



Our Community Place

Call-to-Action Campaign

Clay Zimmerman



Their Mission

Mission Statement:

To build a safe, loving community of restoration and hope for all, especially those facing homelessness and other adverse experiences.

Vision Statement:

OCP's vision is to be a community of hope that breaks down barriers and creates a safe, empowering environment where people can achieve their life goals, including joy, positive relationships, affordable housing, and sustainable work.

About OCP

What They Do:

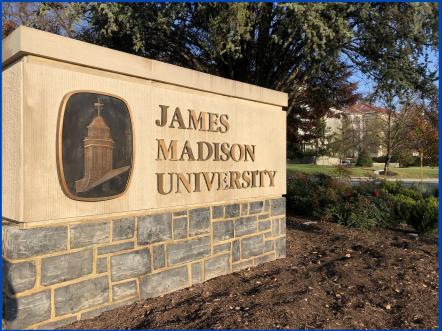
OCP has been serving homeless and marginalized persons for 10 years, located in Harrisonburg's Northeast Neighborhood. They serve over 8,300 meals a year, provide volunteer and job opportunities, and empowerment and learning opportunities.

Why They Do It:

OCP is about loving people, welcoming all who walk through the door, and providing a sense of belonging and hope to people struggling with life's daily challenges. OCP is learning to become a trauma informed care organization in order to provide a safe and supportive community where people can be successful at working towards their life goals.



Target Audience



Students of the colleges and universities in the area are the main group of people targeted for this campaign.

This includes those who attend Eastern Mennonite University, Bridgewater College, and our very own James Madison University.

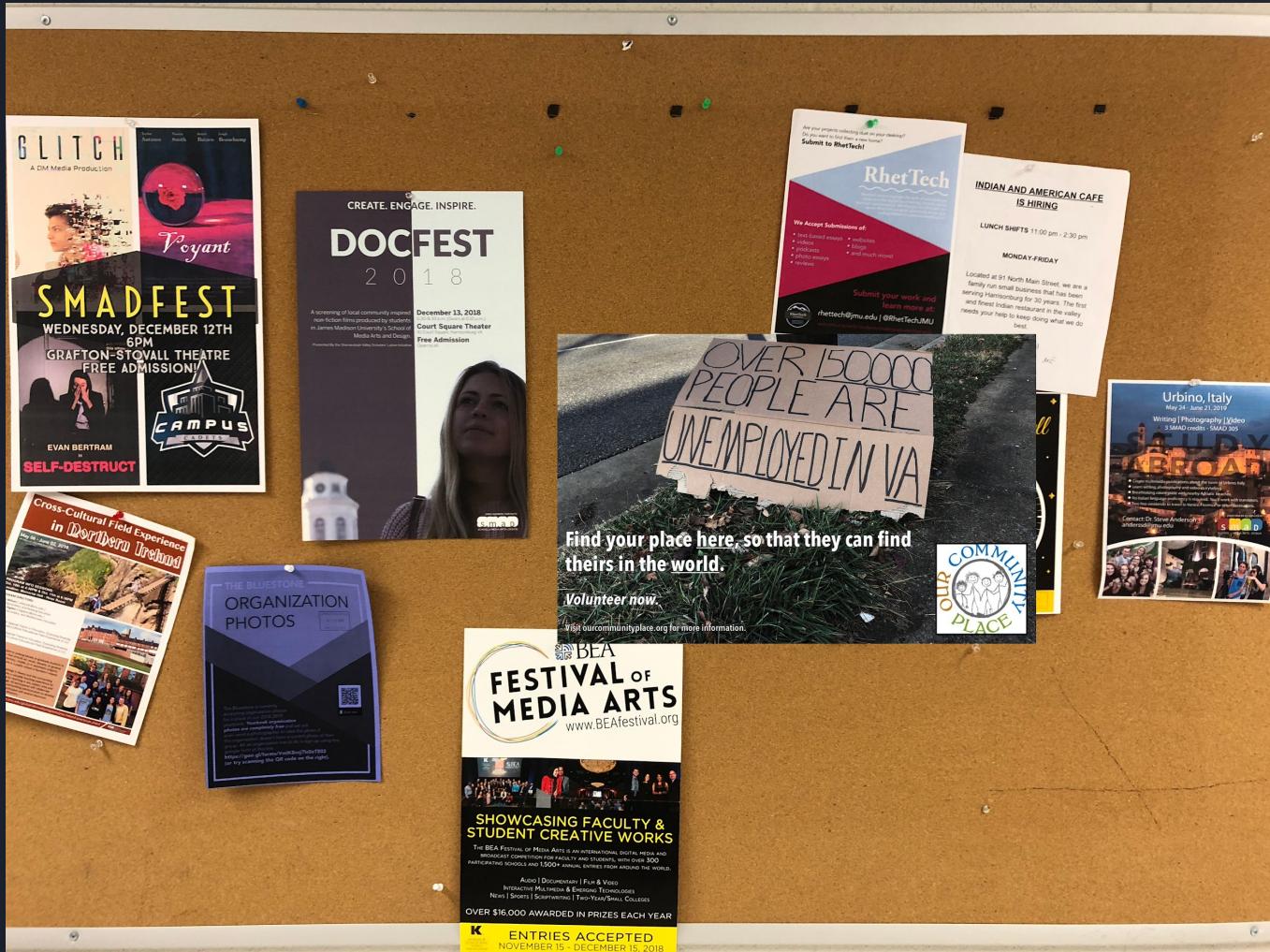
The idea of “everyone has a place” not only goes for the community members, but those who volunteer as well. The idea is to get a younger audience interested in volunteering, since OCP not only offers the standard volunteer positions (cooking, garden work, etc.) but also encourages people to bring their special skills to serve the community in their own way.

Poster

Intended Location

Various buildings and halls around the campuses of JMU, EMU, and BC. The realism of it should compel students to volunteer, since volunteers are basically what keep the organization alive, and therefore the homeless off the streets.





Web Banner



Intended Placement

OCP's cover photo on their Facebook page. The page is filled with updates for things like upcoming events that OCP hosts, so the purpose of this web banner is to encourage more people to volunteer and keep the organization alive.

facebook

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Our Community
Place
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Create a Page

> 7%

Less than 7% of people actively engage in volunteer services.

Find your place here, so that they can find theirs in the world.

Like Share ...

Donate

Send Message

Photos

LIFE IS AMAZING.

And then it's awful. And then it's amazing again. And in between the amazing and awful it's ordinary and mundane and routine. Breathe in the amazing, hold on through the awful, and relax and exhale during the ordinary. That's



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Nonprofit Organization in Harrisonburg, Virginia

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Our Story

Products for Awareness

Intended Purpose

Stickers:

These will be given out to those who volunteer for the first time.

Shirts:

These will be given to regular volunteers. They are those who help out every week and have a place for OCP in their daily schedule.

Mugs:

This is a special item that is received upon donating \$10 or more.

The purpose of these products is to raise awareness and encourage other people to volunteer, since there is a chance that they may see others wearing/using these items.

