

Abridged Report: Recovery Cafe Marketing Project

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Executive Summary

This report has been edited to reflect only the necessary information to explain our processes and strategies that we used in order to support Recovery Cafe San Jose throughout the Spring 2021 semester. The project consisted of four phases and will be summarized throughout the report. Phase 1 involved an initial outreach in which the team set out to identify the most common motivators among former RCSJ supporters that led to financial contributions. This phase consisted of interview phone calls to gather qualitative data to be used as a basis for the rest of the project. Phase 2 consisted of a data confirmation survey that would provide quantitative data to support our qualitative information obtained from Phase 1. 64 respondents from our survey confirmed the most common motivators found in the previous phase. Phase 3 focused on utilizing our confirmed data to create testimonials as well as conducting corporate outreach. Three separate testimonials were conducted with a former RCSJ member, a current RCSJ board member, and a San Jose City Official. Phase 4 was split into two different sections between creating a new webpage for the cafe's website as well as the development of a social media campaign with the focus on a funding challenge. For the cafe's new webpage, a wireframe of the webpage's layout was created as well as testimonial ideas for future testimonials to be conducted and displayed on the webpage. The social media portion of Phase 4 consisted of creating strategic posts for the cafe to upload to their social media accounts along with a recommended posting schedule. Finally, the report covers an additional strategy for securing sponsorships from local restaurant funding associations due to RCSJ's unique services offered: barista and kitchen training.

Project Scope

At the beginning of this project, our team was tasked with creating marketing strategies for Recovery Cafe as well as the annual Closing the Gap event. There were also opportunities for us to research new corporate outreach strategies, all while keeping fundraising objectives in mind. As defined by our sponsor, success was determined by increased public awareness of Recovery Cafe San Jose and its services, and production of materials that assist in marketing and fundraising efforts. The key metrics used to measure our success were the production of written deliverables as well as meeting deadlines in a timely manner. Our deliverables were agreed upon by both the team and RCSJ's Executive Director, Kathy Cordova. These deliverables included three high quality video testimonials, a social media campaign with 11 potential posts, a testimonial web page design, a guideline for editing future testimonials, a baseline pool of questions for future testimonials, and an all encompassing report with final results and recommendations.

Phase 1: Initial Outreach

Introduction

To better understand how Recovery Cafe was currently positioned in the minds of their supporters, the team had to first conduct preliminary outreach and data collection. Recovery Cafe's previous supporters provided the insights that would allow the team to get a baseline understanding of the cafe for further analysis and expansion of strategies later in the project.

Goal

By focusing on market research with the previous Recovery Cafe supporters, our ultimate goal was to discover common motivators that encouraged these supporters to financially contribute to the organization in prior years. With this information obtained, the team sought to use the data collected to help formulate our future marketing efforts and help direct strategic action.

Process

The team obtained access to the supporter database in which Recovery Cafe kept records of all their previous and current donors. Given access to this database, we formulated interview questions that were aimed at finding common motivators and other potential creative phrases, themes, or imagery. The members would be divided up equally for all three team members. We proposed five interviews per person, equating to 15 total to obtain sufficient insights and data for our purposes.

Results

The conclusion of the initial outreach phase yielded both expected results and unintended leads that we were able to pursue. For the outreach portion, we totaled 26 interviews. From these interviews, the team was able to establish that the main motivators for donations to the cafe was

that Recovery Cafe is seen as a strong community that isn't like other rehabilitation centers and that this type of rehabilitation works extremely well. Thus, people were inclined to donate to support this cause. Another main factor in donating was that a lot of the previous supporters enjoyed being able to contribute and give back with other like minded individuals, meaning some support for donations came from a group mentality among current and previous supporters. Finally, from this research, the team was able to find creative imagery that would be used in later phases for various marketing efforts. As the quotes and phrases are San Jose specific, Recovery Cafe Santa Cruz should be able to determine their own common motivators and creative imagery from supporter outreach, as outlined in this phase.

Recommendations

Conduct regular outreach with your supporters in a personal way such as phone calls or online virtual meetings. This can lead to finding new ways of promoting Recovery Cafe and potentially find new leads to expand on for fundraising efforts and overall support. It is important to touch base with your supporters often and find out new information that may potentially benefit Recovery Cafe in the future.

Phase 2: Data Confirmation

Introduction

After finalizing our initial outreach phase, we had a better understanding of the most common motivators among former RCSJ supporters that led to financial contributions. Nevertheless, we understood that qualitative data must always be followed with quantitative analysis. Therefore, we decided to create a structured survey that would be sent to another sample of supporters to confirm the data gathered in Phase 1.

Goal

The intended goal for this phase was to confirm the data that was collected in Phase 1. By sending out this survey, we would have quantitative data to confirm the most common motivators for financial contributions among supporters. This data would be easier to analyze, as it would be presented in quantitative metrics, rather than qualitative.

Process

The survey included four questions each pertaining to our most frequent responses from Phase 1. Question 1 (see figure 1) is a likert scale type of question in which there are two options that are direct opposites of each other along with a neutral response. This question was meant to see how much supporters saw Recovery Cafe San Jose as a clean and safe refuge for those seeking recovery. Question 2 (see figure 2) was used to determine which aspect of Recovery Cafe supporters feel more strongly about. Question 3 (see figure 3) was aimed at establishing which part of the mission statement for Recovery Cafe was the best received to help the team formulate new marketing efforts. Question 4 (see figure 4) was created based on a metaphor that a previous

supporter told the team during our Phase 1 outreach. The team saw this quote as extremely impactful and we wanted to see how well it would be received by other supporters.

Results

At the end of the survey, we received 64 responses. The results for question 1 (see figure 5) indicated that the majority of respondents were very likely to agree that RCSJ, “is a clean and safe refuge for those seeking recovery.” The results for question 2 (see figure 6) indicated that an overwhelming majority of supporters agreed that RCSJ’s biggest value to its members is its strong sense of community. Results from question 3 (see figure 7) showed that the majority of respondents believed that every aspect of the mission statement was important to them. Lastly, question 4’s results (see figure 8) revealed that the island metaphor from Phase 1 did resonate with a majority of former supporters.

Recommendations

It is our recommendation that surveys be sent to former supporters in order to gain valuable insights into how your supporters think and how you can leverage that for marketing. For example, if the cafe is considering changing its mission statement or tagline, a survey including the various options is best to know whether those ideas resonate with the previous supporters. We recommend using Google Forms to send out surveys as it is the most user friendly for the creator and the supporter. We also recommend only using close-ended questions, meaning that there is only a set number of options available and there is no option for a supporter to write in their own response. This will allow for quantitative data that is easier to analyze and interpret.

Phase 3: Testimonial Construction & Final Corporate Outreach

Introduction

After our team concluded our second round of data collection, we wanted to use our data in a way that would allow Recovery Cafe to express their mission through new marketing strategies. We decided to move forward with a testimonial strategy using questions based on our previous findings, to ensure that the ideas and themes that resonate strongly with Recovery Cafe supporters are being brought to the forefront.

Goal

The goal of this phase was to film and produce 2-3 high quality video style testimonials. The purpose of these testimonials was to convey to potential supporters why they should get involved with the cafe, whether that be through volunteering, utilizing the services, or making financial contributions. Our intentions were to utilize the information we received during our research phases by turning our most common responses confirmed in Phase 2 into testimonial questions.

Process

We started this phase by identifying who we wanted to include in our testimonials. We knew we wanted to speak with a member and a board member, and it was also suggested to speak to a San Jose city official. Interviews with member Diana Carreras and board member Paul Detering were quickly scheduled. With Ms. Carreras, we wanted to create a narrative-based testimonial that would allow for an emotional appeal to the audience. Ms. Carreras' testimonial serves as a way for potential supporters to understand what Recovery Cafe offers and means to its members. With Mr. Detering, the intended outcome was to create an authentic and credible testimonial that would showcase the various levels of support Recovery Cafe has, to the potential audience.

Given that Mr. Detering volunteers as a board member, his testimonial serves as a way for potential supporters to understand why someone would choose to give their time and knowledge to Recovery Cafe for free. While producing these two testimonials, communication was received from City Councilmember Raul Peralez that he would be answering the questions we sent over, and sending us the video file as soon as possible. For all three testimonials, we added transitions and slide titles to help give the testimonials a polished and standardized format.

Results

We were able to meet our goal of filming and producing three high quality video style testimonials. These full-length testimonials, as well as short soundbites to use on social media, were delivered to Recovery Cafe's management team. The first part of Phase 4 focuses on creating a web page to highlight these testimonials.

Recommendations

Given the success we saw during this phase, we recommend that Recovery Cafe continues to film and produce video style testimonials with other members, board members, volunteers, and supporters. These testimonials should follow certain editing and question guidelines, as included in the Phase 4 deliverables. This will ensure that the testimonials produced by Recovery Cafe serve a purpose for the future of the organization, which is to create both emotional and credible appeals to Recovery Cafe's audience.

Phase 4: Web Page Wireframe

Introduction

To highlight the testimonials from Phase 3, we constructed a web page to display them on Recovery Cafe's website. The testimonials serve as a way to deepen the emotional impact Recovery Cafe has on its members, supporters, and the surrounding community and provide new ways of telling the story of Recovery Cafe. In order to realize the full potential of the testimonials, an additional web page would need to be constructed that stayed on brand and that was easy to implement.

Goal

This entire web page package would need to consist of the materials we used to construct the testimonials in order to assist the Recovery Cafe team on implementation and future deployment of new video assets. To do this, a wireframe design of the new web page would be constructed using the characteristics of Recovery Cafe's existing pages, a document outlining our editing guidelines for the testimonials, and a pool of questions that can be used immediately and serve as reference when creating new questions. A text document with titles and descriptions for each new web page would be delivered as well.

Process

There are two types of testimonials that can be constructed. "Narrative-Based" allows a member to share a personal story of why they came to the cafe and how the cafe has directly impacted their life and led to their recovery. "Credibility & Authenticity" allows individuals of status such as a board member, city official, or previous supporter to state why they support the cafe and pledge their expertise or financial support. The editing guidelines document was designed to

outline the procedures and techniques the team used for the three testimonials. This would assist any member of Recovery Cafe that would be tasked with the undertaking of making a new testimonial for the web page and various media platforms. The pool of questions document consists of all of the questions used and the reasoning our team had for using those specific questions. This can help with the formulation and implementation of new testimonials and offer guidance for creating new questions. The titles and description document provides our own drafted text for each of the sections of the new web page and the summaries of the interviewees.

Results

The new web page has yet to be implemented but all of the associated files are currently with Recovery Cafe and are being used to help them formulate new testimonials. This is one of the largest aspects of the project and, from the information obtained from Kathy Cardavo, Recovery Cafe San Jose is going to help develop these testimonial pages for other Recovery Cafe locations.

Recommendations

No formal recommendations.

Phase 4: Social Media Campaign

Introduction

Along with the new web page design package for RCSJ, our team was tasked with creating posts for a funding challenge social media campaign that would be run on both Facebook and Instagram. This campaign was the perfect opportunity to utilize data that was collected in Phase 1 and 2 in our deliverables.

Goal

Our intended goal for this portion of the phase was to create meaningful posts for the social media campaign. The data collected in Phase 1 and confirmed in Phase 2 would be our guide in constructing posts that would resonate with Recovery Cafe's audience. In creating these strategic posts, we wanted to achieve increased awareness of the funding challenge as well as increased traffic to the website where supporters could donate.

Process

In Phase 1 and 2, we collected data pertaining to the most common motivators among supporters that led to financial contributions. We made sure that this data was the driving force behind the content in the posts. Based on our samples from Phase 1, we found that many of RCSJ's supporters were of a non-youth demographic and predominantly women. This is not fully representative of Recovery Cafe's database of supporters, but from the information gathered, we proposed those demographics for the intended audience. In Phase 2, we confirmed that a large number of RCSJ supporters (87 percent according to the data validation survey) believed that the biggest value to RCSJ's members was its strong sense of community. Therefore, we included pictures in another set of posts of RCSJ members coming together to form their strong sense of

community (see figures 10A and 10B). In Phase 2 we confirmed that the island metaphor did resonate with other supporters so we decided to include a graphic of an island along with the gentleman's quote in one of the posts (see figure 11). Along with the creation of posts, our team also created a recommended posting schedule for RCSJ to use throughout the duration of the campaign.

Results

Due to the social media campaign posts not being utilized on Instagram or Facebook, no results are available from this portion of Phase 4.

Recommendations

Social media campaigns are an effective way to drive traffic to a specific event. As Recovery Cafe will hold more events in the future, social media campaigns should be held often to promote those events. The best way to set up a campaign is by first identifying the best themes to create meaningful posts weeks before the campaign is launched. This is where the use of surveys to be sent to supporters within the database would be good to implement (refer to Phase 2 for proper formulation of a survey). Asking questions framed around what messages or graphics resonate with supporters would be best to include in these surveys. Once the best themes are uncovered, it is best to use Canva to create the posts. Canva's templates are tailored specifically to Facebook or Instagram stories or feed posts. Once the posts are created, we recommend using the posting schedule that was created for the funding donation challenge (see figures 14A and 14B). This would alleviate having to research what days and times are best for posting on each platform as well as having to create a posting schedule for each campaign. Finally, it is our recommendation that before, during, and after the campaign the social media team should track

various metrics. Social media metrics such as user engagement, follower growth, reach, and impressions should be analyzed on both platforms. This would allow for an analysis of the likeability of the posts, the overall effectiveness of the campaign, and can be used to strategically formulate future campaigns.

Corporate Outreach Strategy

During Phase 1, the team was able to secure an audience with Cisco employees. This opportunity presented itself as a way to gather insights on why corporations support local nonprofit organizations. From these conversations, the team established that the main way of contracting corporate support was “success through the use of data.” The employees explained that in order for corporations to fully commit funds to an organization, the operations of that organization had to be successful and recorded for presentation. Additionally, the corporation and the organization's mission should be closely linked and also provide similar services. As for the details of Recovery Cafe Santa Cruz and what they offer in terms of services, identifying organizations that have similar services would be ideal for securing new types of sponsorships. For Recovery Cafe San Jose, we suggested that they target local Bay Area restaurant associations because of the barista and kitchen training. We also proposed that they use specific metrics to present their success. This data includes: total training time, average training per member, and jobs secured after training, etc. Regardless of the sponsor one is reaching out to secure funding with, it is always important to focus solely on proven success by showing data and then relating that data on how it has bettered the organization’s mission and bettered the mission of the potential sponsor. Corporate sponsors seek “return on investment” so showing that your services and operations are impactful in a specific way will allow for an easier time securing new funding from large organizations.

Appendix**Figure 1**

How likely are you to agree with this statement, "Recovery Café San Jose is a clean and safe refuge for those seeking recovery."

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

Figure 2

Which of the following two statements do you agree with the most?

- "The biggest value to Recovery Cafe's members is its strong sense of community."
 - "The biggest value to Recovery Cafe's members are its unique services."
-

Figure 3

"Recovery Café San Jose is a healing community for those traumatized by addiction, homelessness, and mental health challenges." What aspect from this mission statement is most important to you?

- Healing Community
- Addiction
- Homelessness
- Mental Health
- All

Figure 4

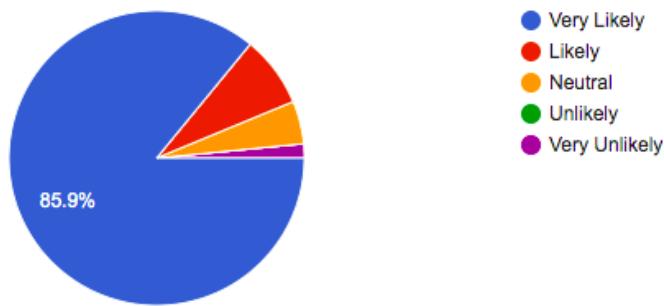
Which statement do you correlate with Recovery Café the most?

- "Recovery Café is the warmth of a helping hand"
- "Recovery Café helps you go from seeing black and white to seeing color"
- "Everyone has a story that is worthy of being told"
- "Recovery Café is an island of safety and stability - some will use the island to rebuild their ships and some will use it as a short stop to catch their breath."

Figure 5

How likely are you to agree with this statement, "Recovery Café San Jose is a clean and safe refuge for those seeking recovery."

64 responses

**Figure 6**

Which of the following two statements do you agree with the most?

62 responses

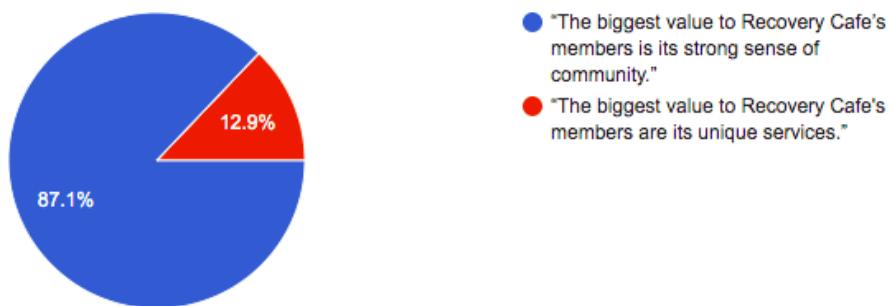
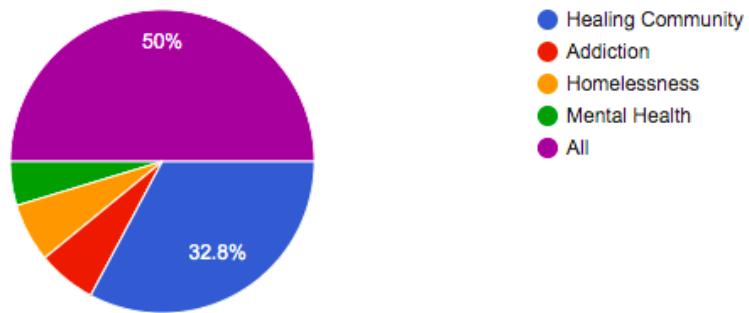


Figure 7

"Recovery Café San Jose is a healing community for those traumatized by addiction, homelessness, and mental health challenges." What aspect from this mission statement is most important to you?

64 responses

**Figure 8**

Which statement do you correlate with Recovery Café the most?

63 responses



Figure 9A



Figure 9B



Figure 10A



Figure 10B

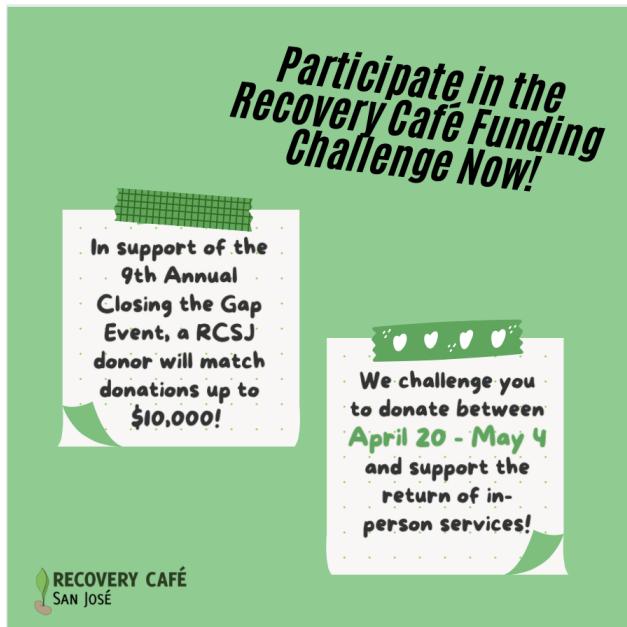


Figure 11



Figure 12



Figure 13**Figure 14A (Facebook Posting Schedule)**

| Post | Feed/Story | Day | Time |
|-------------|-------------------|---------------------|-------------|
| Figure 4 | Feed | Tuesday, April 20 | 10AM |
| Figure 3A | Feed | Wednesday, April 21 | 11AM |
| Figure 8 | Story | Wednesday, April 21 | 11AM |
| Figure 1B | Story | Friday, April 23 | 10:30AM |
| Figure 2A | Feed | Monday, April 26 | 10:30AM |
| Figure 1A | Story | Wednesday, April 28 | 11AM |
| Figure 8 | Story | Wednesday, April 28 | 11AM |
| Figure 6 | Feed | Friday, April 30 | 10:30AM |
| Figure 7 | Feed | Tuesday, May 4 | 10AM |

Figure 14B (Instagram Posting Schedule)

| Post | Feed/Story | Day | Time |
|-------------|-------------------|---------------------|-------------|
| Figure 4 | Feed | Tuesday, April 20 | 8AM |
| Figure 5 | Feed | Wednesday, April 21 | 2PM |
| Figure 1A | Story | Friday, April 23 | 2PM |
| Figure 8 | Story | Friday, April 23 | 9AM |
| Figure 2B | Feed | Monday, April 26 | 12PM |
| Figure 6 | Feed | Wednesday, April 28 | 8AM |
| Figure 3B | Feed | Friday, April 30 | 12PM |
| Figure 8 | Story | Friday, April 30 | 9AM |
| Figure 7 | Feed | Tuesday, May 4 | 10AM |