

# MEALS ON WHEELS

AUGUST 27-29, 2019

# ANNUAL CONFERENCE AND EXPO

DALLAS, TX



# Lessons Learned From Successful Public Relations Campaigns



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# Lessons Learned From Successful Public Relations Campaigns



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How can senior nutrition programs get their message, services and name out into their communities?



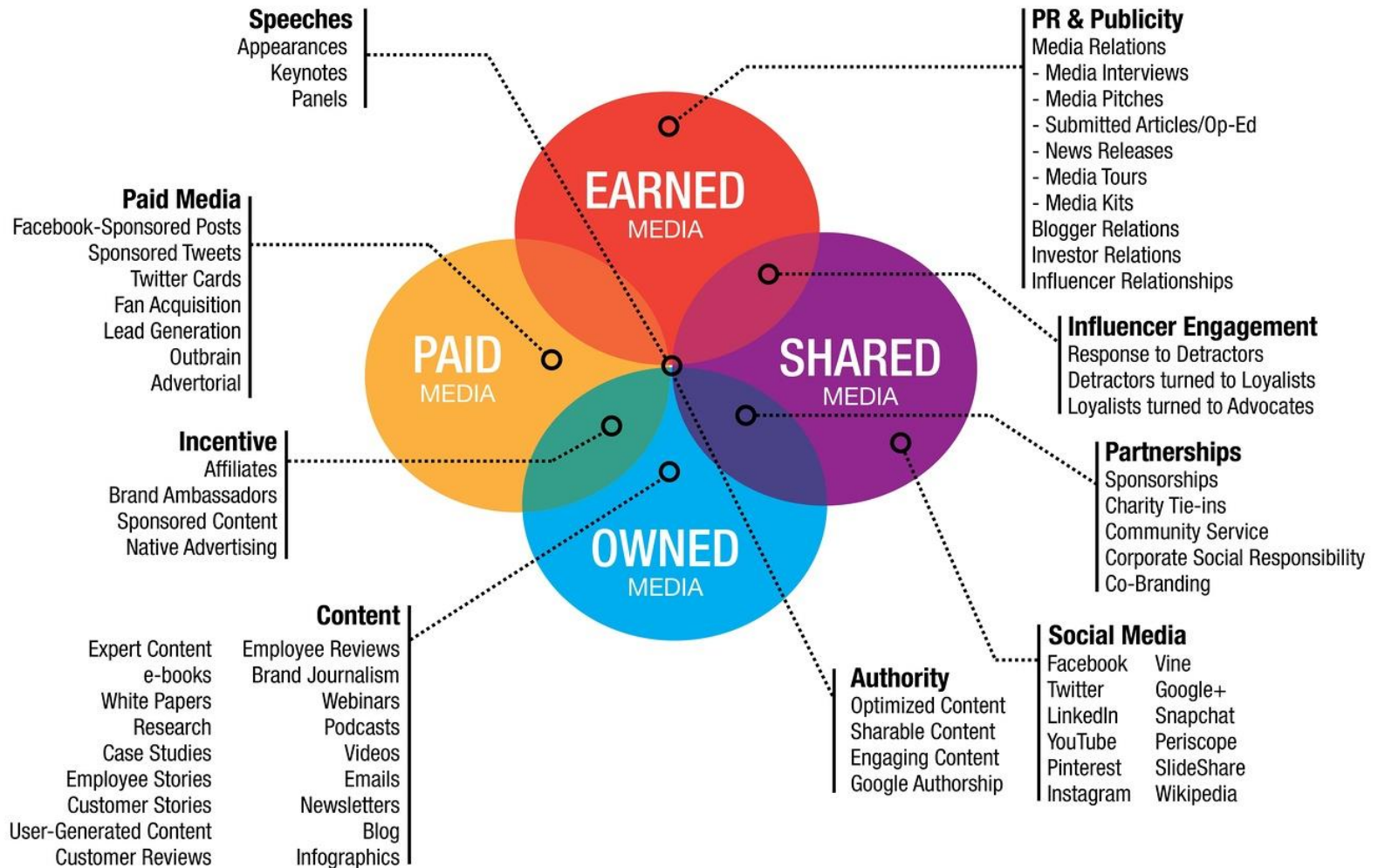


# What is Public Relations?

Public relations is a **strategic communication process** that builds **mutually beneficial relationships** between organizations and their publics.



# Public Relations Methods



Adapted from Spin Sucks

# EARNED MEDIA

## 1. Media Relations

1. Interviews, story pitches
2. Submitted articles, OpEds
3. Press releases
4. Media tours
5. Media kits
6. Events

## 2. Blogger relations

## 3. Investor relations

## 4. Influencer relations



# SHARED MEDIA

1. Partnerships
  1. Sponsorships
  2. Co-Branding
  3. Corporate Social Responsibility
2. Social Media
3. Influencer Engagement
4. Content
5. Speeches/appearances

# What is Public Relations?



# You gotta have a plan



# R.P.I.E.



*Adapted from Public Relations Society of America*



# Carson City Senior Center and Meals on Wheels Carson City Timeline

6/2015 – Courtney arrives

11/2016 – Courtney partners with In Plain Sight Marketing

2/2017 – City-wide survey launched

2/2017 – Focus groups (3)

6/2017 – First report goes to the board, planning begins

6/2017 – First sub-campaign launches (Triad)

7/2017 – First designs go out for vote

8/2017 – Final designs approved

10/2017 – Planning for rebranding launch begins

12/2017 – Re-branding campaign begins

1/2018 – Second sub-campaign launches (March for Meals)

6/2018 – Third sub-campaign launches (Reliable)

12/2018 – Second Wind Thrift Store Campaign launched



# 1. Research



# Research

What do we think we know, and how does it stack up against what everyone else thinks?

1. How is our program perceived by participants?
2. How is our program perceived by non-participants?
3. Who are our publics?
4. What do our publics want/need from our program?
5. How do our publics receive information?



# What we knew before...

## Strengths

- Long-standing presence in Carson City
- A passionate, committed board
- Openness to new board members
- Exciting and valuable programming addition to quality of life, both in-home at in-center
- Grant funding
- Minimal City oversight allowing for some freedom in programming and funding sourcing
- Great relationships in City government
- Director open to creativity
- Great state support
- Periodic supplemental support

## Weaknesses

- Reserve funding use
- Potential for upcoming funding changes
- Outdated perceptions of Center to community
- No Master or Strategic Plan in place
- Minimal community outreach
- Inconsistent or lack of branding

## Opportunities

- Fundraising is an option
- Upcoming capital improvement projects on the horizon
- Blank slate to work from to rebrand and establish identity
- Changing industry to reflect today's active senior lifestyle
- Programming could use additional funding
- Bond expires next June

## Threats

- Federal funding is sometimes limited
- Slow economic recovery
- Strong competition for public and donor attention
- Upcoming funding changes could present competition for tax funding



# Research - Primary

## 1. City-wide survey

1. Senior Center participants
2. Meals on Wheels clients
3. General public
4. 361 responses!

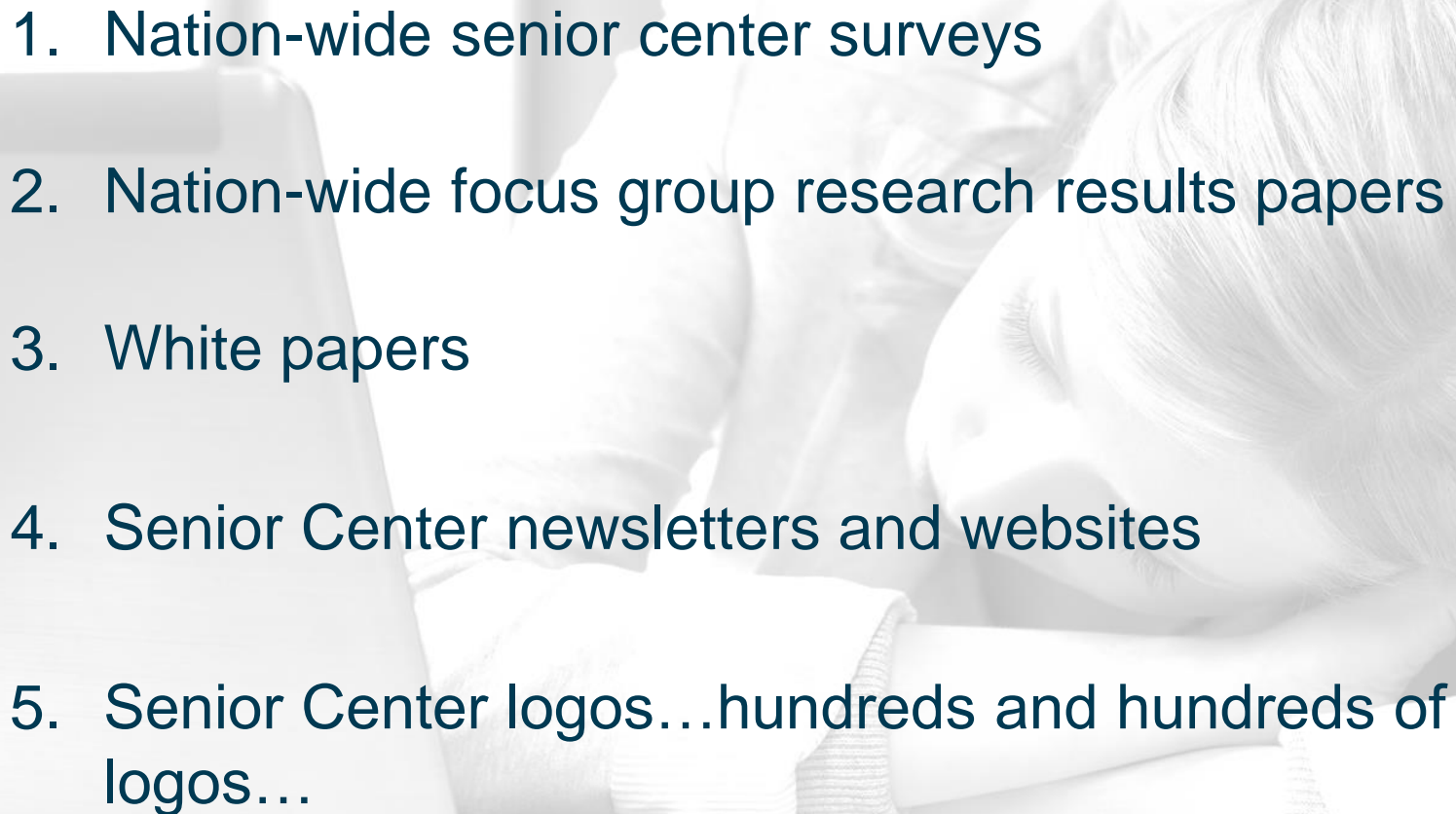
## 2. Focus Groups

1. Senior Center participants
2. Senior Center non-participants
3. Hispanic/Latino community

## 3. Interviews with staff, attendees and potential attendees



# Research - Secondary

- 
1. Nation-wide senior center surveys
  2. Nation-wide focus group research results papers
  3. White papers
  4. Senior Center newsletters and websites
  5. Senior Center logos...hundreds and hundreds of logos...

# What we knew after...

## Strengths

- Long-standing presence in Carson City
- A passionate, committed board
- Openness to new board members
- Exciting and valuable programming addition to quality of life, both in-home at in-center
- Grant funding
- Minimal City oversight allowing for some freedom in programming and funding sourcing
- Great relationships in City government
- Director open to creativity
- Great state support
- Periodic supplemental support
- Generous senior community feedback
- Branding exercise nearing completion
- Thrift Store

## Weaknesses

- Reserve funding use
- Potential for upcoming funding changes
- Outdated perceptions of Center to community
- No Master or Strategic Plan in place
- Minimal community outreach
- Inconsistent or lack of branding
- Missing skill sets in current staff
- Understaffed for current and future objectives
- Need for services rapidly outgrowing current resources
- Poor communications
- Board is not a fund-raising body
- Board members do not participate
- Staffing at thrift store

## Opportunities

- Fundraising is an option
- Upcoming capital improvement projects on the horizon
- Blank slate to work from to rebrand and establish identity
- Changing industry to reflect today's active senior lifestyle
- Programming could use additional funding
- Bond expires next June
- Active "thrifting" community

## Threats

- Federal funding is sometimes limited
- Slow economic recovery
- Strong competition for public and donor attention
- Upcoming funding changes could present competition for tax funding
- Federal budget changes could be devastating to programs
- Existing shortfalls for Meals on Wheels
- Demand for services outpacing available funding

# What else we found...

## What would make coming to the Center better?

### Survey Center Attendees

- Break up cliques
- More information available
- More active classes/activities
- Extended hours
- Better food
- Update décor

### Focus Group Center Attendees

- A buddy system for new people
- Education for seniors living alone
- More information on available services
- Cultural and art experiences
- Classes with younger people
- Update décor
- Afternoon and evening hours
- More active classes/activities

### Survey Center Non-Attendees

- Break up cliques
- More information available
- Greeter at the door
- Better signage
- Want to feel comfortable and welcome
- Afternoon and evening hours
- More active classes/activities

### Focus Group Center Non-Attendees

- Hold mixers to include new attendees
- Have a table reserved for newcomers with a long-timer as host/Ambassadors
- Involve young people in classes
- Have a greeter
- Break up cliques
- Update décor
- More information available
- More active classes/activities

Source: Report - Research Summary - July 9, 2017

### Hispanic/Latino Focus Group

- A welcoming presence
- More Spanish language spoken and written
- Spanish food
- Extended hours
- More information available

## Categories -

- Inclusiveness
- Communication
- Welcoming
- Identity of place
- Activity/fitness





# 2. Planning

**RPIE**





# Planning

## 1. Goal – global, overarching statement

*“The Carson City Senior Center will be regarded as the primary source for services, resources and social activities for Carson City seniors.”*





# Planning

## 2. SMART Objectives

I want to [impact behavior] by [how much] by [this date].

- **Specific:** Be specific and quantify your objective.
- **Measurable:** Measure the quantified objective.
- **Attainable:** Use research and historical data to project an attainable objective.
- **Relevant:** It must make a difference to your program.
- **Time-bound:** Give yourself a deadline.



# Planning

2. SMART Objectives – only 3 if you can help it  
I want to [impact behavior] by [how much] by [this date].

## ***Senior Center:***

*Improve visual branding of the Senior Center and Meals on Wheels Carson City by the end of 2017.*

## ***Thrift Store:***

*Improve visual branding and increase sales by 20% in one year.*



# Planning

## 3. Strategies – this is your roadmap

How am I going to achieve this?

*Rebranding: Seek designs from a variety of regional artists for a design competition to be judged by Senior Center and Meals on Wheels participants.*

*Thrift Store: Increase donations through public awareness to drive a 20% increase in sales in one year.*



# Planning - Tactics

Tactics – what tasks will I need to do?

*Rebranding:*

- 1. Present survey and focus group feedback to three regional graphic designers to design visual identity by June 30, 2017. Put final designs out to vote during lunch time and to Meals on Wheels participants by August 25, 2017*
- 2. Press releases and coordinated social media campaigns*
- 3. Partner with area Chamber of Commerce, local dignitaries*



# Planning - Tactics

Tactics – what tasks will I need to do?

*Thrift Store:*

- 1. Social media*
- 2. Ad placement*
- 3. Grand Re-Opening celebration*
- 4. Partner with local Chamber of Commerce and dignitaries*



# 3. Implementation



# Implementation



# Old VS. New – Branding

EIN# 88-0123061

## Carson City Senior Citizen Center



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Director

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Carson City, NV 89706

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Fax (775) 883-2869

E-Mail: [cwarner@carson.org](mailto:cwarner@carson.org)



# Old VS. New – Branding



**MEALS on WHEELS**

**CARSON CITY**

TOGETHER, WE CAN DELIVER.

*Second Wind  
Thrift Store*

Supporting Meals on Wheels  
and Senior Independence

# Old VS. New – Website

The screenshot displays the Carson City website interface. At the top, the Carson City logo and 'CAPITAL OF NEVADA' are visible. The navigation menu includes 'Residents', 'Business', 'Government', 'Transparency', 'News & Information', and 'How Do I...'. A search bar and weather information ('Sunny, 64°F') are also present. The 'Government' menu is expanded, showing 'Alternative Sentencing' as the selected item. The main content area features a sub-menu for 'Alternative Sentencing' with options like 'Chief Department Of Alternative Sentencing', 'Serving Our Community', 'Strategic Plan', and 'Frequently Asked Questions'. The main heading is 'Alternative Sentencing', followed by a photograph of a modern building. Below the photo, the text reads: 'WELCOME TO THE DEPARTMENT OF ALTERNATIVE SENTENCING', '885 East Musser Street, Suite 2080', 'Carson City, NV 89701', '(775) 887-2528', and 'Fax (775) 887-2302'. A 'Mission Statement' section follows, stating: 'The Carson City Department of Alternative Sentencing fulfills its mission by promoting public safety, providing services to the Court, and servicing our community by assisting in the fair administration of justice through the supervision of criminal offenders and pretrial diversion.'

# Old VS. New – Website



-   
 WAYS TO GIVE
-   
 BODY & SOUL
-   
 VOLUNTEER



**TICKETS NOW AVAILABLE FOR 'UNDER THE BIG TOP' – A SENIOR FOLLIES PRODUCTION**  
 Friday, June 28, 2019  
*Annual variety show benefits Meals on Wheels Carson City*  
 CARSON CITY, Nev. – Tickets for Under the Big Top, the 2019 circus-themed, multi-generational production of the Senior Follies are now...  
[READ MORE](#)



**NEW BINGO GAME EQUIPMENT MAKES FOR MORE EXCITING GAMES, PAYOUTS**  
 Thursday, March 7, 2019  
 CARSON CITY, Nev. – Bingo games at the Carson City Senior Center received a boost from a new bingo machine and electronic flashboard, thanks to donations from community members and the Kiwanis Club of Sierra Nevada.  
 ...  
[READ MORE](#)



**CARSON CITY COLDWELL BANKER DONATES TO SENIOR CENTER**  
 Tuesday, January 22, 2019  
 Carson City Coldwell Banker Select Real Estate was proud to collect gift cards from all of its agents for the Carson City Senior Center 'Adopt-A-Senior' program this holiday season.  
 The gift cards are donated...  
[READ MORE](#)



**CARSON CITY MEALS ON WHEELS GRATEFUL FOR HOLIDAY GIFTS**  
 Monday, January 28, 2019  
 Local community members and organizations donated generously to Carson City Senior Center's Meals on Wheels residents this holiday season with gifts of personal necessities and non-toiletry items for the area's senior population.  
 ...  
[READ MORE](#)

[READ ALL NEWS](#)



ACTIVITIES



SERVICES

**WELCOME**

Welcome to the Carson City Senior Center! Our mission is to enhance the quality of life and independence of seniors.

[KNOW MORE](#)



MENU



# Old VS. New – Newsletter

## The Senior Sentinel

Carson City Website: [www.carson.org](http://www.carson.org)  
Like us on Facebook—Carson City Senior Center



Volume 43, Issue 11

November 2017

### From the Director

Winter is near and inclement weather may interfere with the Senior Center's daily operations. The Senior Center is prepared with ice melt and snow plows to improve conditions in our parking lot. Use caution when on sidewalks and in the parking lot when driving and entering/exiting your vehicle. In the event of extreme winter conditions, the Senior Center may close and will have a recording on voicemail announcing the closure. If the Senior Center is closed, Meals on Wheels will not be delivered. All seniors receiving Meals on Wheels will be notified by phone of the closure and be instructed to consume the soon-to-be provided shelf-stable meal. For more information or to verify the Senior Center is open, call 775-883-0703.



### Meals on Wheels Pet Program

Meals on Wheels recipients with pets will be able to apply for pet food, pet supplies, and veterinary services available through a new grant. Requirements are that you are a current Meals on Wheels recipient and a pet owner. Applications will be available soon and be delivered by your Meals on Wheels Driver! Contact Courtney Warner, 775-883-0703 for more information!



### Holiday Shopping Safety & Situational Awareness!



Learn tips and safe techniques to protect yourself and your purchased gifts and goodies and learn how to be aware of your surroundings to avoid unsafe or uncomfortable situations. Presented by the Carson City Sheriff's Office and Carson City TRIAD. Join us WEDNESDAY, November 8 at 11:45am!

### Upcoming Trips

Sign up in Reception to reserve your seat!

- ◆ Wednesday, November 1—Reno Errands
- ◆ Wednesday, November 8—Scheel's & The Outlets
- ◆ Wednesday, November 15—Nat'l Automobile Museum
- ◆ Wednesday, November 22—Walmart Shopping in Carson
- ◆ Wednesday, December 6—Reno Errands
- ◆ Wednesday, December 13—Christmas Lights Tour
- ◆ Wednesday, December 20—Christmas Lights Tour
- ◆ Wednesday, December 27—Walmart Shopping in Carson

### Residents of Autumn Village I&II, Christina Court, and Sierra Ridge



Shuttle bus service will be provided by the Carson City Senior Center to assist with shopping transportation. Bus will depart on the 4<sup>th</sup> Wednesday of each month starting in October, loading at your front entrance with service to/from Walmart on Topsy Lane. Suggested donation only – no cost to ride. Must be 60 and over. Sign up by calling or stopping by Reception (775-883-0703).

# Old VS. New – Newsletter

The  
**SENIOR  
SENTINEL**



CARSON CITY  
SENIOR CENTER



## SNEAK PEEK

### Did You Know?

Having **Fun & Being Silly** Can Help  
You Live a **LONGER, HAPPIER LIFE!**

*Find out more on page 17*

### August is National Immunization Awareness Month!

Vaccines aren't just for kids – adults need  
them for protection from serious illnesses  
like the flu, measles and pneumonia. Stay  
up to date on your shots! *See page 11*

### pg 4 & 5

What you need to know about  
**Meal Planning & Intuitive Eating**

### pg 8 & 9

Don't be a victim of **FRAUD!** Educate  
yourself and stay safe with this article

### pg 14

Meet **Pam Ray**, our New Activity and  
Volunteer Coordinator!

# Old VS. New – Signage



# Old VS. New – Signage



# Old VS. New –Interior





# Old VS. New – Interior



# Old VS. New – Vehicles



# Old VS. New – Vehicles



# Old VS. New – Vehicles



# Old VS. New – Vehicles



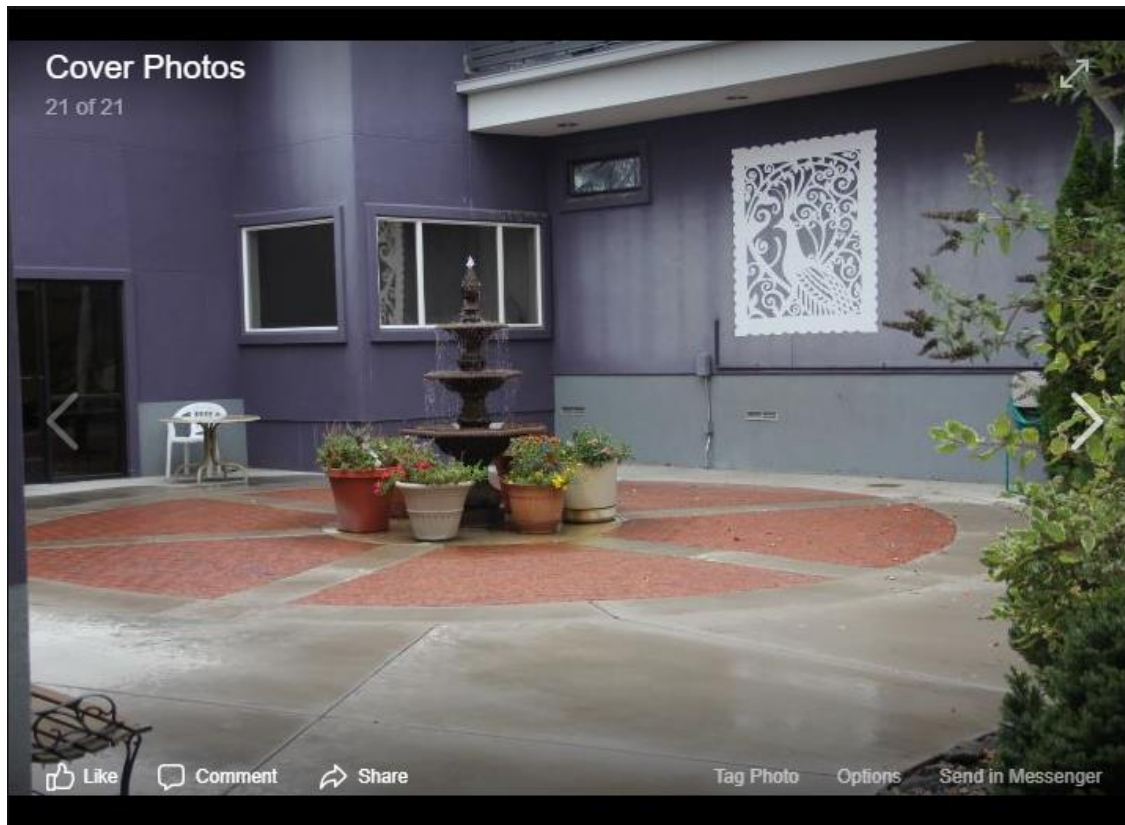
# Old VS. New – Video/imaging



# Old VS. New – Video/imaging



# Old VS. New – Social Media



**Carson City Senior Center**  
- October 1, 2015 · 🌐

Add a description

📍 Tag Photo 📍 Add Location ✎ Edit

👍 5 1 Comment

👍 Like 💬 Comment ➦ Share 🌐

Most Relevant ▾

**Aileen Goodman** Trying to find.  
Like · Reply · Message · 2y

Write a comment... 😊 📷 GIF 🗨️



# Old VS. New – Social Media



# Old VS. New – Social Media

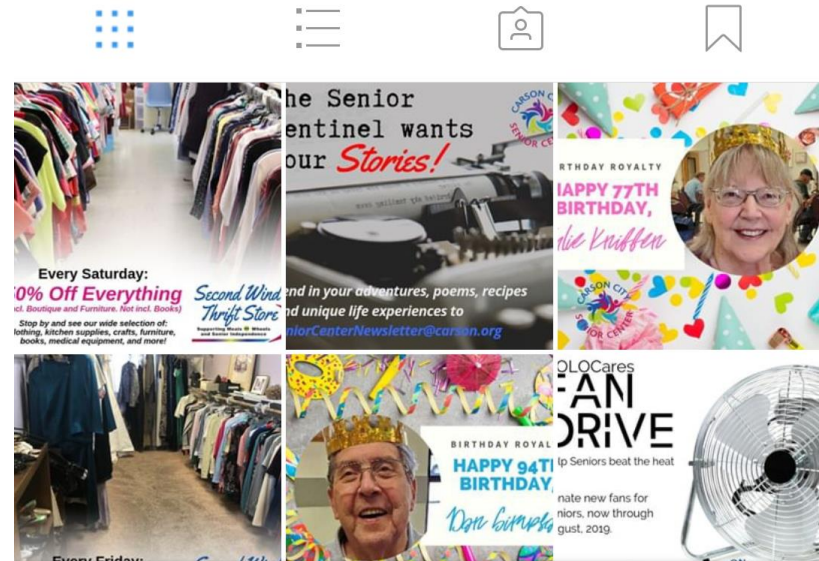


162 posts 134 followers 178 following

Promote Edit Profile

**Carson City Senior Center**  
Senior Center  
[linktr.ee/carsoncityseniorcenter](http://linktr.ee/carsoncityseniorcenter)  
911 Beverly Dr, Carson City, Nevada 89706

Call Email Directions



# Old VS. New – Social Media



The image shows a screenshot of a Facebook post. At the top left is the profile picture of 'Second Wind Thrift Store', which is a red and white logo of a stylized person. To the right of the profile picture is the name 'Second Wind Thrift Store' in blue. Further right is a three-dot menu icon. Below the name is the text 'Published by James Lloyd Painter [?] · February 8 · 🌐'. The main text of the post reads: 'Tomorrow is half off for all please come by and see what's new. We have lots of new clothes. Thanks James'. At the bottom left, it shows '9 People Reached' and '0 Engagements'. At the bottom right, there is a blue button that says 'Boost Post'.

**Second Wind Thrift Store** ...

Published by James Lloyd Painter [?] · February 8 · 🌐

Tomorrow is half off for all please come by and see what's new.  
We have lots of new clothes.

Thanks James

**9** People Reached      **0** Engagements      [Boost Post](#)

# Old VS. New – Social Media


 **Second Wind Thrift Store**  
Published by eClincher [?] · July 25 at 8:43 AM · 🌐

Tip the scales in your favor and take advantage of our Thursday deal - 50% off all kitchen items! #thriftstore #carsoncitynv #carsoncitynevada #carsoncity #carsoncitylive #thriftlife #thriftshop #mealsonwheelscarsoncity #thrifting

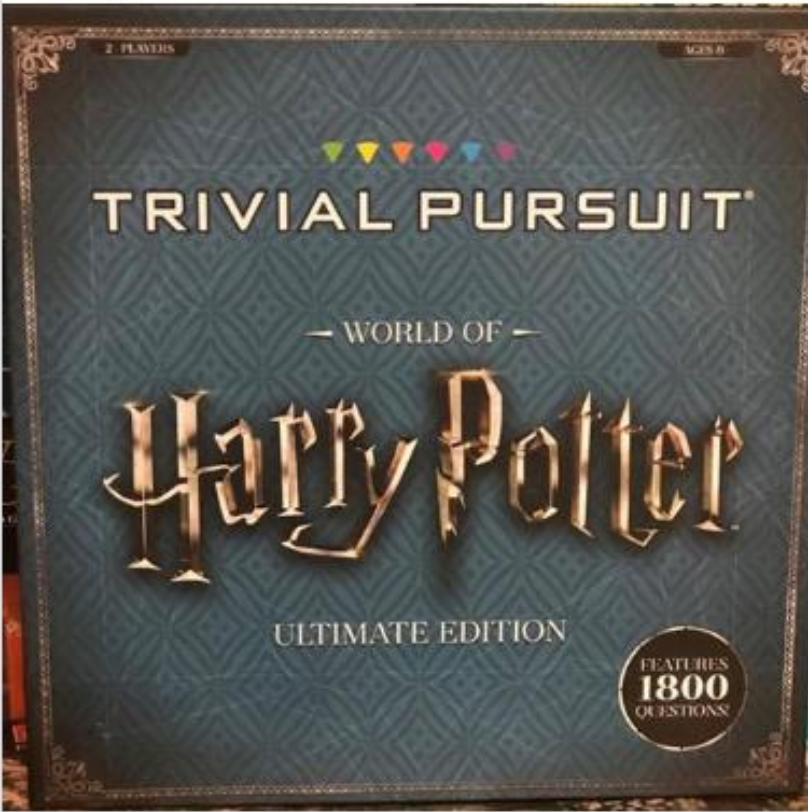


**Every Thursday:**  
**50% Off**  
**All Kitchen**  
**Items**



*Second Wind Thrift Store*  
Supporting Meals 🍴 Wheels and Senior Independence





 **Second Wind Thrift Store**  
Published by eClincher [?] · July 23 at 7:49 AM · 🌐

Calling all Harry Potter fans - we solemnly swear we are up to no good, just like Harry Potter!



47 People Reached      10 Engagements      [Boost Post](#)

  3      4 Comments

 Like       Comment       Share      

# Old VS. New – Ads



**DISCOVER THE UNEXPECTED**

*Every day is a treasure hunt!*

**DAILY Specials**

100% of Thrift Store revenue goes towards Meals on Wheels

**Carson City Senior Center Thrift Store**  
Drop by and see for yourself!  
911 Beverly Drive • Carson City • (775) 882-0151  
Tuesday - Saturday, 10am - 3:30pm

# Old VS. New – Ads



*Find your next fabulous outfit!*

**Second Wind Thrift Store**  
Supporting Meals on Wheels and Senior Independence

**Open to the Public**  
901 Beverly Drive  
775-301-6676  
Tue-Sat 10-5:30 PM

All items 50% off today!\*

\*Excluding books

# Event - Grand Re-Opening!





# 4. Evaluation





# Evaluation

1. Measure against your SMART objectives
2. Did you move the needle?
3. Does it make sense to keep doing it?
4. What can you do differently?
5. What can you STOP doing?

# Evaluation – Rebranding, year three

## **CCSC Social Media:**

Facebook = 3,916 engaged people in the last year

Twitter = 19 mentions, 53 engagements in the last year

Instagram = 680 engagements in the last year

## **Overall Campaign and Sub-Campaigns to date:**

272 media placements, including print, online, broadcast radio and email newsletters from media sources

# Evaluation – Rebranding, year three

## Partnerships:

**Meals on Wheels America Co-branding**

**Chamber of Commerce Leadership Class – new lobby**

**KOLO TV 8 Cares – Fan Drive**

- **Harrah's HEROES**
- **Roper's Heating and Air Conditioning**
- **Christensen's Automotive**

**Carson City Kiwanis – annual fundraiser**

# Evaluation - Rebranding

Second Wind Thrift Store – year one:

Facebook = 765 engaged people

Instagram = 373 engaged people

## Sales = UP 30%





# Lather, Rinse, Repeat







# Lessons Learned

Everything takes longer than you think it will

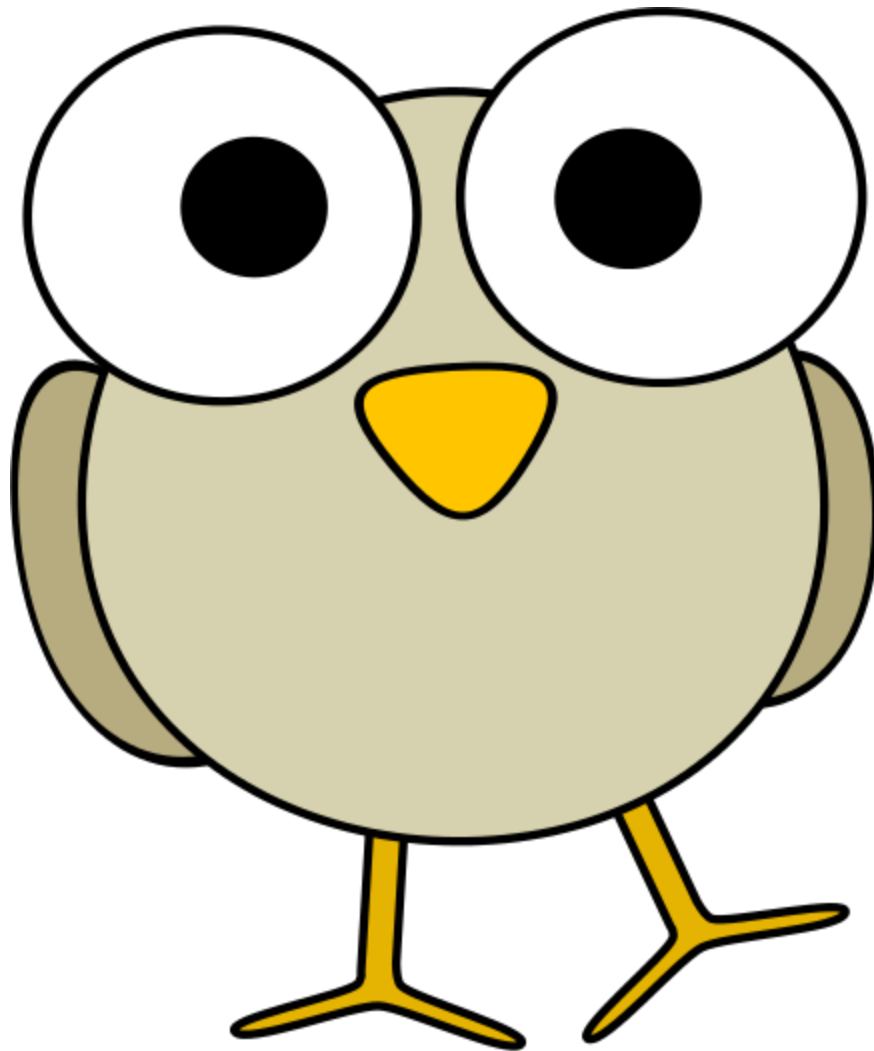
Board buy-in is a MUST

Awareness is on-going

KISS Theory – Keep It Simple, Sweetie

Results may be surprising – roll with it!





# Don't forget to evaluate today's session in the Conference App!

