

# **CJ Ministry**

## **Executive Summary**

### **Community Partner**

Candace Jones

### **Student Consulting Team**

Sara Riyad

Hanna Luo

Chase Marshall

## **Background**

CJ Ministry, founded and led by Candace Jones since 2021, is a non-denominational, Christ-centered non-profit organization based in Pittsburgh, primarily serving the Oakland and East Liberty area and surrounding communities. Its mission is deeply rooted in providing support and resources to people who need help, focusing on the elderly, the homeless, individuals struggling with substance abuse, and those facing mental health challenges. CJ Ministry operates on a modest scale, with Candace being the sole founder and a small team comprising family members.

## **Project Description**

### **Project Opportunity**

CJ Ministry, despite its impact on our community, is run solely by Candace. With only an active Facebook business page, there is only a limited group of audience that CJ Ministry is reaching. With a better online presence, CJ Ministry will be able to attract more people for volunteering or donation, which will lift the burden from Candace.

### **Project Vision**

The goal is to come up with an effective marketing strategy / social media management plan, partnered with development of a website for the organization. This will largely enhance CJ Ministry's online presence, allowing more people to learn about the organization, and potentially contribute to the organization's purpose.

## **Project Outcomes**

We successfully delivered a website developed on Wix, built an Instagram page with our client, and composed plans for recruiting and managing volunteers. Guides on handling wix, social media, as well as business systems plans are accessible for reference, while Candace is also actively engaged in learning more about Instagram, wix, and management of volunteers.

## **Project Deliverables**

1. Social Media Enhancements write-up: a plan for social media marketing, as well as step-by-step instructions for posting stories and posts on Instagram and Facebook.
2. Wix Website: a fully developed and published website.

3. Email Templates: email templates for outreach to schools and organizations.
4. Business Systems Plan.: a plan for future organization structure and volunteer management strategies.

## Recommendations

To keep the CJ Ministry website and social media engaging and impactful, it's crucial to regularly update the events page with upcoming events and recaps of past ones. Candace can use the provided guide to make these updates and reach out to TechSoup for Wix-related support. Additionally, monitoring social media insights to understand audience preferences and tailoring content accordingly while staying true to CJ Ministry's mission and values is essential. As the organization grows, remaining open-minded to changes and adapting marketing strategies and operations as needed while maintaining core values will be key to success.

## Student Consulting Team

**Sara Riyad** served as project manager. She is a third-year student majoring in Information Systems with an additional major in Human-Computer Interaction. She will be interning as a Systems Engineer this summer and is looking forward to a career in product management.

**Hanna Luo** managed client relationships and planned for social media. She is a fourth-year student majoring in Information Systems with minors in Computer Science and Business Administration.

**Chase Marshall** was quality assurance and technical lead. He is a third-year student majoring in Information Systems with a minor in Business Administration.