To: New Brunswick Cultural Center

From: Rutgers Community Service Group

Date: November 7, 2020

Subject: Needs Analysis and Proposal

**Overview:**

This memo serves to summarize our conference with the client about the writing needs and to provide a proposal for what our group can produce. We are very thankful for the opportunity to work with New Brunswick Cultural Center, and we are excited to help promote the holiday food drive and the event with MCFOODS. This document opens with our understanding of NBCC’s mission, then discusses an overview of our discussion and how we can help with the writing and promotional needs, and then concludes with a proposal describing what our group can accomplish and an overview of our next steps.

**NBCC’s Mission** :

New Brunswick’s Cultural Center’s purpose is to aid the cultural development of art and entertainment by running and hosting events for the community. It aims to have a wide reach for its audience and to promote New Brunswick as a center for art and entertainment. One of these events is their holiday food drive with MCFOODS. MCFOODS provides nonperishable foods and necessities to over 120 partner organizations throughout the 25 towns in Middlesex County to ensure that all residents have access to nutritionally adequate food and necessities at all times. Additionally, MCFOODS supplies its partners with networking opportunities, resource-sharing tools and nutritional guidelines for clients. On a broader platform MCFOODS is an advocate for programs and policies intended to combat hunger and poverty.​

The event will be taking place in East Jersey Old Town Village and the main objective is to spread awareness about the Village and MCFOODS and get as many monetary and non-perishable food donations as possible. In the last food drive done by NBCC, they raised $398.00 for 2,300 pounds of food. The goal for this drive is to try to beat these numbers and achieve even bigger success.

**Needs Summary:**

After discussing the project and its specifics with the clients, the Rutgers Community Service Group will be assisting them out with promoting their holiday food drive event with MCFOODS. Here are some of the things that we will be doing to help them out:

* Help identifying special interest groups (Mom Groups, history organizations) and capturing contact information and social media handles to spread the word about the event (and future events),
* Assist in gathering content for .gov page or their official website (we will also be featuring a link to donate directly to MCFOODS, recipes, DIY crafts, holiday playlists and more for people who would like to celebrate virtually),
* Creating content for social media posts about the event to share with the Marketing Department each week
* Sending out information about the event to existing partners.

These are only some of the things discussed in the first client meeting, but the whole point of this project is to promote the event and there are many more things that need to be done for a successful outcome, which will be the group’s main responsibility

**Proposal:**

After talking to the client and understanding the demands and expectations, here are some of the things that the group will help them achieve,

* Successfully promote the event on social media. For instance, design posts for multiple platforms, identify the target audience, and creating an active social media presence
* Gather content for their official website. We found out that the website lacks some key elements and attractive content that might drive people to attend the event. This is one of the key things that we will be helping out with
* Find and make contact with interest groups and people that are most likely to attend and donate money for the cause
* Making sure that the event is organized properly and the group has completed their job in the given timeline

**Next Steps:**

The next steps are for the group to divide the jobs equally among each member. We have to make sure that everyone is happy with what they are assigned to and are working with their strengths. The group internally every week and also have meetings with the client at the end of the week where we present our ideas. Now, it is our job to live up to the expectations and brainstorm new ideas for a successful event.