

MEALS ON WHEELS OF JOHNSON & ELLIS COUNTIES

Tara Huffman, Development Officer



- Established in 1976 in Johnson County, began serving in 1977
- Began serving in Ellis County in 2001
- Two-county service area that covers more than 1,700 square miles
- 92 routes in 21 communities



ABOUT US

- Existing brand and logo were outdated and did not appeal to changing times and target audience
- It is our 40th Anniversary year, so it was an opportunity to move forward into a new decade
- Made sense fiscally, especially with grant opportunities
- Strategically used the process to bring new life and excitement to our organization
- Potential to attract a new audience, spur growth in volunteer recruitment and attract new donors

WHY ADOPTING THE BRAND WAS RIGHT FOR US

- Fresh, modern and updated logo without the cost of design, comprehensive research and strategic process
- National brand recognition
- Consistency among Meals on Wheels organizations, joining the “Movement” and “Let’s Do Lunch”
- Access to rebranding tools, unlimited access to photo gallery and checklists

BENEFITS WE’RE SEEKING THROUGH ADOPTION

- Print materials – Letterhead, business cards, envelopes, etc.
- Marketing Collateral Pieces – Brochures, Flyers, Quarterly Donor Newsletter, BREs, Event Graphics, Magnets for Volunteers, etc.
- Internal documents – Menus, client assessment forms, etc.
- Electronic: Website, Social Media, E-Newsletters and other electronic communications
- Vans – Fleet of six
- Signage and Graphics – Building and Pick-up Locations
- Uniforms and Shirts

OVERALL REBRAND SCOPE



MARKETING PIECES




SOCIAL MEDIA


- Coordination of vans for re-wrapping
- One at a time, had an older van for back-up
- Less control over marketing material/collateral to adhere to the brand style guideline
- Did not have resources/funds to just "flip a switch"
- 4.5 month process


BARRIERS OR OBSTACLES

- Rebranding of MOWJEC
 - Streamlined our marketing efforts
 - Increased visibility within both counties and each community
 - Strategically brought new life and excitement to our organization
 - Spur growth in volunteer recruitment
 - Attract new donors
 - Used the rebrand as an opportunity to brand “AniMeals”

BIGGEST BENEFITS/RESULTS/OUTCOMES

- Social media consistent look to MOWA, which has helped increase MOWJEC's online presence on a local and national level
- Check that craziness 
- Directly relates to hashtags and MOWA presence that has trickled to us

 **Tweet activity**



Meals on Wheels JEC
@MOWJEC
Without missing a beat after a 3rd deployment, Jenna went from serving our country to serving in her community!
#mealsonwheels.
#LetsDoLunch
pic.twitter.com/wRsPbzTboM

Impressions 16,475
times people saw this Tweet on Twitter

Total engagements 467
times people interacted with this Tweet

[View all engagements](#)

BIGGEST BENEFITS/RESULTS/OUTCOMES

- Website has increased volunteer recruitment and response
 - 416 volunteer applications since the launch in January 2017
 - Ease of pulling information from website
- Website has increased client referrals
 - 518 client referrals
- Website has increased our availability during non-business hours
 - January – December 2016 – 1,853 online donations
 - January – December 2017 – 2,074 online donations

BIGGEST BENEFITS/RESULTS/OUTCOMES

- Develop a realistic timeline based on all resources – staff, funding, etc.
- Get all staff and board onboard and involved in the process
- Share the gains and benefits with staff, as well as the cons, so it is fully understood by everyone; creates a buy in benefits
- Make sure you have a unified message to promote and for staff to communicate to volunteers, donors, the community, etc.

ADVICE OR TIPS FOR PROGRAMS

- Clear goals and tasks
- Realistic expectations
- Everyone on the same page
- Most of it happened
- Most of it happened... on time

REBRANDING TIMELINE

