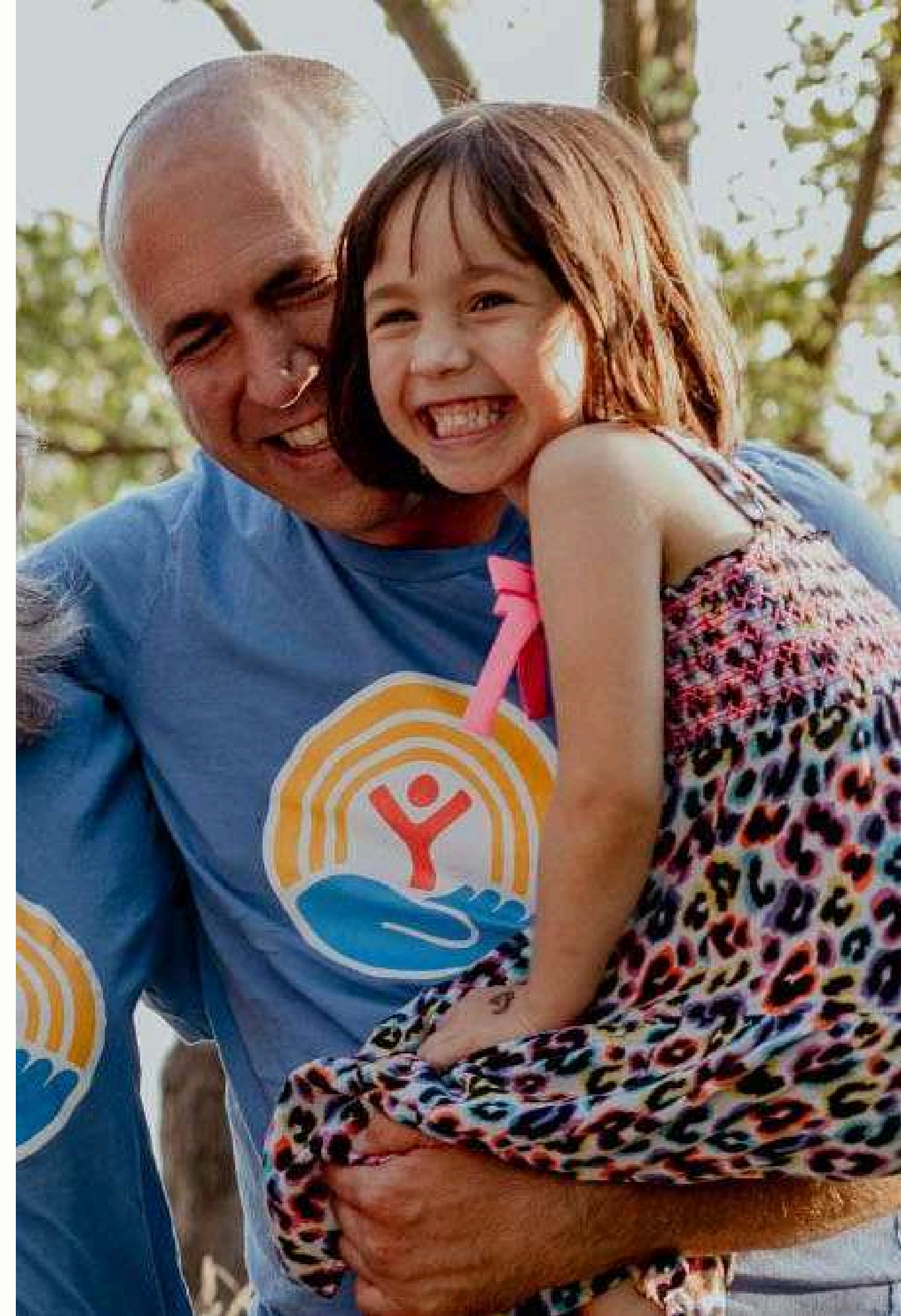


PROJECT PRESENTATION

TEAM 3
UNITED WAY OF
GREATER LAFAYETTE

Aayush Singh, Griffin Titan,
Clement Carey, Lauren Sliger,
Kevika Sharma





Mission & Objectives

“Mobilizing our community to improve lives.”

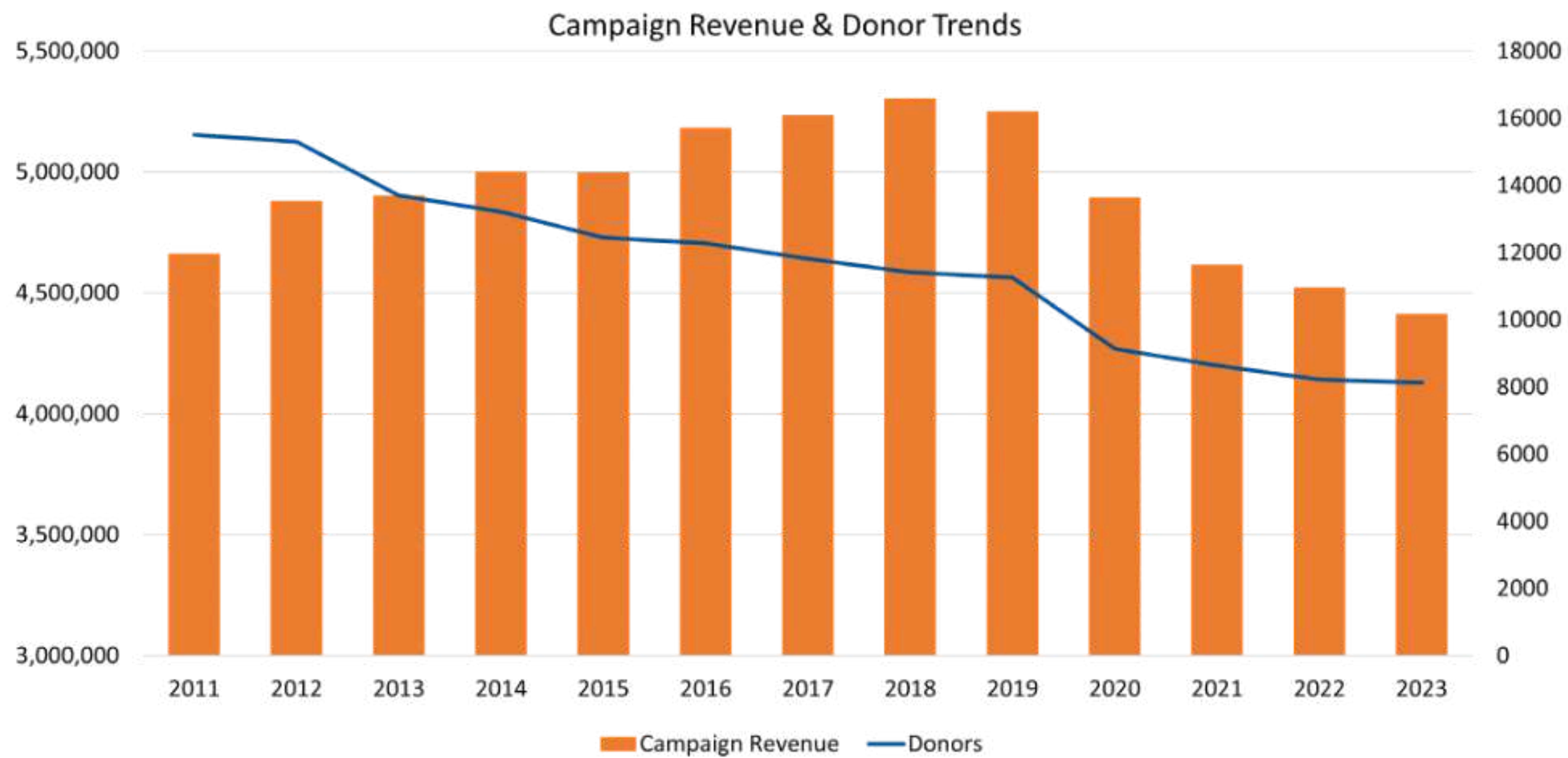
Core Values:

- Inlusivity: Ensuring that all community members can participate in and benefit from the programs.
- Collaboration: Working with a wide array of local partners and stakeholders to achieve common goals.
- Transparency: Providing clear, accessible information on the use of donations and the impact of programs

1. 2% increase in the number of individual donors by the end of February 2024.

2. Retain a minimum of 75% of existing donors by December 2025.

3. Enhance Community Engagement through Programs & Events



Donor Decline: Challenges and Opportunities

Addressing United Way's Donor Decline:

United Way has experienced a significant donor drop:

- From 16,000 donors in 2019 To 8,000 donors in recent years
- This decline threatens the organization's long-term financial stability



Target Segment Profile

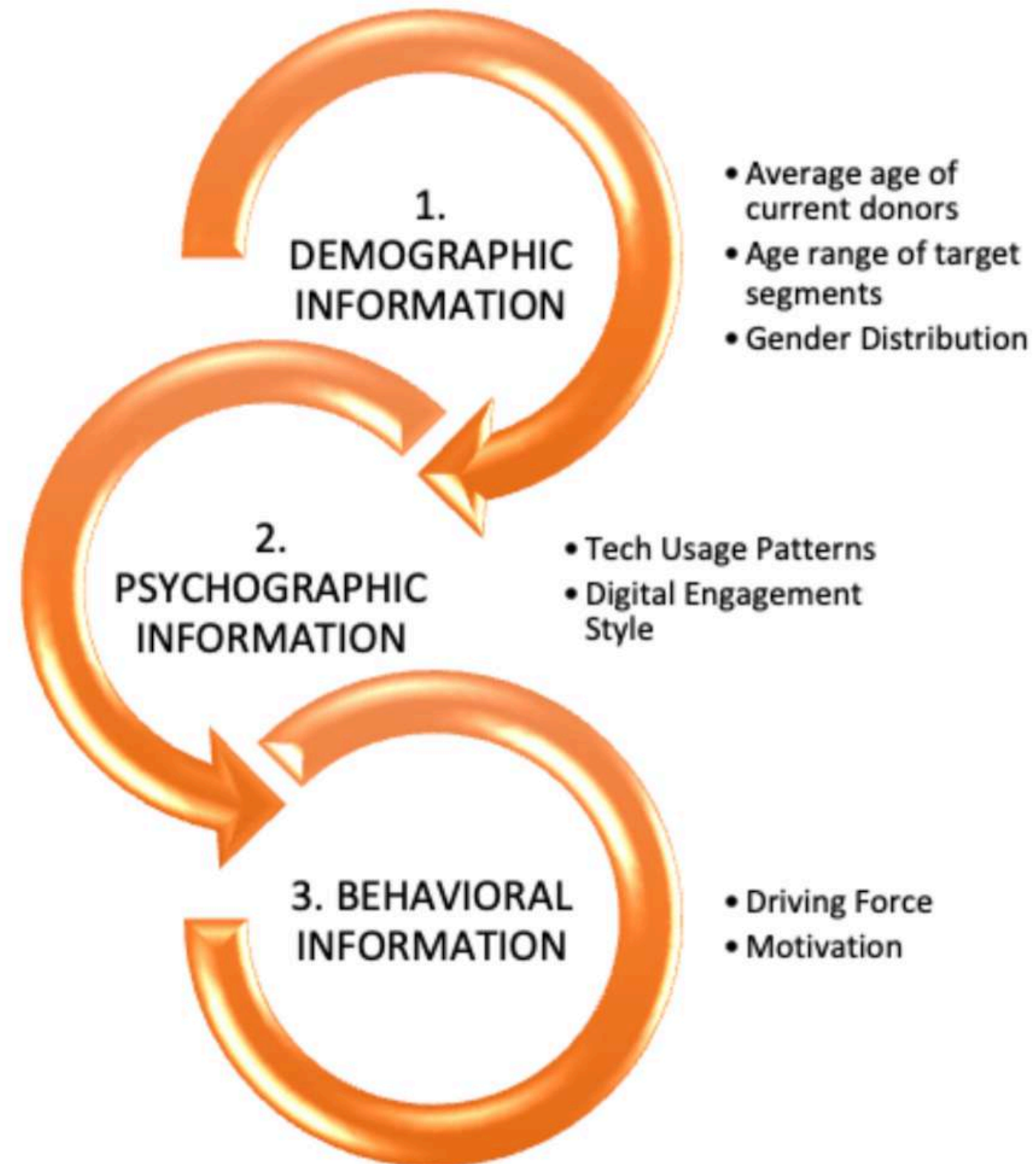
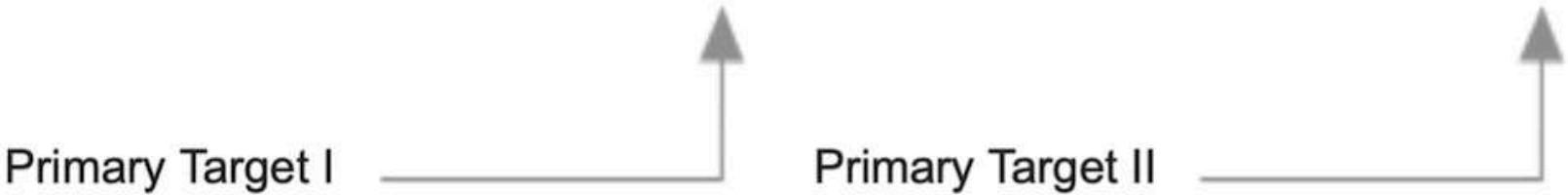


Table I: Age Group, Career Stage, and Place of Birth for Lafayette IN:

Characteristic	Early Career Professionals	Mid-career Professionals	Senior Professionals	Retirees
Age	18-24 yrs	25-44 yrs	45-54 yrs	55+
Total Lafayette Population	10.7%	32.7%	9.7%	22.7%
Born in state of residence	11.6%	24.8%	8.7%	24.4%
Born in other state in the US	7.3%	47.3%	11%	23%



Gender Distribution: 40 % female and 60% male **Average Age:** 58 years old



TARGET AUDIENCE



RETIREEES (AGED 55+)

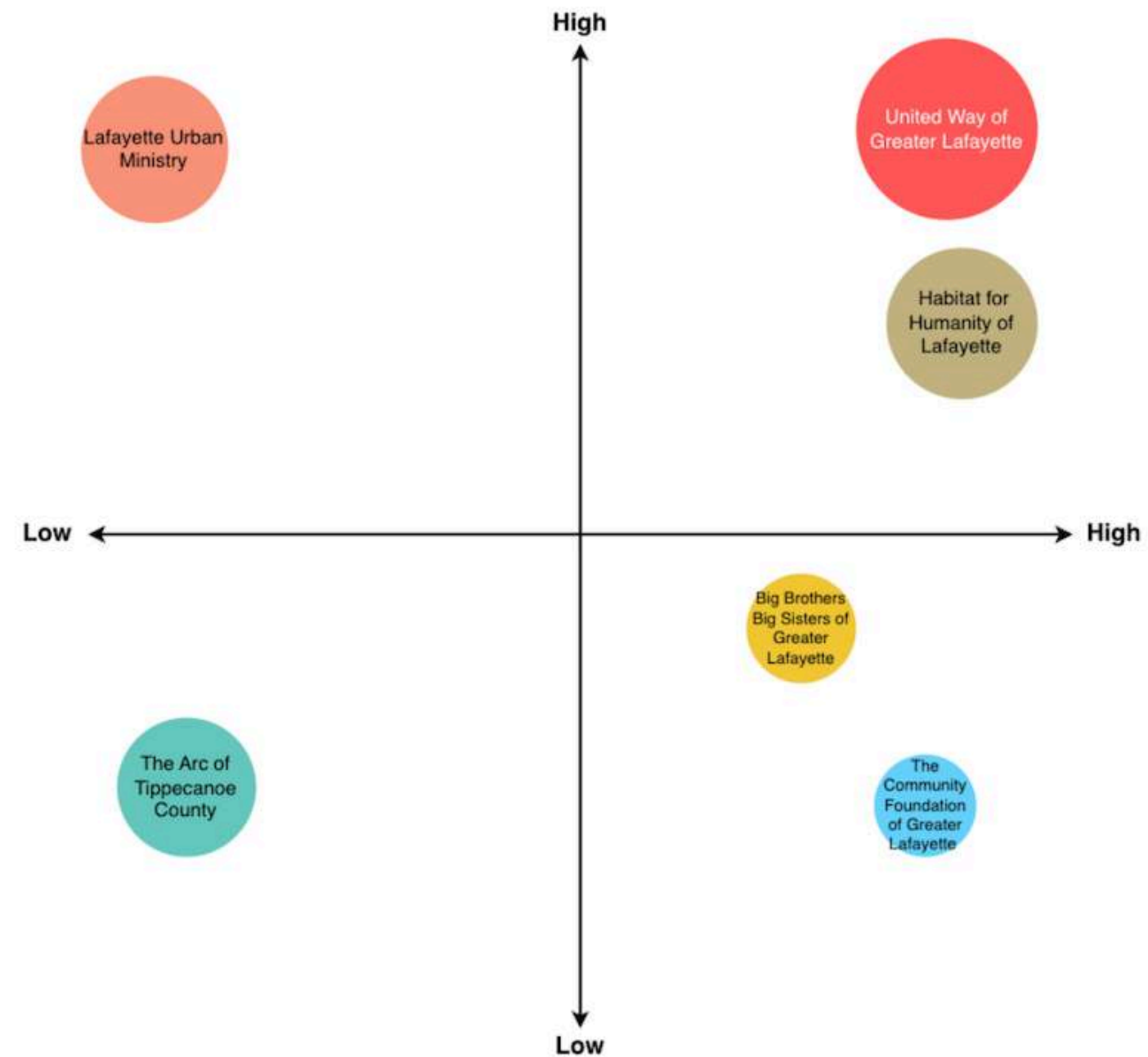
- LEGACY-FOCUSED
- PREFER TRADITIONAL COMMUNICATION
- HIGHLY LOYAL IF ENGAGED EFFECTIVELY



MID-CAREER PROFESSIONALS (AGED 25-44)

- TECH-SAVVY
- PRIORITIZE TRANSPARENCY
- INFLUENCED BY PEERS AND COMMUNITY ENGAGEMENT

BRAND PERCEPTUAL MAP



- X-Axis (Transparency of Fund Utilization)
- Y-Axis (Community Impact)

Opportunity

Leverage strengths in community mobilization and trust to:

- Attract new donor segments
- Retain current donors
- Significance

A stable donor base is essential for the sustainability of United Way's programs, which:

- Impact education, financial stability, and health

Community Impact Projects and Programs



SWOT



Strengths



- United Way of Lafayette has a strong and trusted presence in the local community, built over years of impactful work
- Strong partnerships with local businesses
- United Way is known for its successful fundraising campaigns, with the ability to mobilize donors across income levels.



Threats



- Recessions or local economic downturns could result in fewer donations, placing strain on funding for critical programs.
- Other non-profits in the area may compete for the same donor pool, leading to potential decreases in fundraising.
- A decline in volunteerism, particularly among younger generations, could impact the organization's ability to execute its programs.



Weakness



- Reliance on donations and grant funding can make the organization vulnerable during economic downturns.
- If digital marketing and social media efforts are underdeveloped, it may miss opportunities to engage younger or tech-savvy donors.
- As a national organization, local branches might struggle to differentiate themselves or be perceived as overly bureaucratic.



Opportunities



- Leveraging the growing trend of companies wanting to improve their CSR efforts could result in more partnerships and corporate donations.
- Developing a stronger digital presence could help United Way of Lafayette reach younger donors, create more virtual fundraising opportunities, and engage in online advocacy.
- Developing a stronger digital presence could help United Way of Lafayette reach younger donors, create more virtual fundraising opportunities, and engage in online advocacy.

ANSOFF MATRIX

Products

Existing

New

Existing



Market Penetration



Strategy: Increase engagement with existing donors and participants in current programs.

Tactic: Launch donor appreciation events and personalized reports that highlight the impact of their donations in areas like education and financial stability



Product Development



Strategy: Introduce new programs and services that meet emerging community needs.

Tactic: Launch a “Community Wellness Initiative,” which offers wellness workshops, health screenings, and mental health services in partnership with local healthcare providers



Market Development



Strategy: Attract new donors by targeting untapped demographics, such as younger, mid-career professionals (ages 25-44) who prefer digital engagement.

Tactic: Create a targeted social media campaign that highlights United Way's tech-driven volunteer opportunities, such as app donations and virtual events



Diversification





Strategy: Explore partnerships and programs outside of United Way’s traditional scope to diversify revenue streams and impact.

Tactic: Collaborate with technology companies to introduce a “Tech for Good” initiative, providing digital literacy training to low-income families



Markets

New



5 C'S FRAMEWORK

 **Company** 

United Way is a trusted community leader with strong partnerships and a wide reach in education, financial stability, and health.

 **Customers** 

Target groups include mid-career professionals (25-44) and retirees (55+), who demand transparency and emotional connection.

 **Competitors** 



Direct competitors include local nonprofits like Community Foundation of Greater Lafayette, Lafayette Urban Ministry, and Habitat for Humanity, which focus on niche areas.



**United Way
of Greater Lafayette**

 **Collaborators** 

United Way partners with organizations like Purdue and local businesses for community-driven solutions.

 **Context** 

Increasing demand for transparency in fund usage and digital engagement.



NEW STRATEGY

- Digital-First Donor Engagement
- Corporate Partnerships & CSR Programs
- Personalized Donor Journeys
- Event-Based Fundraising with Hybrid Models
- Leveraging Impact Transparency

TACTICS

1

Donor Retention

2

Donor Acquisition

3

Community Engagement

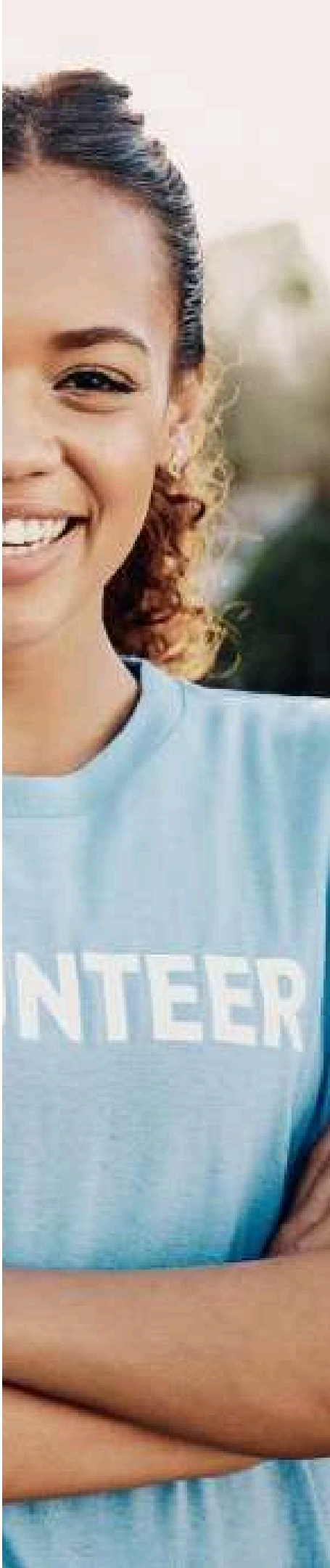


TACTIC #1

Goal: Increase donor base by 2% by Feb 2024

Strategy: Digital campaigns targeting younger, tech-savvy professionals

Execution: Leverage email marketing, social media ads, and data-driven digital outreach campaigns



TACTIC #2

Goal: Retain 75% of donors by 2025

Strategy: Personalized communication and engagement programs focused on showing clear, tangible impact

Execution: Send regular impact reports, personalized thank-you notes, and organize appreciation events

TACTIC #3

Goal: Deepen community involvement through interactive events

Strategy: Host wellness programs, volunteer opportunities, and events like Run United 5K

Execution: Collaborate with local businesses and use storytelling to showcase impact



MARKETING MATERIALS

1

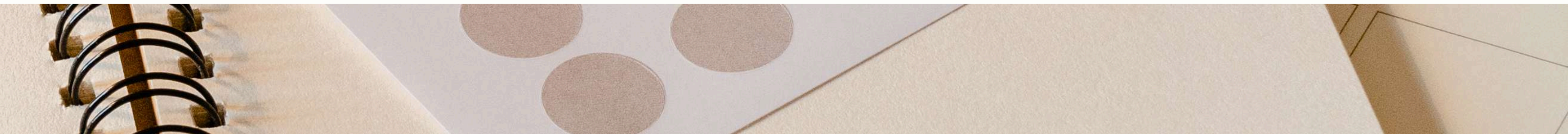
Social Media Guide

2

Monthly Newsletter

3

United Way Commercial



SOCIAL MEDIA GUIDE

Goal: Showcase how donations are directly improving lives and communities to foster emotional connection and trust with the audience.

Content Ideas



Facebook:

Post a video testimonial from a family whose children benefited from an education program funded by United Way.



Instagram:

Share a carousel of images showing before-and-after visuals of a community center renovation made possible by donations.



LinkedIn:

Publish an article detailing a case study of a successful partnership with a local business, highlighting the tangible impact on local job creation.



Twitter:

Tweet quotes from people impacted by United Way's work, linking back to full stories on the website.

CONTENT CALENDAR

Day	Platform	Content
Monday	Facebook	Impact story video: Family benefiting from an education program
	Instagram	Behind-the-scenes photos of volunteers working on a new project
	Twitter	Quote from a volunteer about their experience
Tuesday	LinkedIn	Case study article on successful local partnerships
	Twitter	Live updates from a fundraising event
Wednesday	Instagram	Infographic: Breakdown of how donations are used
	Facebook	Volunteer spotlight: Highlighting a long-term volunteer
Thursday	Twitter	Call-to-action tweet encouraging donations for a specific cause
	YouTube	Mini-documentary on the community impact of a major initiative
Friday	Facebook	Donor recognition post, thanking a major donor
	Instagram	User-generated content: Followers sharing their volunteer stories
Saturday	Twitter	Poll: Ask followers what causes they care about the most
Sunday	Instagram	Story feature of a program director discussing future initiatives

PROMO FLYER

NEWSLETTER

Run United



5K

Free t-shirt & snacks for all participants!

Prizes for top finishers in each category!

MARATHON



Location: Lafayette Community Park
Saturday, April 20th, 2025
8:00 AM

Every step you take supports local families in need!

REGISTER AT:
WWW.RUNUNITED5K.COM





SEPTEMBER, 2027

www.uwlafayette.org



UNITED WAY OF GL JOIN THE MOVEMENT!

See How We're Making a Difference Together!



Dear (Donor Name),

Together, We Make a Difference:

At United Way of Greater Lafayette, our community-driven efforts are creating lasting change for families, individuals, and neighborhoods right here in our city. Your support makes everything we do possible. Below are the latest updates on our programs, success stories, and how you can get involved to further impact the lives of those in need.


Program Highlight

Education and Literacy Initiatives:

Did you know that 85% of brain development happens before the age of five? That's why we're so committed to providing early childhood education and literacy programs to young children. This past month alone, we reached over 500 families!

Learn how you can support or volunteer with our education programs and help foster the next generation's success.

[Discover More →]




Sign up today and lend a hand to ensure every member of our community can access the resources they need!

[Volunteer Now →]

AUGUST 17, 2024

www.uwlafayette.org




★ Success Story ★

How Your Support Changed Sarah's Life


Sarah, a mother of two, was struggling to provide her children with educational resources and stability. Thanks to our Financial Stability Program, she now has access to tools that help her budget, save, and plan for the future. Her children are thriving in school, and their future is brighter than ever!

Read Sarah's full story and see how your contributions create ripple effects in the community!


[Read More on our website](#)



Be The Change!



You Can Make a Difference



Save the Date

Annual Fundraising Gala

Join us on November 5th for our Annual Fundraising Gala—a night of celebration, inspiration, and giving back. All proceeds will go towards funding crucial community programs that tackle local challenges.

Get your tickets now and be part of an unforgettable evening!




[Reserve Tickets →]

Every Dollar Counts: Donate Today

Your contribution—no matter the size—helps us provide critical resources and services to those who need it most. Make a lasting impact with a recurring donation, and see the difference we can make together.

Donate now and help us build a stronger, more resilient community.

[Donate Now →]





more

A photograph of a desk with a lamp and a white text box. The lamp is a blue, adjustable desk lamp with a brass-colored base, positioned on the left side of the desk. The desk is a light-colored, minimalist design. A white rectangular box is centered on the desk, containing the text "ANY QUESTIONS?". The background is a plain, light-colored wall.

ANY QUESTIONS?