

Overview: The second phase of our research campaign will focus on the validation of the data we collected in the initial outreach section. Based on the results of the initial research, they will guide our team in creating new surveys for more detailed analysis and validation of our insights. This portion of the project will also have us conduct research with the Cisco employees to explore the mindset and motivators of corporate employees.

Successes from Phase 1

- Contacted 26 previous Recovery Cafe supporters and gather crucial information regarding their perspective of Recovery Cafe and reminded them of the “Closing the Gap” breakfast this May
- Developed several common motivators for donations and revealed some underlying themes associated with Recovery Cafe
 - Motivators: Recovery Cafe’s operations including real-life skill programs and community building for the individual
 - Themes: Recovery Cafe was seen by many as a “safe haven refuge” for those who are in need of a “second chance” and “that it is an island in downtown that allows those shipwrecked to rebuild their ship”
- Secured an audience with a Cisco Manager and relayed this information back to Kathy

Current Projects for Phase 2

Second Survey for Recovery Cafe Mailing List - Data Validation

- **Description:** This survey will use the previous initial outreach results as we create new questions that focus on the themes and motivators we discovered from our interviews. These questions will focus on collecting data that proves or disproves the first results in order for our team to safely conclude that the results are applicable to Recovery Cafe. This survey will be sent out to roughly 150 participants with a brief introduction of why this survey is being conducted. This will give us a sufficient sample size to make insights/recommendations.
- **Action Plan:** Valentina is creating the survey for the next round of research. The questions are created directly in a Google Form format and will be approved of the team and by Kathy Cordova before implementation by Wednesday.

Cisco Employee Interview - Corporate Data Collection

- **Description:** After our meeting with Alma Reed (Community Manager for Cisco) on 3/8/2021, the team identified an opportunity to make contact with Cisco employees and conduct information interviews, as we did to previous Recovery Cafe supporters in the initial outreach. There is value in understanding why Cisco employees donate to specific organizations and to see if Recovery Cafe's mission and operations are of any interest to Cisco employees. We hope to use this information to apply to more corporate employees in an attempt to standardize the approach of reaching out to corporate donors.
- **Action Plan:** Cameron and Brittany will create a similar interview outline to the initial outreach interview questions. Based on how the Cisco employees want to conduct the interviews and if it is approved by Kathy, we will design it for individual interviews or group interviews. The questionnaire will be ready for approval by Wednesday.

Potential Ideas for Next Phase

1. High Value Testimonials
 - a. Professor McFeely and Recovery Cafe contributor Steve Preminger suggested that interview styled testimonial videos can be produced for marketing efforts. This entails reaching out to three or four people who hold weight in a public and societal aspect and are familiar with Recovery Cafe and/or were personally helped by Recovery Cafe.
 - i. District #3 City Council Member (Credibility)
 - ii. Recovery Cafe Board Member (Credibility)
 - iii. Woman Keynote Speaker from past fundraising breakfasts (Real stories)
 - iv. A current member willing to speak out in benefit of Recovery Cafe (Real stories)
 - b. Effectively, we would create these interview testimonials and send them to our current mailing list and gather reactions from previous Recovery Cafe supporters. After this, we would send these same testimonials on Facebook, Instagram in forms of posts and advertisements.