Trends**

Nearly one quarter of adults in Buffalo, New York volunteered in 2008. In addition to these adults, more than 24,000 individuals worked with neighbors to improve their communities. Throughout 2009, the number of volunteers and the volunteer rate increased nationwide.

#### **Economic Conditions**

A great majority, 80%, of nonprofit organizations nationwide have experienced significant economic stress. During a time of prolonged recession, however, traditional volunteering has remained steady. Nonprofits rely on the assistance of volunteers to continue their service efforts. Less formal ways of serving the community, such as self-organized service projects, are becoming more popular.



## **State of Technology**

The expansion of social media presents new opportunities for nonprofit organizations. Word of mouth communication is very important for charitable organizations, but it has its limits. The use of social networking sites allows a greater reach to the target audience. In addition, technology that allows credit card donations to be made directly on an organization's website makes fundraising easier and more effective.

## **Politics**

The Obama Administration encourages self-organized service through the United We Serve initiative, accessible through the [serve.gov](http://serve.gov) website. This initiative encourages all Americans to participate in the nation's recovery and renewal. The site allows visitors to search for local volunteer opportunities, register a project and share a story. It also provides helpful toolkits for those who want to create service projects or events.

## **Laws and Regulations**

If an organization has 501(c)(3) status, donations made are tax-deductible. This offers an incentive for individuals to contribute to a nonprofit organization.





# Market Research

## Primary Research

Quantitative research for Trading Post Community Care Center was conducted through surveys. The surveys were distributed online to current Springville residents and those who have lived in and around Springville. They were also sent to Trading Post's contact list. The survey was comprised of six parts – Introduction, Volunteering, Donations, Trading Post Community Care Center, Basics, and Thank You. Organized this way, the survey was simple to complete. Participants were aware of how far into the survey they were and the amount they had left to complete. See the full survey in the Appendices. A total of 176 people responded to the survey. Of those respondents, 71% were female, 29% were male and the average age was 39 years.

## Research Objectives

### **Determine who is most likely to utilize Trading Post services**

What are the demographics of those people most likely to use the various services offered by Trading Post?

### **Determine Trading Post's competition**

What other organizations receive volunteers and donations that could otherwise be given to Trading Post?



### **Determine who is most likely to support Trading Post**

What are the demographics of those people most likely to donate to Trading Post? What are the demographics of those people most likely to volunteer at Trading Post?

### **Determine the media in which people look for information about charitable organizations**

Where do people find information about volunteer opportunities?  
Where do people learn about Trading Post?

### **Key Findings**

- 1** Of those who participated in the survey, less than half knew about the majority of services offered by Trading Post. The exception was the clothing exchange program, of which 66% of respondents were aware, and the food pantry, of which 64% of respondents were aware.
- 2** There is a commonality between where respondents heard about Trading Post and where they learn about volunteer opportunities. The majority of respondents learn about volunteer opportunities from family and/or friends followed by church and work.
- 3** Trading Post has an advantage because it is a local organization. Research determined people prefer and are more likely to donate to local organizations. It does have competition with other organizations including local churches and schools, Salvation Army, Love INC, Boys & Girls Club, Meals on Wheels, and Springville Center for the Arts.
- 4** Research found no significant correlation between the number of children and the likelihood to use services or between household income and the likelihood to use services.





# SWOT Analysis

## Strengths

Strengths are capabilities or features that give Trading Post a superior competitive advantage or meet a top-ranked customer need. Strengths are typically long-term, internal factors.

- 1** The overall purpose of the organization is to serve the community
- 2** Trading Post's affiliation with Fellowship Hill Ministries
- 3** Positive reputation among customers
- 4** Current fundraising events
- 5** Location in downtown Springville – easy to access for those with limited transportation and walking distance to all Springville schools
- 6** Satellite location in Cattaraugus for expanded reach
- 7** Strong, dedicated leadership – Linette and Todd Crelly founded and run Fellowship Hill Ministries and Trading Post
- 8** Organization receives grants



## Weaknesses

Weaknesses are the lack of capabilities or features that give Trading Post a superior competitive advantage or meet a top-ranked customer need. Weaknesses are typically long-term, internal factors.

- 1 Lack of brand image to establish Trading Post as its own entity
- 2 Lack of effective promotional materials
- 3 Minimal marketing budget

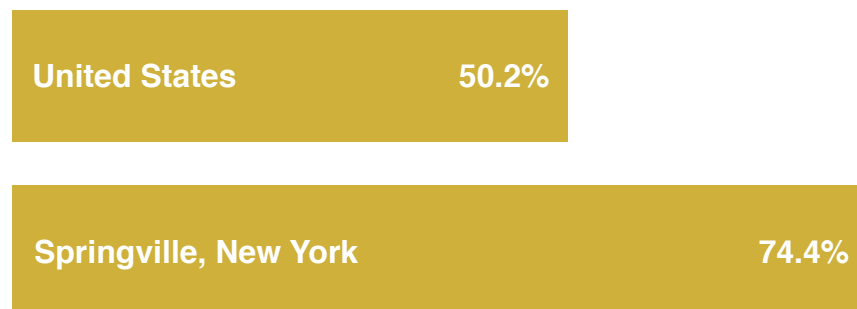
## Opportunities

Opportunities are events or trends that give Trading Post the capability of achieving further success. Opportunities are typically short-term, external factors.

- 1 United We Serve brings light to service opportunities
- 2 The number of volunteers and the volunteer rate is increasing nationwide
- 3 Social media continues to grow
- 4 13 churches in Springville (refer to graph below)
- 5 The number of young volunteers is increasing
- 6 Grants are available for nonprofit organizations

### Religious Affiliations

Percentage of the population affiliated with a religious congregation





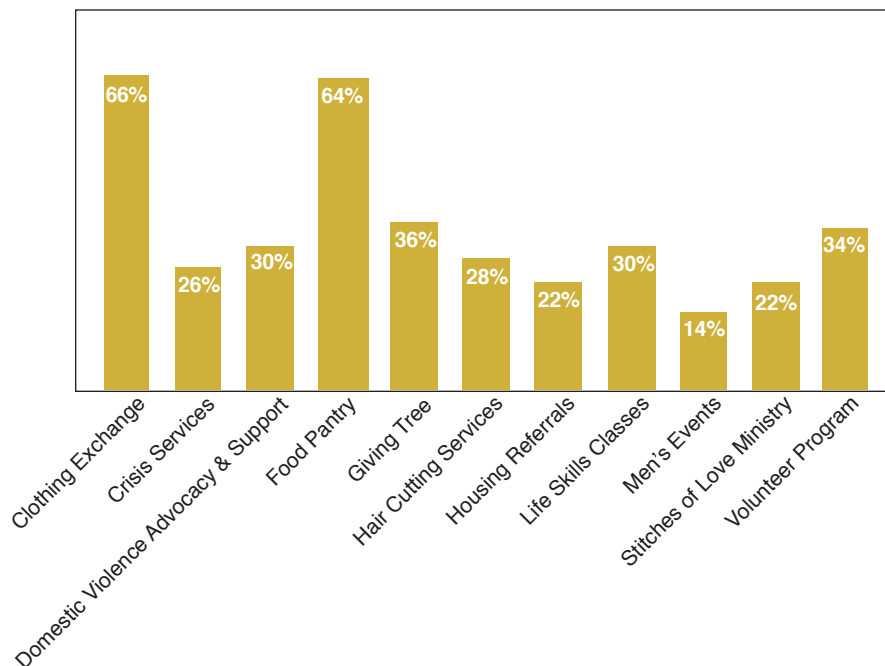
## Threats

Threats are events or trends that prevent Trading Post from achieving further success. Threats are typically short-term, external factors.

- 1 Low awareness level in community – a survey of 176 people in and around Springville found that less than 50% were aware of the majority of services offered by Trading Post (refer to graph below)
- 2 Lack of media coverage
- 3 Local competition that vie for donations and volunteers
- 4 Economic downturn results in decreased donations to charitable organizations

### Services Breakdown

Percentage of people in Springville and the surrounding communities that are aware of Trading Post services





### **Key Priority Issues**

Key priority issues are prioritized strengths to be leveraged, weaknesses to be bolstered, opportunities to take advantage of, and threats to be reduced or negated. The key priority issues for Trading Post are as follows.

- 1** Overall purpose of Trading Post is to help the community by providing services that cater to the needs of the people
- 2** Lack of logo and promotional materials results in a lack of brand image to establish Trading Post as its own entity in the community
- 3** Low awareness level for Trading Post in Springville and the surrounding community for customers, volunteers and donors
- 4** Lack of media coverage of Trading Post





## Overall IMC Strategy

The overall IMC strategy for Trading Post Community Care Center involves the development of an identity for the organization as a separate entity from Fellowship Hill Ministries. Implementation of this IMC plan in 2011 will result in increased reach and impact of Trading Post services through increased support of the organization via donations and volunteer hours.

It is imperative that all Trading Post communication be part of an integrated marketing campaign. Everything that comes from the organization must have the same look and feel, which will emanate into a brand image. Integrated marketing communications will yield exponentially higher results than the sum of individual communications executed separately. The development of a mission statement and vision statement is the first step in creating an identity for Trading Post.

Mission statement developed  
for Trading Post

*Trading Post Community Care Center is the place for people to unite in serving the needs of Springville and the surrounding communities. It strives to always be a resource for those in need and provide assistance to those who struggle.*

Vision statement developed  
for Trading Post

*It is the vision of Trading Post Community Care Center to be the most prominent local nonprofit organization in Springville and the surrounding community. It will provide assistance to anyone in need. Trading Post will be the first step in making Western New York a better, happier, and more peaceful place to live.*





## IMC Objectives

Based on the analysis of Trading Post Community Care Center, its competition and available opportunities, we have developed objectives to support the strategy of the IMC plan for 2011.

- 1** Boost monetary intake to \$24,000
- 2** Provide service to an average of 2,500 clients per month
- 3** Increase the number of volunteer hours to an average of 800 per month
- 4** Increase the number of donation bags received to an average of 150 per month
- 5** Increase the awareness level by 50% from the original survey
- 6** Generate monthly media coverage for Trading Post and its events
- 7** Obtain 25 unique visitors per day to website
- 8** Obtain 50 new fans on Facebook each month





## Marketing Strategy

### Key Messages to Target Audiences

Key messages are directed to all of the target audiences. They are simple, straightforward statements of which all Trading Post audiences should be aware.

- 1 Trading Post relies on volunteer time and dedication and donor contributions to serve the needs of people in the community
- 2 Trading Post served over 18,000 clients in 2009
- 3 Trading Post offers more than ten services to meet the needs of the community

### Positioning

The following is a concise statement that incorporates the essence of what Trading Post wants every member of the target audiences to believe and remember about the organization.

Positioning statement developed  
for Trading Post

*Trading Post thrives on the dedication of volunteers and donors who serve the community in any way possible to better the lives of others.*



## **Marketing Communications Strategies and Tactics**

Strategy **Create a corporate identity for Trading Post**

Tactics Develop logo, letterhead, and business cards  
Develop and distribute Trading Post flyers throughout the community  
Design Trading Post brochures for potential clients and volunteers

Strategy **Develop a complete public relations campaign**

Tactics Organize a large fundraising event to compliment current annual events  
Write news releases and general feature stories  
Write letters to the editor of local publications  
Submit calendar listings to local media  
Collect testimonials from clients  
Create monthly e-newsletter  
Develop a crisis communications plan

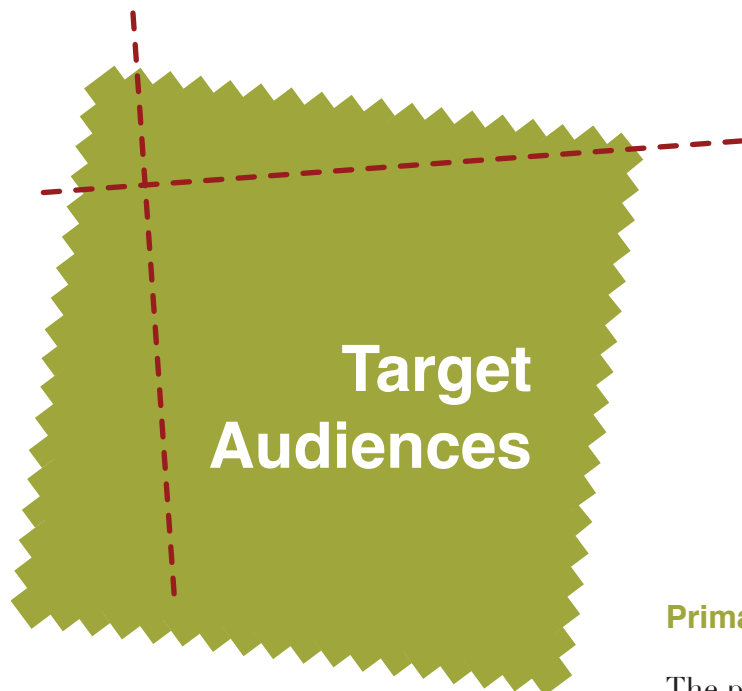
Strategy **Develop a complete online marketing plan**

Tactics Website design, development, and implementation (CMS and SEO)  
Develop a Facebook page for Trading Post  
Register Trading Post on volunteermatch.org  
Register Trading Post on serve.gov  
Create a 60 second informational video to be posted on YouTube

Strategy **Develop advertisements for local media**

Tactics Pursue free space in local media (print and radio) by submitting public service announcements





## Target Audiences

### Primary Audiences

The primary audiences consist of those people likely to be volunteers or donors to charitable organizations because in order for Trading Post to expand its reach it must have support from donations and volunteers. The organization is run entirely by volunteers and relies on donations, both monetary and non-monetary, to serve the community. Research has determined two distinct audience segments to whom marketing efforts should be directed.

#### Segment A Demographics

Women ages 35-54  
Caucasian  
High School diploma or higher  
Employed  
Married  
Household income \$35,000-\$75,000  
Geographics: Springville, NY and 15 mile radius

#### Segment B Demographics

Men and women ages 16-24  
Caucasian  
Some High School or higher  
Unmarried  
No children  
Personal income of \$25,000 or less  
Geographics: Springville, NY and 15 mile radius



## Secondary Audiences

There are two secondary audiences that must be taken into account. The first is those people in the community that Trading Post is trying to help. After the marketing messages reach the primary audience, Trading Post will be able to expand its service in the community. The other secondary audience is the media. Media coverage has a strong impact on nonprofit organizations. It can greatly influence the awareness level, attendance at events, and overall success of an organization.





## Creative Brief

The development of a creative brief will ensure that all Trading Post communication is integrated and targeted to the appropriate audiences. All creative pieces must adhere to the brief.

Why are we advertising? To promote Trading Post Community Care Center as the premier source of community outreach.

To whom are we talking? Those likely to be volunteers or donors and those likely to utilize Trading Post services.

What do they currently think? Trading Post offers gently-used clothing and hosts occasional food drives.

What would we like them to think? Trading Post will strive to meet any person's needs when presented with the issue.

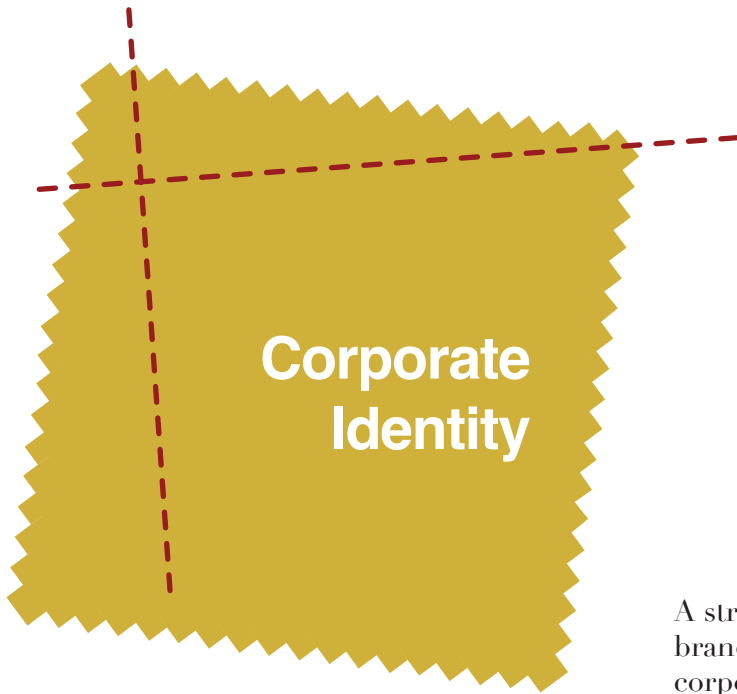
What is the most persuasive idea we can convey? Trading Post has more than ten services to meet the ever-growing needs of the community and relies entirely on the dedication and contributions of volunteers and donors.

Why should they believe it? Trading Post served over 18,000 clients and had a total of 7,500 volunteer hours in 2009.

Are there any creative guidelines or mandates? Trading Post logo.

Tone of voice? Selfless and genuine.





## Corporate Identity

A strong identity for any organization strengthens brand recognition among target audiences. A corporate identity for Trading Post includes pieces necessary to establish it as a separate entity from Fellowship Hill Ministries.

The corporate identity includes a logo, letterhead, business card, brochure, and flyer created with the same combination of colors, typeface and images. Consistency among all aspects of the identity package will ensure Trading Post becomes a recognized brand in the community.

### Logo

The design of a logo is the first step in initiating an identity for Trading Post. Due to the length of its full name, Trading Post Community Care Center, a typographic logo was created for the organization to be used on all communication pieces.

#### Trading Post Logo

Typographic logo designed  
for Trading Post





## Business Card

Business cards are practical for any organization and exude professionalism. All board members should have business cards, especially Linette Crelly, founder and CEO of Trading Post. They can be distributed to interested volunteers or clients on an as needed basis or sent with grant applications.

### Business Card

Business card designed for  
Linette Crelly, CEO





## Letterhead

All written communication that comes from Trading Post should be on its letterhead. The letterhead includes all relevant information including logo, address, satellite address, phone number and website. It is synergistic with all other Trading Post identity materials in overall look and design. See full-sized letterhead in the Appendices.

### Letterhead

Letterhead designed  
for all Trading Post  
written communication



38 Franklin St. | Springville | NY | 14141  
11 Washington St. | Cattaraugus | NY | 14719  
716.592.4455 | [www.tradingpostccc.com](http://www.tradingpostccc.com)



## Brochure

Informational brochures should be given to interested volunteers and potential clients. They should also be distributed to churches, schools and local businesses for general awareness. See a full-sized brochure in the Appendices.

### Brochure Exterior

Exterior of Trading Post informational brochure

#### Quick Facts

Trading Post was founded by Linette and Todd Creilly in 2001.

Trading Post relies on the time and dedication of volunteers and the generosity of donors to serve the community.

Trading Post served over 18,000 clients in 2009.

Trading Post clientele can be classified as "working poor"—hard working but modest income families struggling to make ends meet.

Trading Post has a satellite location:  
11 Washington St.  
Cattaraugus, NY 14719

#### Hours

**Monday**  
6 pm - 9 pm  
**Tuesday, Wednesday, Friday**  
10 am - 4 pm  
**Saturday**  
10 am - 2 pm

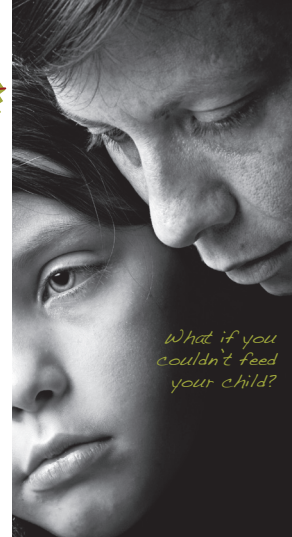
For more  
information call  
592.4455 or visit  
tradingpostccc.com

#### Services

Clothing Exchange  
Crisis Services  
Domestic Violence Advocacy  
& Support  
Food Pantry  
Giving Tree  
Hair Cutting Services  
Housing Referrals  
Life Skills Classes  
Stitches of Love  
Volunteer Programs  
...and More

**Trading Post**  
COMMUNITY CARE CENTER

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**Trading Post**  
COMMUNITY CARE CENTER

### Brochure Interior

Interior of Trading Post informational brochure

#### What is Trading Post?

Trading Post Community Care Center is an outreach of Fellowship Hill Ministries. Trading Post is a perfect extension of the vision of the ministry, which is "to bring encouragement and support to the local church and positively touch our community by reaching out to those in need." It is a Christian, non-profit organization that provides a common ground for churches, businesses, and individuals to unite in friendship, service and outreach in the world around us!

Trading Post offers an array of services to meet the needs of the community. Services include a clothing exchange program, food pantry, crisis services, domestic violence advocacy and support, Giving Tree, hair cutting services, housing referrals, life skills classes, Stitches of Love Ministry and volunteer programs.

Trading Post has a store-like atmosphere where customers can pay cash for items or use "Trading Bucks" that are obtained by donating items. Trading Bucks are also given to local organizations that distribute them to people in need.



#### Our Mission

Trading Post Community Care Center is the place for people to unite in serving the needs of Springville and the surrounding communities. It strives to always be a resource for those in need and provide assistance to those who struggle.

#### Our Vision

It is the vision of Trading Post Community Care Center to be the most prominent local nonprofit organization in Springville and the surrounding community. It will provide assistance to anyone in need. Trading Post will be the first step in making Western New York a better, happier and more peaceful place to live.



#### Testimonials

I have been volunteering at Trading Post for about four years. I've always donated to causes I believe in, but being able to help others and see the results has been so much more rewarding. I know that in this economy we have been able to help more people than ever before. It's nice to be able to interact with the clients because you get to know them and know that they really are hard-working people going through difficult times. I encourage all of my friends to get involved with Trading Post, not only for the people it helps, but for the way it makes you feel to be part of something so community-oriented.



**Stacie**  
Trading Post  
Volunteer

I never thought I would be in a position where I needed help just getting by. When I first went to Trading Post, I was skeptical because I didn't want anyone to think I couldn't take care of my family. The people at Trading Post were so kind and so helpful. They never made me feel bad about my situation and they made the experience extremely easy. Now I have a new job and don't have to rely on Trading Post, but now I am a volunteer. I want nothing more than to give back to the organization that helped me through the hard times in my life.



**Corrine**  
Trading Post  
Client





## Public Relations Campaign

The public relations campaign we have developed will benefit Trading Post in many ways. Public relations is an inexpensive yet effective marketing tool. A complete public relations campaign for Trading Post includes events, news releases, general feature stories, letters to the editor, calendar listings, letters to local business, flyers, an e-newsletter and testimonials.

### PR Goals

- 1 Increase public support of Trading Post through donations and volunteers
- 2 Increase media coverage of Trading Post
- 3 Compile a database of supporter email addresses
- 4 Develop a crisis communications plan to prepare Trading Post for any crisis situation

### PR Strategies

- 1 Organize an annual Trading Post event
- 2 Create flyers to promote Trading Post and events
- 3 Develop news releases for the media
- 4 Write general feature stories for media
- 5 Write letters to editors
- 6 Submit calendar listings to various media
- 7 Create monthly e-newsletter
- 8 Collect testimonials from clients



## Event Details

The first annual Trading Post Community Care Days will be held Thursday, September 15, 2011 through Saturday, September 17, 2011. To promote the event and recruit volunteers, flyers will be distributed throughout the community. News releases will be sent to the media. The Trading Post website and Facebook page will be updated with the event schedule. Volunteer sign-up sheets will be posted at Trading Post and the first 100 volunteers to sign up will receive Trading Post T-shirts. Local businesses that sponsor the event or donate prizes will be mentioned on promotional materials. Contact information will be collected from all volunteers and compiled into a database.

## Event Schedule

- Thursday: **Spaghetti Dinner** All-you-can-eat spaghetti dinner will be held at Trading Post from 4-7 pm. For \$6 presale and \$8 at the door, clients will get spaghetti, bread, salad, dessert, and a beverage. Desserts will be donated by volunteers.
- Photo Contest** Photo with a 25-word description must be dropped off or mailed to Trading Post by Monday, Sept. 5, 2011. Numbered photos with corresponding jars will be displayed at Trading Post. Monetary votes will determine the winner who will receive a prize donated from a local business. The winner will be announced at the end of the spaghetti dinner.
- Friday: **Community Clean-Up** Springville Griffith Institute High School Key Club will be contacted about partnering with Trading Post. Trading Post volunteers and Key Club members will pick up garbage in the community.
- Saturday: **Community Carwash** Local car dealerships will be contacted about partnering with Trading Post. Dealership will match funds raised in return for logo on all promotional pieces. Two additional rain dates will be arranged.
- Walk-A-Thon** Participants can pre-register for \$5 at Trading Post or \$10 at the event. Participants will get friends and family to sponsor each lap they complete. Walk-A-Thon will be held at the Springville High School track. Trading Post volunteers will monitor the laps completed. Prizes donated by local businesses will be given for the three longest distances.



## Community Days Flyer

Flyer developed to  
promote Trading Post  
Community Days



*First Annual*  
**COMMUNITY DAYS**  
*September 15-17*

---

*Thursday* **All-You-Can-Eat Spaghetti Dinner**  
at Trading Post, 4 - 7 pm

**Photo Contest**  
at Trading Post, 4 - 7 pm

*Friday* **Community Clean-Up**  
at SGI High School, 3 - 6 pm

*Saturday* **Community Carwash**  
at Emerling Ford, 10 am - 12 pm

**Community Walk-A-Thon**  
at high school track, 2 pm - ???

**For more information or  
to get involved call 592.4455  
or visit [tradingpostccc.com](http://tradingpostccc.com)**

## Post Event

After the event, Trading Post will announce the total amount raised through various media outlets. News releases can be sent to local radio stations and publications. The event results and photos will also be posted on Facebook and the website. Event participants will have been encouraged to look for their photos online after the event. Emails should be sent to all volunteers at the conclusion of the event thanking them for their participation. Constant contact with volunteers will encourage repeat experiences with Trading Post.



### Event Checklist

- |                      |                                                                                           |
|----------------------|-------------------------------------------------------------------------------------------|
| Monday, July 18      | <input type="checkbox"/> Contact local car dealerships about partnership                  |
|                      | <input type="checkbox"/> Contact Key Club about partnership                               |
|                      | <input type="checkbox"/> Contact local businesses for donations                           |
| Monday, July 25      | <input type="checkbox"/> Order t-shirts                                                   |
| Monday, August 1     | <input type="checkbox"/> Update website with calendar of events                           |
|                      | <input type="checkbox"/> Update Facebook page with calendar of events                     |
|                      | <input type="checkbox"/> Send invitation to Trading Post email database for volunteers    |
| Monday, August 22    | <input type="checkbox"/> Contact local churches and schools about volunteer opportunities |
| Week of August 29    | <input type="checkbox"/> Purchase supplies                                                |
|                      | <input type="checkbox"/> Distribute flyers around community                               |
| Monday, August 29    | <input type="checkbox"/> Send news releases to media                                      |
|                      | <input type="checkbox"/> Pre-registration begins for Walk-a-Thon                          |
| Monday, September 5  | <input type="checkbox"/> Send second round of news releases to media                      |
|                      | <input type="checkbox"/> Send second round of invitations to Trading Post email database  |
|                      | <input type="checkbox"/> Photo entry deadline                                             |
| Monday, September 19 | <input type="checkbox"/> Announce total money raised                                      |
|                      | <input type="checkbox"/> Send thank you emails to participants                            |
|                      | <input type="checkbox"/> Post pictures from event on website and Facebook page            |



### Community Days T-Shirt

T-Shirt developed for  
Trading Post Community  
Days volunteers



### Event Evaluation

To determine whether the event was successful, Trading Post can evaluate the entirety of the Trading Post Community Days in various ways.

- 1 Determine the total amount raised
- 2 Count the number of volunteers and total volunteer hours
- 3 Count the number of cars washed
- 4 Determine the number of garbage bags filled
- 5 Track the total amount of participants at each event
- 6 Track the amount of media coverage Trading Post and the event receive
- 7 Monitor the number of hits to website and fans on Facebook immediately before, during and after event



## **Promotional Tools**

### **Flyers**

Flyers should be used to promote Trading Post's services, volunteer opportunities and events. Distribution of the flyers will include church and community bulletins, local businesses, and schools. All flyers will follow the creative brief and be similar in look and feel. All necessary contact information will be listed for further details and volunteer opportunities.

### **News Releases and Stories**

News releases and general feature stories should be written for local publications prior to and after events and for general awareness about Trading Post. Pre-writing stories will increase the chance of being published. They should be sent via fax and email to local publications. A follow-up phone call or email is necessary to confirm receipt.

### **Letters to the Editor**

Writing letters to the editors of local publications will help to promote Trading Post and its community outreach. The letters should address an issue and present Trading Post as the source of its resolution.

### **Calendar Listings**

Calendar listings are an effective method to promote events. Trading Post should utilize calendar listings in local publications, which are typically given at no cost, for all of its fundraising events. The online versions of these publications may also offer calendar listings. Events should also be submitted to church and community calendars.

### **E-Newsletter**

A monthly e-newsletter should be sent to the Trading Post email database. The content should vary from month to month, but can include upcoming events, the success of recent events, client and volunteer stories and photos. The e-newsletter will establish constant contact with current supporters and will encourage these people to "Find us on Facebook." Refer to the Appendices for a sample of the e-newsletter.



## **Crisis Communications Plan**

It is necessary for any organization to have a crisis communications plan that can be implemented in response to any crisis. A crisis differs from a problem in that crises are less predictable and more time-consuming, and costly, and warrant negative publicity. Crises have the potential to significantly damage an organization's reputation. There are various situations that Trading Post could face that would be considered a crisis. The following are possible threats:

- 1** Volunteer stealing monetary donations
- 2** Robbery at Trading Post
- 3** Fire at Trading Post
- 4** Food poisoning from food pantry

Trading Post is affiliated with Fellowship Hill Ministries. Due to the affiliation with this Christian organization and its underlying values, Trading Post must react to any crisis proactively and honestly.

To prepare for any threat, a crisis communications policy must be implemented and available for all Trading Post staff. A crisis communications checklist should be accessible that outlines what is to be done in the event of a crisis, both before and after going public. A phone tree will be executed for all board members to ensure communication between all necessary parties.

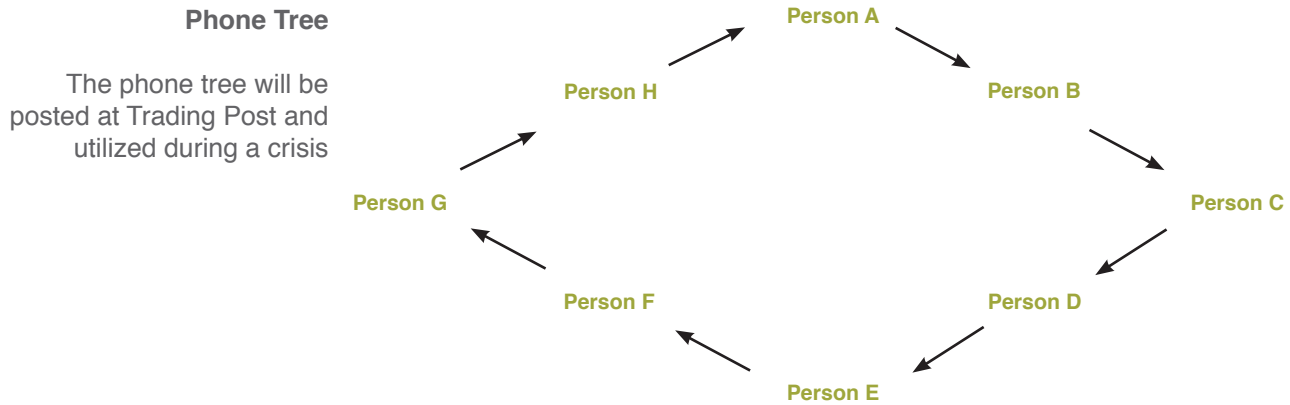
### **Crisis Communications Policy**

- 1** All crises should be reported to the president immediately
- 2** Only the president is authorized to release information to the media and to the public all other staff and board members should give media the president's contact information
- 3** "No comment" is not an appropriate response if an answer is unknown or cannot be answered due to policy, tell the inquirer such
- 4** Personnel matters should remain confidential
- 5** Responses should be proactive, responsive, and action-oriented



## Phone Tree

A Phone Tree is to be used in the case of any crises. Person A is the president of the organization, Linette Crelly. The Phone Tree will be distributed to all parties involved and displayed at each location.



## Crisis Communications Checklist

- ☐ **Safety** Ensure safety of all staff and site and call 911 if necessary
- ☐ **Notification** Notify the president immediately
- ☐ **Crisis Management Team** President and Board will convene to review the situation
- ☐ **Before Going Public**
  - Assess the situation and determine the facts
  - Determine appropriate response
  - Create plan for internal and external communications
  - Draft a press release
  - Contact necessary partners
- ☐ **Going Public**
  - Contact all staff (volunteers)
  - Update website and Facebook page
  - Distribute communications to necessary audiences
- ☐ **Evaluate** Assess crisis communications efforts





## Online Initiatives

Trading Post currently does not have a website and has little online presence. The design and implementation of a website combined with search engine optimization, content management, and social media initiatives will maximize Trading Post's web presence.

### Online Strategy

- 1 Purchase domain name, tradingpostccc.com
- 2 Design, develop and implement website
- 3 Develop a Facebook page to gain fans
- 4 Design and develop a 60 second informational video to be posted on YouTube
- 5 Register Trading Post on serve.gov
- 6 Register Trading Post on volunteermatch.org

### Website Development

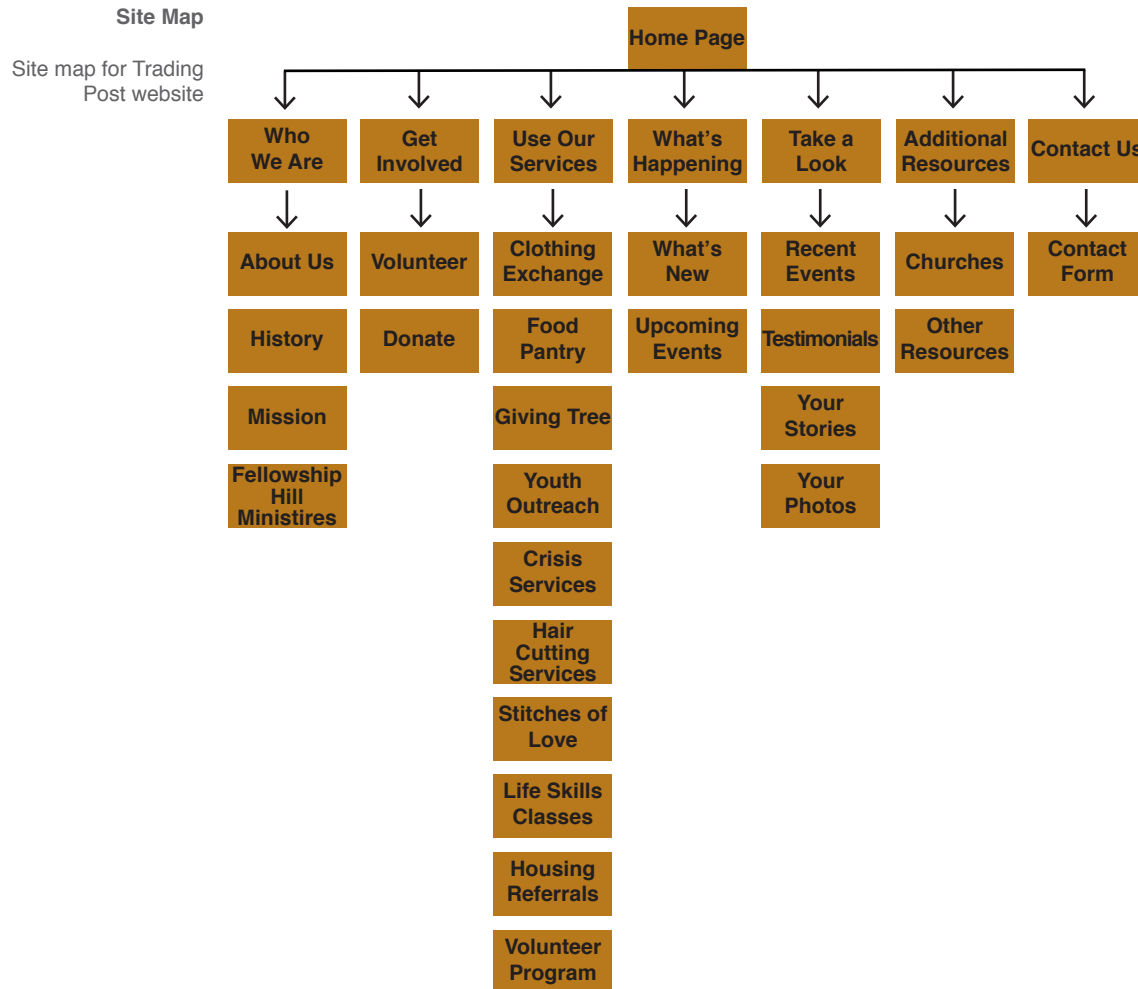
#### Content

Website content will include general information about Trading Post including its mission, vision and affiliation with Fellowship Hill Ministries, volunteer opportunities, explanations of available services, upcoming fundraising and service-oriented events, photo journals, testimonials, additional resources in the community, and contact information.



## Site Map

A site map is an organized listing of the pages on a website that are accessible to users. The site map below has been developed for Trading Post's website, [www.tradingpostccc.com](http://www.tradingpostccc.com).



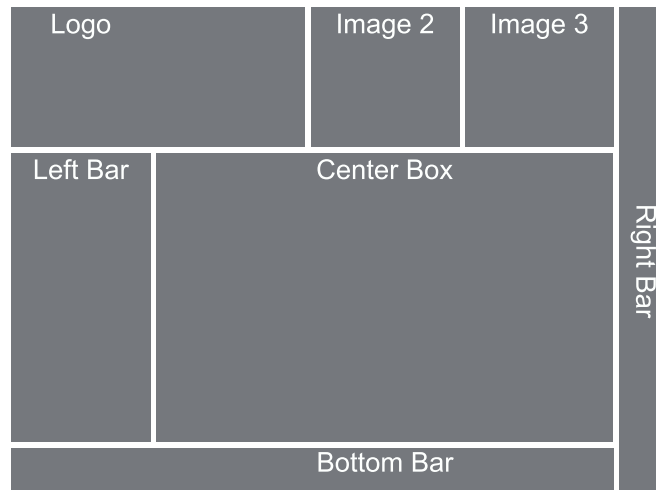


## Wire Frame

The wire frame for the proposed website is a simple, functional outlet for the organization's communication. The wire frame for the home page and all interior pages are identical. See the full size image in the Appendices.

### Wire Frame

Wire frame for all pages of the Trading Post website



## Home Page

The home page for the Trading Post website will welcome visitors. It gives a brief overview of the organization including general location and services. See the full size image in the Appendices.

### Home Page

Home page welcomes visitors with a brief overview of the organization





## Search Engine Optimization

Search Engine Optimization (SEO) is the art of optimizing websites so that they are placed higher in the organic search results of search engines. Viewers tend to click on the first links listed in the search results. SEO will result in higher traffic to the Trading Post website, but it must be maintained.

Website credibility is a large factor in SEO. One method of increasing credibility is to have links from other credible websites to the Trading Post website and vice versa. The more links Trading Post has to its website, the higher credibility it will have in the search engines. Furthermore, the higher the credibility of those sites linking Trading Post's website, the better the credibility of the Trading Post website. The links on the Trading Post website will open in new windows to avoid losing viewers. Those organizations included on the Additional Resources page of the Trading Post website should be contacted about reciprocal linking. The links will be monitored and updated as needed.

### Search Engine Optimization

SEO requires various measures be taken to ensure the Trading Post website be placed high in the organic search results



Additional measures must be taken to ensure SEO. All navigation on the website will be text rather than image based so that it is recognized by search engines. All Trading Post videos will be uploaded to You Tube and linked to the Trading Post website. Finally, the Trading Post website should be registered with general and niche directories.



## Meta Data

Meta data to be placed  
inside the Trading Post  
website code

### Page Title

Trading Post Community Care Center, Springville, New York.

### Key Words

Trading Post Community Care Center, Trading Post, Trading, Post, Community Care Center, Community Care, Care Center, Community Center, Community, Care, Center, 38 Franklin Street Springville New York 14141, Springville New York, Springville NY, Linnete Crelly, Linette Crelly, Lynette Crelly, Todd Crelly, Crelly, clothing exchange, clothing swap, clothing, food pantry, food drive, crisis services, services, housing referrals, youth outreach, giving tree, stitches of love, life skills classes, life skills, classes, volunteer program, volunteering, donating, Fellowship Hill, Fellowship Hill Ministries, Non-profit organization, nonprofit organization, non profit organization, Non-profit, nonprofit, non profit, charity, charitable organization, church, churches, God, Christ, Jesus Christ, Lord, pray, praise, thanks, family, families, children, assist, assistance.

### Description

Trading Post is a community care center located in Springville, New York. An outreach of Fellowship Hill Ministries, Trading Post offers various services to provide short and long term assistance to those in need. From clothing exchange and food pantry programs to life skills classes, Trading Post thrives on the dedication of volunteers and donors who serve the community at various levels to better the lives of others. Through the devotion of our volunteers, we are able to assist more than 250 families every month with food needs.

## Content Management

Website content will be managed through CMS, which requires only basic computer knowledge and allows for real time updates. Fresh content, both copy and images must be added to the website a minimum of twice per month. Volunteers and customers will be encouraged to send their photos and stories to be posted on the website.

The website will also have an up-to-date calendar of events. Users will have access to information about upcoming fundraising and service-oriented events, where and when they will be held, and how to get involved. After events, photos and event results will be posted on the website.



## Social Media Approach

### Facebook

Facebook will be the primary outlet of Trading Post's social media initiative. According to Marketing Profs LLC, Facebook is the largest social network with more than 100 million users in the United States alone. More than 50% of active users visit Facebook daily, and it receives more than twice the number of visits compared to other social networks.

Trading Post's target audience coincides with the two largest Facebook user age groups. With regard to Facebook users in the United States, ages 35-54 account for 29% and ages 18-24 account for 25.3%. Note below that Segment A of the target audiences is women, ages 35-54 and Segment B is men and women, ages 16-24.

A major benefit of Facebook is the ability for fans to interact with an organization. More than 1.5 million local business maintain active Facebook pages. It provides opportunities for organizations to interact with their audiences through on-site videos, discussions, and status posts. People becoming fans of Trading Post on Facebook will act as a social endorsement for the organization. The more fans Trading Post receives, the wider the reach of its message. As more people become aware of Trading Post, the brand will become recognizable in the community.

### Recap of Target Audiences

Primary audience is divided into two segments

<b>Segment A</b>	Women ages 35-54 Caucasian High School diploma or higher Employed Married with one or more children Household income \$35,000-\$75,000 Geographics: Springville, NY and 15 mile radius
<b>Segment B</b>	Men and women ages 16-24 Caucasian Some High School or higher Unmarried No children Personal income of \$25,000 or less Geographics: Springville, NY and 15 mile radius



### User Demographics

Percentage of Facebook users by age group

18 - 24

25.3%

35 - 54

29.0%

The following excerpt from the article, “Facebook Sells Your Friends,” from Bloomberg Businessweek confirms the benefit of utilizing Facebook in Trading Post’s social media plan.

*The “like” button, which Facebook has gradually attached to just about every piece of content on its site and others across the Web, is intended to convey a general recommendation to a member’s friends. So while a great majority of users ignore the great majority of ads on Facebook, the numbers change when, say, an ad for a local restaurant is footnoted by friends’ names: (“Jordan, Jen, and 3 other friends like this”).*

*That social endorsement is a tiny mnemonic designed to make the ad catchier, and it works. Nielsen, which started measuring the efficacy of Facebook ads a year ago, says that if users see their friend “likes” an ad or has commented on it, they are up to 30 percent more apt to recall the ad’s message.*

Trading Post’s Facebook page will be a forum on which people in the community can post their troubles or conversely their triumphs, and where discussion will thereafter ensue. From posted comments, Trading Post personnel will be able to further evaluate the needs of the community and organize services accordingly.

### Facebook Logo

The Facebook logo is recognized by the majority of Trading Post’s target audiences

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background, with a registered trademark symbol (®) to the upper right of the word.



The bulk of social networking activity is driven by content and applications. Community, according to Chitika, is the second most popular genre of content shared on Facebook. Updated weekly, Facebook will supplement the Trading Post website. It will alert fans of upcoming events and how to get involved in the organization. In following the mission of the organization, inspirational quotes will be posted as reminders of Trading Post's purpose. See a compilation of inspirational quotes in the Appendices. Trading Post's Facebook page will be synergetic with the rest of its communication.

### **United We Serve**

President Obama has encouraged self-organized service through the United We Serve initiative, accessible through the [serve.gov](http://serve.gov) website. The purpose of this initiative is to get Americans to participate in the nation's recovery and renewal. The site allows for organizations, such as Trading Post, to register projects and share stories. Registering on this site will enable Trading Post to recruit volunteers and expand its online presence.

### **VolunteerMatch**

VolunteerMatch offers a variety of online services to support nonprofit organizations. It connects people with good causes in which they can get involved. More than 74,000 nonprofit organizations use the site for recruitment purposes. Trading Post should register on [volunteermatch.org](http://volunteermatch.org) to recruit volunteers.

### **Informational Video**

To further communicate Trading Post's message, we recommend developing a 60-second informational video. The video will be posted on YouTube and linked to the Trading Post website and Facebook page. To curb the production costs of the video, Trading Post can contact local colleges and universities that offer broadcast or production programs about internship opportunities. An intern could produce the video as a project for credit. See the storyboard for the video on pages 44 and 45.



## VIDEO

OPEN WITH MS OF MOTHER HOLDING DAUGHTER. PULL OUT OF SHOT.



CUT TO CU OF THE MOTHER'S FACE



CUT TO SHOT OF COPY

14% of people  
in the United States  
lived in poverty last year.

CUT TO MS OF TRADING POST



## AUDIO

SFX: SLOW, SAD MUSIC PLAYS

VO: What if you couldn't feed your child?

VO: Or keep her warm this winter?

SFX: MUSIC STOPS

VO: 14% of people in the United States lived in poverty last year.

SFX: CHEERFUL MUSIC CONTINUES THROUGH THE REST OF THE SPOT

VO: Trading Post Community Care Center can help, but not without you!



CUT TO MS SHOT OF  
TRADING POST  
VOLUNTEER HELPING A  
MOTHER AND HER  
DAUGHTER



VO: We offer various  
services for the community  
from a clothing exchange  
program to life skills  
classes.

ZOOM OUT TO WS OF  
INSIDE TRADING POST



VO: And we served over  
18,000 clients in 2009.

CUT TO MS OF  
VOLUNTEERS  
WEARING TRADING  
POST T-SHIRTS  
LAUGHING AS THEY  
ASSIST CUSTOMERS.



VO: Trading Post strives  
to always be a source  
of comfort to those who  
struggle, but we need your  
help!

CUT TO TRADING POST  
LOGO AND CONTACT  
INFORMATION



VO: For more  
information or to get  
involved, call  
716-592-4455 or visit  
[www.tradingpostccc.com](http://www.tradingpostccc.com)  
to donate today.





## Advertising Initiatives

Advertising is creative in nature and strategic in design and media placement, but it is also an expensive promotional tool. The exception is public service announcements (PSAs), which run on time or space donated by the medium. Media outlets are required by law to provide a certain amount of air time for PSAs. Trading Post can utilize this free media placement to promote the organization and specific fundraising or service events.

Unlike typical advertisements that market products, PSAs are intended to benefit public interest by raising awareness of a specific issue, affecting the attitude of the target audience, and encouraging them to take action. Trading Post PSAs should be distributed to local media prior to events for promotion and to recruit volunteers. In addition, general Trading Post PSAs should be distributed monthly to maintain and generate awareness.

Radio and print PSAs have been developed to spread Trading Post's message. Monthly distribution to local media will increase the chance that the target audience will hear Trading Post's message. A complete media list can be found in the Appendices.

### Radio Spots

Approximation of words in 10, 30, or 60 second radio spots

10 second	30 second	60 second
↓	↓	↓
25 words	75 words	150 words



## Radio PSAs

PSAs for radio should be sent to the stations in the form of a script with a letter requesting it be run and explaining that Trading Post is a nonprofit organization. Those PSAs that are time sensitive, as for an event, should be sent three to four weeks prior to the requested air date. It is also necessary to follow-up with a phone call or email to confirm that the PSA was received.

### Radio Script: 30 Second

Script for a 30 second  
general information radio  
PSA to be read live by  
an announcer

FOR RELEASE: Monday, January 3, 2011  
KILL DATE: TFN  
CONTACT: Linette Crelly  
Trading Post Community Care Center  
716-592-4455  
fellowshipillny@yahoo.com

30 SECOND SPOT  
LIVE COPY (ANNOUNCER):

WHAT IF YOU COULDN'T FEED YOUR CHILD? OR KEEP HER WARM THIS WINTER? NEARLY FIFTEEN PERCENT OF PEOPLE IN THE UNITED STATES LIVED IN POVERTY LAST YEAR. TRADING POST COMMUNITY CARE CENTER CAN HELP, BUT NOT WITHOUT YOU! LOCATED ON FRANKLIN STREET IN SPRINGVILLE, TRADING POST OFFERS VARIOUS SERVICES FROM A CLOTHING EXCHANGE PROGRAM TO LIFE SKILLS CLASSES, BUT WE NEED YOUR HELP. FOR MORE INFORMATION PLEASE CALL 592-4455 OR VISIT TRADINGPOSTCCC.COM TO DONATE TODAY.

### Radio Script: 10 Second

Script for a 10 second  
general information radio  
PSA to be read live by  
an announcer

FOR RELEASE: Tuesday, February 1, 2011  
KILL DATE: TFN  
CONTACT: Linette Crelly  
Trading Post Community Care Center  
716-592-4455  
fellowshipillny@yahoo.com

10 SECOND SPOT  
LIVE COPY (ANNOUNCER):

HOW WOULD YOU FEEL IF YOU KNEW YOU COULD FEED A STRUGGLING FAMILY FOR A WEEK? GET INVOLVED. CALL TRADING POST AT 592-4455 OR VISIT TRADINGPOSTCCC.COM.

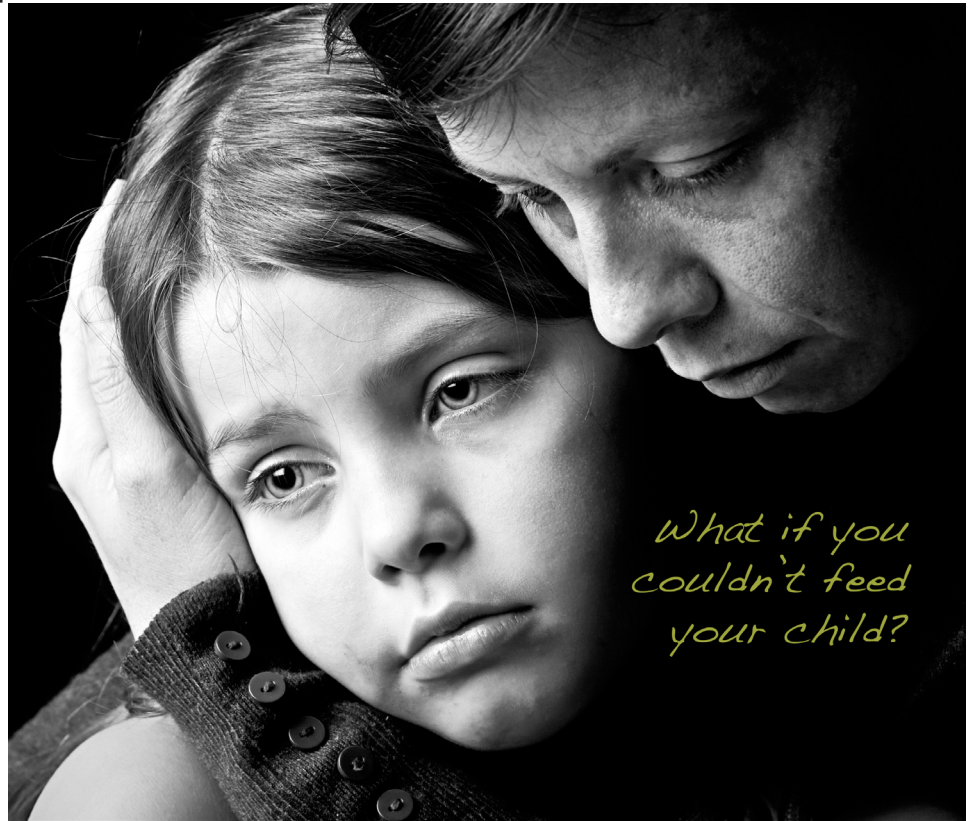


## Print PSAs

Print PSAs should be sent to local publications including, but not limited to, Springville Journal and Springville Pennysaver. To ensure the PSAs are usable for print, they should be sent via email in jpeg or pdf file format. We recommend sending PSAs in a variety of sizes. PSAs are often used as filler in print space, so providing ads that can be placed in different openings will increase the chances of their being printed.

### Full Color PSA

Full color print PSA  
to be placed in  
local publication



How would you feel if you knew you could feed a struggling family for a week? Did you know nearly 14% of the country lived in poverty last year? Trading Post can help, but not without you!

#### *Services*

*Food Pantry  
Clothing Exchange  
Crisis Services  
Housing Referrals  
Life Skills Classes  
...and More*

*Get involved!*

For more information or volunteer opportunities call 592.4455 or visit [tradingpostccc.com](http://tradingpostccc.com) to donate.

**Trading Post**  
COMMUNITY CARE CENTER

38 Franklin St. | Springville | NY | 14141 | 592.4455 | [www.tradingpostccc.com](http://www.tradingpostccc.com)



Trading Post print PSAs are designed to be synergetic with the other facets of this campaign. They represent the same message and call to action, "Get involved." Their purpose is to reinforce Trading Post's message to the target audiences. By increasing the reach and frequency of the message, Trading Post is more likely to receive donations and volunteers.

### Full Color PSA

Full color print PSA  
to be placed in  
local publication



### Black and White PSA

Black and white print  
PSA to be placed in  
local publication



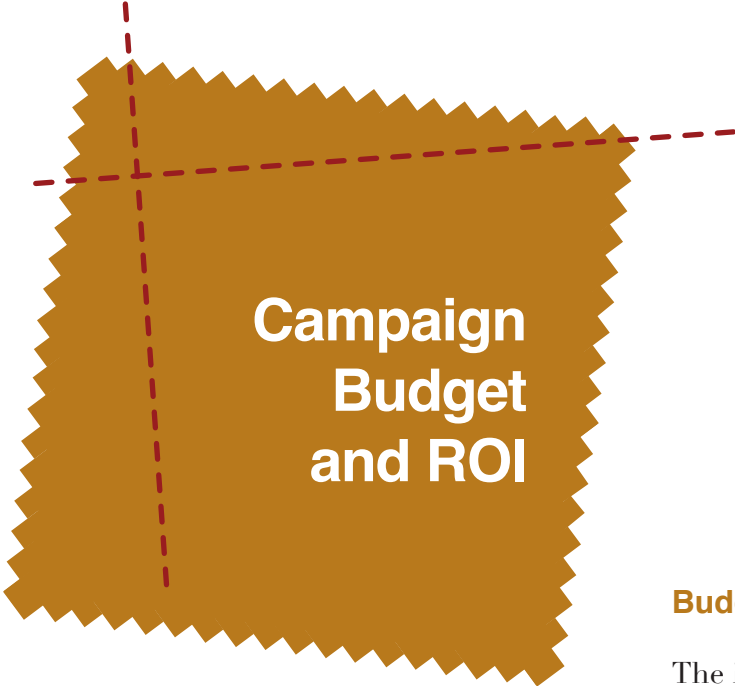


## Campaign Timeline

The following campaign timeline represents the integrated marketing communications plan to be implemented in 2011. The timeline is divided into the four areas of the campaign: public relations and promotion, identity building initiatives, online initiatives, and advertising initiatives.

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
<b>Public Relations &amp; Promotion</b>												
Community Days Promotion												
Event Flyers												
News Releases/Feature Stories												
Letters to Editor												
Calendar Listings												
Collect Testimonials												
<b>Identity Building Initiatives</b>												
Print Business Cards												
Print Letterhead												
Print Brochures												
General Information Flyers												
<b>Online Initiatives</b>												
Purchase Domain												
Website Design & Implementation												
Website Content Management												
Website SEO												
Facebook												
VolunteerMatch												
United We Serve												
Informational Video												
<b>Advertising Initiatives</b>												
Radio PSAs												
Print PSAs												





## Campaign Budget and ROI

### Budget

The implementation of the IMC plan will result in additional revenue to Trading Post. The addition of an event to Trading Post's current fundraisers, combined with continuous public relations efforts, increased web presence and identity building measures will result in increased support, via donations and volunteers, from the community.

The budget for this IMC plan was determined by an objective/task oriented model. This method entails setting objectives, determining the tasks necessary to meet the objectives, and estimating the costs of said tasks. The dollar approach was taken based on projections of costs for the Trading Post Community Days, purchase of a website domain, and printed materials such as flyers, brochures, and business cards.

### Budget Breakdown

General IMC  
Budget Allocation

Trading Post Community Days	<b>\$800</b>
Website Domain	<b>\$50</b>
Printed Materials	<b>\$435</b>
	<b>\$1285</b>
Additional Costs	<b>\$115</b>
	<b>\$1400</b>



Allowing for an increase in printing and miscellaneous costs, Trading Post's 2011 marketing communications budget is \$1400. The implementation of this plan in 2011 will serve as a baseline for future budgets. A detailed budget breakdown can be found in the Appendices.

## Return on Investment

### Monetary ROI

By determining the return on investment for the IMC plan, the budget can be justified. Trading Post's cash revenue in 2009 was \$15,579. Each fundraising event typically brings in between \$1,000 and \$1,500. Based on these figures, we forecast an additional \$8500 in revenue from events and overall increase in awareness in 2011 compared to 2010. The following formula is used to determine the ROI of this plan.

Additional Revenue as a Result of IMC Plan — IMC Budget  
IMC Budget

$$\frac{\$8500 - \$1400}{\$1400}$$

**Return on Investment ≈ 5:1**

A ROI of approximately 5:1 means that for every \$1 spent on the IMC initiatives expanded upon in this plan, Trading Post will yield \$5 in revenue.

### Non-Monetary ROI

The non-monetary return on investment can be determined in various ways involving volunteer hours, donation bags, media coverage, and online traffic. For specific measures of these factors, refer to the Evaluation chapter on page 53.





# Evaluation

## Recap of Campaign Objectives

- 1 Boost monetary intake to \$24,000 in 2011
- 2 Provide service to an average of 2,500 clients per month in 2011
- 3 Increase the number of volunteer hours to an average of 800 per month in 2011
- 4 Increase the number of donation bags received to an average of 150 per month in 2011
- 5 Increase the awareness level by 50% from the original survey
- 6 Generate monthly media coverage for Trading Post and its events
- 7 Obtain 25 unique visitors per day to website
- 8 Obtain 50 new fans of Facebook each month in 2011

## Quantifiable Evaluation

To determine the effectiveness of the IMC plan, it is necessary to have methods of evaluation for each objective. The first four objectives are quantifiable and can be easily tracked by Trading Post in-store staff. A daily assessment of cash intake, clients served, volunteer hours, and donation bags will suffice in tracking Trading Post's monetary and non-monetary revenue. This data should be compiled at the end of each month.



### **Awareness Level Evaluation**

The awareness level of Trading Post can be determined through a survey. The original survey, conducted in December 2009, is the baseline for the evaluation. It revealed that less than half of survey participants were aware of the majority of services offered by Trading Post. A similar survey should be conducted annually to track changes in the awareness level and public perception of the organization. To eliminate printing and distribution costs, the survey can be done online. The survey should be conducted in September to allow time for evaluation and to make any necessary changes based on results for the upcoming year.

### **Media Coverage Evaluation**

Media coverage is tracked most easily online. Google Alerts is a free service that will search the Internet for specific terms. The searches can be further specified by type, such as news or blogs and the resulting links are delivered via email instantly, daily or weekly. The mention of Trading Post in any article or blog should be printed and kept in a media binder.

Tracking print and radio media requires more time and effort. To alleviate some of the time necessary to complete this task, the Springville Journal and Springville Pennysaver can be monitored by Trading Post staff during their volunteer shifts. Any article, calendar listing, or advertisement that mentions Trading Post or its events should be clipped and kept in the media binder. Volunteers should also be encouraged to listen to local radio stations and report to Trading Post with any mention of the organization. This too should be recorded in the media binder.

### **Online Evaluation**

Using Google Analytics, a free service, we will be able to collect statistics about the Trading Post website. Google Analytics monitors traffic, where it is coming from, what content is most popular and what visitors are typing into search engines to find the Trading Post website. The compilation of web data should be printed monthly and put in the media binder.

The number of Facebook fans and posts to the wall and the number of hits the informational video receives on YouTube will be an indication of community involvement with Trading Post on the web. These factors should be tracked on a monthly basis in the media binder.





## Conclusion

Linette and Todd Crelly founded Trading Post for the sole purpose of serving the community. Trading Post's mission is heartfelt and selfless, but the organization cannot help those in need without the dedication of volunteers and the generosity of donors.

The lack of an identifiable brand image has resulted in low awareness in the community and little media coverage. This IMC plan addresses all necessary strategies and tactics to overcome these issues and achieve measurable results.

The creation of Trading Post's corporate identity will ensure that all communication that comes from the organization has the same look and feel, which will emanate into a brand image. Through continued public relations, web initiatives and public service announcements, Trading Post will become a recognized brand in Springville and the surrounding communities.

The implementation of this plan will undoubtedly achieve the overall goal of increasing volunteers and donations. By addressing this bottom line, Trading Post will be able to expand its reach in the community and, as is its vision, be the first step in making Western New York a better, happier, and more peaceful place to live.

We look forward to working with you in executing this plan and helping Trading Post reach its full potential.





## Appendices

The following materials can be used in the implementation of the recommended IMC plan.

- 57** Budget Breakdown
- 58** Letterhead
- 59** Brochure: Exterior
- 60** Brochure: Interior
- 61** Community Days News Release
- 62** Donation Request Letter
- 63** Donation Form
- 64** Community Days Flyer
- 65** E-Newsletter
- 66** Wire Frame for Trading Post Website
- 67** Home Page for Trading Post Website
- 68** Media List
- 69** Inspirational Quotes
- 71** Research Survey



Item	Source	Cost
<b>Website</b>		
Domain	fatcow.com	\$50
<b>Subtotal</b>		<b>\$50</b>
<b>Printed Items</b>		
Flyers (1000)	vistaprint.com	\$295
Brochures (250)	vistaprint.com	\$110
Business Cards	vistaprint.com	\$30
<b>Subtotal</b>		<b>\$435</b>
<b>T-Shirts</b>		
Community Days (100)	4imprint.com	\$450
<b>Subtotal</b>		<b>\$450</b>
<b>Carwash</b>		
Liquid soap	Wal-Mart	\$5
Buckets	Donated by Volunteers	N/C
Sponges	Dollar Tree	\$15
Towels	Donated by Volunteers	N/C
Hoses with spray nozzles	Donated by Volunteers	N/C
Poster board for signs	Wal-Mart	\$10
Craft supplies for signs	Already Own	N/C
Donation jar	Already Own	N/C
Balloons and ribbon	Wal-Mart	\$15
<b>Subtotal</b>		<b>\$45</b>
<b>Clean Up</b>		
Garbage Bags	Wal-Mart	\$5
Gloves	Dollar Tree	\$20
<b>Subtotal</b>		<b>\$25</b>
<b>Walk-a-Thon</b>		
Bibs for runners (200)	bibnumbers.com	\$50
Water (10 cases)	Aldi	\$45
Donation jar	Already Own	N/C
<b>Subtotal</b>		<b>\$95</b>
<b>Spaghetti Dinner</b>		
Decorations	Already Own	N/C
Plates	Already Own	N/C
Utensils	Already Own	N/C
Cups	Already Own	N/C
Spaghetti	Wal-Mart	\$35
Sauce	Wal-Mart	\$45
Bread	Wal-Mart	\$20
Butter	Wal-Mart	\$10
Salad	BJ's Wholesale	\$20
Salad Dressing	Wal-Mart	\$20
Parmesan Cheese	Wal-Mart	\$15
Salt & Pepper	Already Own	N/C
Desserts	Donated locally	N/C
Beverages	Wal-Mart	\$20
Ice	Donated locally	N/C
Napkins (500)	Already Own	N/C
<b>Subtotal</b>		<b>\$185</b>
<b>TOTAL</b>		<b>\$1,285</b>



# Trading Post

COMMUNITY CARE CENTER

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38 Franklin St. | Springville | NY | 14141  
11 Washington St. | Cattaraugus | NY | 14719  
716.592.4455 | [www.tradingpostccc.com](http://www.tradingpostccc.com)



### *Quick Facts*

Trading Post was founded by Linette and Todd Crelly in 2001.

Trading Post relies on the time and dedication of volunteers and the generosity of donors to serve the community.

Trading Post served over 18,000 clients in 2009.

Trading Post clientele can be classified as “working poor”—hard working but modest income families struggling to make ends meet.

Trading Post has a satellite location:  
11 Washington St.  
Cattaraugus, NY 14719

### *Hours*

**Monday**  
6 pm - 9 pm  
**Tuesday, Wednesday, Friday**  
10 am - 4 pm  
**Saturday**  
10 am - 2 pm

*For more  
information call  
592.4455 or visit  
tradingpostccc.com*

### **Services**

Clothing Exchange  
Crisis Services  
Domestic Violence Advocacy  
& Support  
Food Pantry  
Giving Tree  
Hair Cutting Services  
Housing Referrals  
Life Skills Classes  
Stitches of Love  
Volunteer Programs  
...and More

**Trading Post**  
COMMUNITY CARE CENTER

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592.4455 | [www.tradingpostccc.com](http://www.tradingpostccc.com)

*What if you  
couldn't feed  
your child?*

**Trading Post**  
COMMUNITY CARE CENTER

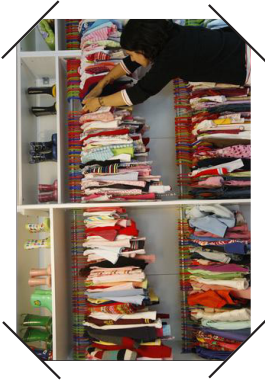


## What is Trading Post?

Trading Post Community Care Center is an outreach of Fellowship Hill Ministries. Trading Post is a perfect extension of the vision of the ministry, which is "to bring encouragement and support to the local church and positively touch our community by reaching out to those in need." It is a Christian, non-profit organization that provides a common ground for churches, businesses, and individuals to unite in friendship, service and outreach in the world around us!

Trading Post offers an array of services to meet the needs of the community. Services include a clothing exchange program, food pantry, crisis services, domestic violence advocacy and support, Giving Tree, hair cutting services, housing referrals, life skills classes, Stitches of Love Ministry and volunteer programs.

Trading Post has a store-like atmosphere where customers can pay cash for items or use "Trading Bucks" that are obtained by donating items. Trading Bucks are also given to local organizations that distribute them to people in need.



## Our Mission

*Trading Post Community Care Center is the place for people to unite in serving the needs of Springville and the surrounding communities. It strives to always be a resource for those in need and provide assistance to those who struggle.*

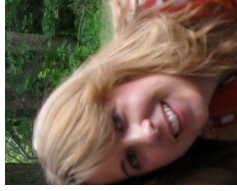
## Our Vision

*It is the vision of Trading Post Community Care Center to be the most prominent local non-profit organization in Springville and the surrounding community. It will provide assistance to anyone in need. Trading Post will be the first step in making Western New York a better, happier and more peaceful place to live.*



## Testimonials

I have been volunteering at Trading Post for about four years. I've always donated to causes I believe in, but being able to help others and see the results has been so much more rewarding. I know that in this economy we have been able to help more people than ever before. It's nice to be able to interact with the clients because you get to know them and know that they really are hard-working people going through difficult times. I encourage all of my friends to get involved with Trading Post, not only for the people it helps, but for the way it makes you feel to be part of something so community-oriented.



**Stacie**  
Trading Post  
Volunteer

I never thought I would be in a position where I needed help just getting by. When I first went to Trading Post, I was skeptical because I didn't want anyone to think I couldn't take care of my family. The people at Trading Post were so kind and so helpful. They never made me feel bad about my situation and they made the experience extremely easy. Now I have a new job and don't have to rely on Trading Post, but now I am a volunteer. I want nothing more than to give back to the organization that helped me through the hard times in my life.



**Corrine**  
Trading Post  
Client





NEWS RELEASE  
FOR IMMEDIATE RELEASE  
August 29, 2011

## **Trading Post to Hold Week Long Community Event**

Springville, N.Y. Trading Post Community Care Center is holding its first annual Community Days. The event will be held Thursday, Sept. 15 through Saturday, Sept. 17, 2011 at various locations in Springville. Each day will include different events to raise funds and benefit the community.

Thursday, Sept. 15 is the All-You-Can-Eat Spaghetti Dinner at Trading Post from 4-7 pm. For \$6 presale and \$8 at the door, participants will get spaghetti, bread, salad, dessert, and a beverage. The winner of the Trading Post photo contest will be announced at the event. A photo and 3x5 card with a 25-words or less description can be dropped off or mailed to Trading Post by Monday, Sept. 5, 2011. Anyone can vote for their favorite photos at Trading Post up until the winner is announced.

Friday, Sept. 16 is Trading Post Community Clean-Up Day. Trading Post volunteers in collaboration with Springville Griffith Institute High School Key Club members will be picking up garbage in the community.

Saturday, Sept. 17 is the Community Carwash and Community Walk-a-Thon. The carwash will be held at Emerling ford from 8-10 am. The Walk-a-Thon will be held at the Springville Griffith Institute High School Track at 2 pm and the three longest distances will receive prizes.

For complete event details or volunteer information, call 592-4455 or visit [www.tradingpostccc.com](http://www.tradingpostccc.com).

### **About Trading Post Community Care Center**

Trading Post Community Care Center is a volunteer-run, nonprofit organization whose mission is to unite in serving the needs of Springville and the surrounding communities. It strives to always be a resource for those in need and provide assistance to those who struggle. The organization relies completely on the time and dedication of volunteers to serve the ever-growing needs of the community. It offers various services including a clothing exchange program and food pantry.

###

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July 11, 2011

Dear Business Partner,

Trading Post Community Care Center is holding its first annual Community Days from September 15-17, 2011. Each day will entail different events to support Trading Post and the local community including an all-you-can-eat spaghetti dinner, car wash, photo contest, walk-a-thon, and more! We are looking for local businesses to make donations that can be used as prizes for the various events.

Trading Post Community Care Center is a volunteer-run, nonprofit organization whose mission is to unite in serving the needs of Springville and the surrounding communities. We strive to always be a resource for those in need and provide assistance to those who struggle. Trading Post relies completely on the time and dedication of volunteers to serve the ever growing needs of the community. We offer various services including a clothing exchange program and food pantry.

Please help us in our goal of raising \$5,000 during the first annual Trading Post Community Days. For your participation, your business will be mentioned on all promotional materials for the event, on the Trading Post website and on the Trading Post Facebook page.

Please join us in celebrating our Community this September.

Sincerely,

Linette Crelly

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## Donation Form

Benefitting Trading Post Community Care Center

Deadline: August 1, 2011

Company (as to be listed in promotional materials): \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

I would like to donate the following item(s): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Value of donation(s): \$ \_\_\_\_\_

Please check one:

☐ Our donation will be sent to the address below

☐ Our donation will need to be picked up on the following date:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please send this form to:

Trading Post Community Care Center  
38 Franklin Street  
Springville, NY 14141  
Attn: Linette Crelly

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38 Franklin St. | Springville | NY | 14141  
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# Trading Post

COMMUNITY CARE CENTER

*First Annual*  
**COMMUNITY DAYS**  
*September 15-17*

*Thursday* **All-You-Can-Eat Spaghetti Dinner**  
at Trading Post, 4 - 7 pm

**Photo Contest**  
at Trading Post, 4 - 7 pm

*Friday* **Community Clean-Up**  
at SGI High School, 3 - 6 pm

*Saturday* **Community Carwash**  
at Emerling Ford, 10 am - 12 pm

**Community Walk-A-Thon**  
at high school track, 2 pm - ???

**For more information or  
to get involved call 592.4455  
or visit [tradingpostccc.com](http://tradingpostccc.com)**



# Trading Post

COMMUNITY CARE CENTER

E-Newsletter  
January 2011



The Heart & Home Bazaar was a great success! We raised over \$1500!

## A Special THANK YOU to Our Local Business Sponsors!!!

Emerling Ford Dealerships  
Carpet World of Springville  
Springville Door & Window  
West Valley Demonstration  
Gernatt Gravel  
Main Street Pizza  
Papa Jakes Restaurant  
Crosby Mart

## December Stats

Clients Served:	1,678
Total Volunteers:	146
Volunteer Hours:	127

## Client Testimonial

*I never thought I would be in a position where I needed help just getting by. When I first went to Trading Post, I was skeptical because I didn't want anyone to think I couldn't take care of my family. The people at Trading Post were so kind and so helpful. They never made me feel bad about my situation and they made the experience extremely easy. Now I have a new job and don't have to rely on Trading Post, but now I am a volunteer. I want nothing more than to give back to the organization that helped me through the hard times in my life.*

Corrine  
Springville, NY

## A Little Note from Linette

*I feel exhilarated when I look at Trading Post today. Ten years ago when Todd and I started holding clothing swaps, we never thought our community outreach would expand as far as it has. With the help of so many dedicated and generous volunteers, Trading Post was born and has grown into a resource for all to utilize. Thank you to all who have taken part in the growth of this amazing organization.*

## Upcoming Events

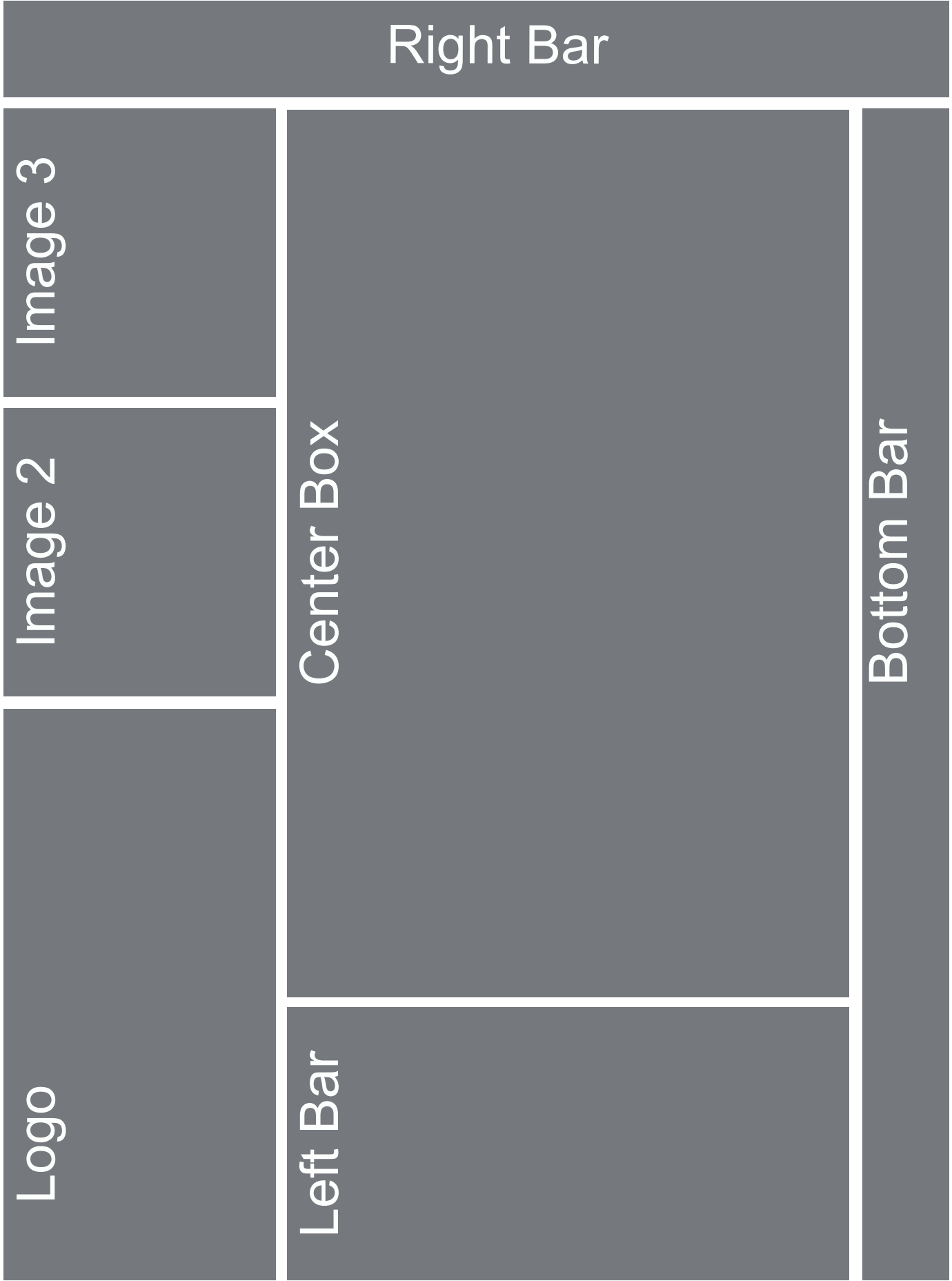
<b>January 13:</b>	Community Kitchen Open 5 - 7 pm
<b>January 15:</b>	Volunteer Training 9 am - 12 pm
<b>January 29:</b>	Food Drive 10 am - 2 pm
<b>February 1:</b>	Baby Shower Drive Begins Entire month of February
<b>February 6:</b>	"Soup"er Bowl Sunday 12 - 4 pm
<b>February 10:</b>	Community Kitchen Open 5 - 7 pm
<b>March 5:</b>	Baby Shower Party 11 am - 1 pm



find us on facebook

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# Trading Post

COMMUNITY CARE CENTER



**Home**

**Who We Are**

**Get Involved**

**Use Our Services**

**What's Happening**

**Take a Look**

**More Resources**

**Contact Us**

## *Welcome to Trading Post*

Trading Post is a community care center located in Springville, New York. An outreach of Fellowship Hill Ministries, Trading Post offers various services to provide short and long term assistance to those in need. From clothing exchange and food pantry programs to life skills classes, Trading Post thrives on the dedication of volunteers and donors who serve the community at various levels to better the lives of others. Through the devotion of volunteers, Trading Post is able to assist more than 250 families every month with food needs.

**Donate  
Now!**



find us on facebook

38 Franklin Street | Springville | New York | 14141 | 716.592.4455



	Contact	Title	Email	Phone
<b>Local Print Media</b>				
The Buffalo News	Sue Kelley	Society/Women	skelley@buffnews.com	849-4470
The Buffalo News	Evonne Austin	Gusto Listings	eaustin@buffnews.com	849-5484
After 50	Bonnie DeGweck	Editor	bonnie@after50news.com	832-9300
Buffalo Spree	Elizabeth Licata	Editor-in-Chief	Elizabeth Licata	783-9119 x2218
Business First	Tracey Drury	Non-profits	tdrury@bizjournals.com	541-1600
Business First		Upcoming Events	http://buffalo.bizjournals.com/buffalo/calendar/	
Forever Young	Chris Schobert	Editor	cschobert@buffalospree.com	783-9119 x2128
Springville Pennysaver				592-2818
Springville Journal	Patti Cecala		patti@springvillejournal.net	592-4550 x23
<b>Local Broadcast Media</b>				
WBEN (930 AM)	Randy Bushover	WNY News	rbushover@entercom.com	843-0600
WBEN (930 AM)		General news	newsroom@wben.com	843-0600
WBFO (88.7)	Eileen Buckley	News Director	ebuckley@wbfo.org	829-5780
WJYE (96.1)			Cheryl Hagen@metronetworks.com	852-7444
WTSS (102.5)	Brian Demay	Program Director	bdemay@entercom.com	843-0600
WYRK (106.5)	Wendy Lynn			852-7444
WKSE (98.5)	Sue O'Neil	Program Director	sueoneil@kiss985.com	644-9850
WSPQ (1330 AM)				592-9500
WWKB (1520 AM)	Tim Holly	General Sales Manager	tholly@entercom.com	843-0106
WGR (550 AM)	Tim Holly	General Sales Manager	tholly@entercom.com	843-0106
WNED (970 AM)				845-7000
WBUF (92.9)				852-9292
WGRF (96.9)	John Hager	Program Director	john.hager@citcomm.com	881-4555
WPIG (95.7)	Mark Thompson	Program Director	mark.thompson@byradio.com	372-0161
WHTT-FM (104.1)				881-4555



## Inspirational Quotes

The future belongs to those who believe in the beauty of their dreams. - Eleanor Roosevelt

If you can imagine it, you can create it. If you dream it, you can become it. - William Arthur Ward

Whether you think you can or think you can't, you're right. - Henry Ford

Yesterday is history. Tomorrow is a mystery. And Today? Today is a gift. That's why we call it the present. - Babatunde Olatunji

Don't let what you can't do stop you from doing what you can do. - John Wooden

Our greatest glory is not in never falling, but in rising every time we fall. - Confucius

If we could see the miracle of a single flower clearly, our whole life would change. - Buddha

We must become the change we want to see. - Mahatma Gandhi

I shall pass through this life but once. Any good therefore that I can do, or any kindness I can show, let me do it now. Let me not defer or neglect it. For I shall never pass this way again. - Etienne de Grellet

The ultimate measure of a man is not where he stands in moments of comfort, but where he stands at times of challenge and controversy. - Martin Luther King Jr.

Always do right. This will gratify some people and astonish the rest. - Mark Twain

Blessed are those who can give without remembering and take without forgetting. - Elizabeth Bibesco

It is our choices that show what we truly are, far more than our abilities. - J.K. Rowling

When one door of happiness closes, another opens; but often we look so long at the closed door that we do not see the one that has been opened for us. - Helen Keller

A thousand words will not leave so deep an impression as one deed. - Henrik Ibsen

Your life is your message to the world. Make it inspiring. - Lorrin L. Lee

Gratitude is not only the greatest of virtues, but the parent of all the others. - Cicero

Never tell me the sky's the limit when there are footprints on the moon. - Author Unknown

First say to yourself what you would be; and then do what you have to do. - Epictetus

Watch your thoughts; they become words. Watch your words; they become actions. Watch your actions; they become habits. Watch your habits; they become character. Watch your character; it becomes your destiny. - Frank Outlaw

If you are going through hell, keep going. - Winston Churchill

Never regret. If it's good, it's wonderful. If it's bad, it's experience. - Victoria Holt

This above all: to thine own self be true. - William Shakespeare

The dictionary is the only place that success comes before work. - Vince Lombardi



The longer we dwell on our misfortunes, the greater is their power to harm us. - Voltaire

Each morning when I open my eyes I say to myself: I, not events, have the power to make me happy or unhappy today. I can choose which it shall be. Yesterday is dead, tomorrow hasn't arrived yet. I have just one day, today, and I'm going to be happy in it. - Groucho Marx

You have to have a darkness...for the dawn to come. - Harrison Ford

A journey of a thousand miles begins with a single step. - Lao Tzu

If you're not failing every now and again, it's a sign you're not doing anything very innovative. - Woody Allen

A man never stands as tall as when he kneels to help a child. - Order of the Knights of Pythagoras

For one human being to love another: that is perhaps the most difficult of our tasks; the ultimate, the last test and proof, the work for which all other work is but preparation. - Rainer Maria Rilke

One who condones evils is just as guilty as the one who perpetrates it. - Martin Luther King

The only thing necessary for the triumph of evil is for good men to do nothing. - Edmond Burke

May the road rise to meet you. May the wind always be at your back. May the sun shine warm upon your face, the rains fall soft upon your fields and, until we meet again, may God hold you in the palm of his hand.  
- Irish Blessing

Some complain that roses have thorns others rejoice that thorns have roses! - Author Unknown

Never give up on something that you can't go a day without thinking about. - Author Unknown

Always be a first-rate version of yourself, instead of a second-rate version of somebody else. - Judy Garland

Remember there's no such thing as a small act of kindness. Every act creates a ripple with no logical end.  
- Scott Adams

We must learn to live together as brothers or perish together as fools. - Martin Luther King

You've got to follow your passion. You've got to figure out what it is you love - who you really are. And have the courage to do that. I believe that the only courage anybody ever needs is the courage to follow your own dreams. - Oprah Winfrey

No one can make you feel inferior without your consent. - Eleanor Roosevelt

You can't expect people to look eye to eye with you if you are looking down on them. - Anonymous

You can tell more about a person by what he says about others than you can by what others say about him.  
- Anonymous

How a man plays a game shows something of his character, how he loses shows all of it. - Anonymous

People don't care how much you know, until they know how much you care. - Anonymous



## Introduction

Hello! I am a graduate student at St. Bonaventure University conducting research for my thesis. Please complete this short survey regarding charitable organizations. Your input is greatly needed and appreciated and all your answers will remain confidential. Thank you for your time!

## Volunteering

The following questions pertain to volunteering. Please answer honestly and to the best of your ability.

### 1. Have you been a volunteer at any organization in the last year?

☐ Yes

☐ No

### 2. If yes, at which organization(s)?

### 3. Where do you learn about volunteer opportunities? (check all that apply)

☐ Church

☐ School

☐ Work

☐ Internet

☐ Family/Friends

☐ Other (please specify)

### 4. Have you ever had to complete mandatory volunteer hours?

☐ Yes

☐ No

### 5. If yes, please explain why?



**6. At which types of organizations have you volunteered? (check all that apply)**

- ☐ Church
- ☐ School/Daycare
- ☐ Springville Youth Incorporated
- ☐ Springville Youth Incorporated Boys & Girls Club
- ☐ Hospital/Nursing Home
- ☐ Food Bank
- ☐ Trading Post Community Center
- ☐ Habitat for Humanity
- ☐ Make-A-Wish
- ☐ Love, Inc.
- ☐ Other (please specify)

## Donations

The following questions pertain to donations. Please answer honestly and to the best of your ability.

**1. Have you donated to a charitable organization in the last year?**

- ☐ Yes
- ☐ No

**2. In total, how much have you donated to charity in the last year?**

- ☐ \$0-\$19
- ☐ \$20-\$49
- ☐ \$50-\$99
- ☐ \$100-\$199
- ☐ \$200-\$500
- ☐ \$500+

**3. To what charities have you donated?**

**4. How do you determine which charity to donate to?**



## The Trading Post Community Center

The following questions pertain to the Trading Post Community Center in Springville, New York. Please answer honestly and to the best of your ability.

### 1. Have you heard of the Trading Post Community Center in Springville, NY?

☐ Yes

☐ No

### 2. How did you hear about the Trading Post?

☐ Radio

☐ Newspaper

☐ Church

☐ School

☐ Work

☐ Internet

☐ Family/Friends

☐ Did not hear about the Trading Post

☐ Other (please specify)



### 3. Which of its services are you aware of? (check all that apply)

- ☐ Clothing Exchange Program
- ☐ Food Pantry
- ☐ Life Skills Classes
- ☐ Housing Referrals
- ☐ Mens Events
- ☐ Domestic Violence Advocacy & Support
- ☐ Giving Tree (adopt-a-child & pregnancy and infant assistance)
- ☐ Crisis Services
- ☐ Youth Outreach Programs
- ☐ Stitches of Love Ministry
- ☐ Hair Cutting Services
- ☐ Volunteer Program
- ☐ Not aware of any services

### 4. How likely is it that you would use each service offered by the Trading Post?

	Very Unlikely	Unlikely	Neither Likely nor Unlikely	Likely	Very Likely
Clothing Exchange Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food Pantry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Life Skills Classes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing Referrals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mens Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domestic Violence Advocacy & Support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Giving Tree (adopt-a-child & pregnancy and infant assistance)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crisis Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth Outreach Programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stitches of Love Ministry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hair Cutting Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volunteer Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**5. Are there services that you or someone you know would benefit from that are not offered in your community?**

- ☐ Yes
- ☐ No
- ☐ Don't Know

**6. If yes, what are they?**

## Basics

Please answer honestly and to the best of your ability.

**1. Gender**

- ☐ Male
- ☐ Female

**2. What is your age?**

**3. What is your highest level of education?**

- ☐ Some High School
- ☐ High School Diploma
- ☐ Vocational School
- ☐ Some College
- ☐ Undergraduate Degree
- ☐ Graduate Degree

**4. What is your household income?**

- ☐ \$0-\$24,999
- ☐ \$25,000-\$34,999
- ☐ \$35,000-\$49,999
- ☐ \$50,000-\$74,999
- ☐ \$75,000-\$99,999
- ☐ \$100,000+



**5. What is your marital status?**

- ☐ Single
- ☐ Married
- ☐ Separated
- ☐ Divorced
- ☐ Widowed

**6. How many children do you have?**

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5+

**7. How many children live with you?**

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5+

**8. What is your zip code?**

**Thank you!**

Thank you so much for taking the time to fill out this survey. Please feel free to forward it to friends and family.