



## 2011 – 2012 MARKETING PLAN

Founded in 1989 on the belief that all people deserve a life free from interpersonal violence, The James House Intervention/Prevention Services, Inc. provides support, advocacy, and education for people in the Tri-Cities area affected by sexual violence, domestic violence, and stalking to empower them to become healthy, safe, and self-sufficient.

Summary: The James House serves the communities of Colonial Heights, Hopewell, Petersburg, Dinwiddie, Prince George, and southern Chesterfield. We provide accredited, cost-free, confidential services for people impacted by sexual violence, domestic violence, and stalking. Our core services include safety planning, safe shelter, a 24-hour crisis line, counseling, support group, case management, community referrals, legal advocacy, and resource library. Through implementation of this marketing plan, The James House seeks to increase the number of clients receiving direct services, attract new volunteers to serve on Board sub-committees, and increase the amount of money raised through individual donations.

The purpose of this marketing plan is to clearly state our marketing goals and objectives, define roles and responsibilities for board/staff members, set target completion dates, and outline evaluation standards. The plan was written by The James House leadership team, as directed, and will be used by Board and staff members to direct our marketing efforts in FY 2011/12 and FY 2012/13.

The James House is the only accredited crisis center serving the Tri-Cities and surrounding counties and we currently serve approximately 1,200 new clients each year. In addition, we provide technical and staff support for local and regional domestic violence taskforces and sexual assault response teams. We provide community awareness and training events throughout our service area. We work collaboratively with allied agencies (we have over 89 cooperative service agreements in place) to meet the needs of our clients and we accept referrals from other agencies. We compete with other nonprofit agencies to secure grant funding, attract individual donors, and recruit high-quality community volunteers. We have seen continual steady growth in the numbers of people seeking services. In 2010 we updated our strategic plan and the board continues to undergo capacity building.

We are committed to meeting the needs/wants of our clients, volunteers, and donors. We conduct client satisfaction/exit surveys on an ongoing basis to determine how we are meeting the needs/wants of our clients. Allied professional surveys are conducted through a link in our email signature blocks. When we approach potential community partners, we ask how we can meet a need they have either organizationally (through training) or for their clients (provision of direct services).

**Goal One: Increase the number of persons receiving direct services by 17.5% in FY 2012 and by an additional 12% in FY 2013**

Objective 1-1: Identify current service numbers

- Action Step 1-1-1: Identify current service area and quantify number of persons receiving services in each separate community during the last fiscal year by 8/31/11 (Advocacy Services Program Manager)
- Action Step 1-1-2: Identify areas where service numbers are low to determine where we need to direct our marketing efforts by 9/30/11 (Advocacy Services Program Manager)

Objective 1-2: Investigate systematically the needs/wants of potential clients in the identified service area(s) by 12/31/11

- Action Step 1-2-1: Spend time finding out as much as possible about the wants and needs of individuals residing in and agencies providing services for clients in identified service areas by conducting focus groups, looking at previously gathered information, talking with individuals, sending out questionnaires, and/or using any other forms of information gathering that we can afford or can tap into by 12/31/11 (James House staff members)

Objective 1-3: Develop and implement appropriate marketing strategies within identified service area(s)

- Action Step 1-3-1: Prepare marketing materials which may include flyers, posters, brochures, newspaper ads, website/facebook content by 3/30/12 (CEO and management staff)
- Action Step 1-3-2: Disseminate marketing materials by 6/30/12 (James House staff members)
- Action Step 1-3-3: Evaluate success of marketing strategies by tracking change in number of clients seeking services in identified service area(s) by 12/31/12 (CEO and Advocacy Services Program Manager)
- Action Step 1-3-4: Continue ongoing evaluation every six months and revisit marketing strategies if needed

**Goal Two: Increase our number of community volunteers serving on board sub-committees: 3 in FY 2012 and an additional 3 in FY 2013.**

Objective 2-1: Identify current level of community involvement on board subcommittees

- Action Step 2-1-1: Identify current level of community involvement on board subcommittees by 7/30/11 (Board Chair and Subcommittee Chairs)
- Action Step 2-1-2: Identify subcommittees where additional community support is needed by 7/30/11 (Subcommittee Chairs)

Objective 2-2: Identify potential community members to serve on targeted subcommittees by 9/30/11 (Subcommittee Chairs)

- Action Step 2-2-1: Create a list of at least three potential community members for each identified subcommittee who reflect the demographics of the community we serve and possess the skills/knowledge necessary to complement current board/subcommittee members by 10/30/11 (Subcommittee Chairs)
- Action Step 2-2-2: Contact identified community members by 12/31/11 to determine interest, desire to commit, availability, and qualifications (Board Chair and CEO)
- Action Step 2-3-3: Meet with potential community volunteers to discuss The James House's vision, mission, focus, and need and to outline roles, responsibilities, and expectations for subcommittee volunteers by 3/30/12 (Board Chair, Subcommittee Chairs, CEO)
- Action Step 2-3-4: Potential community volunteers will complete a Subcommittee interest form and be invited to attend a subcommittee meeting as a guest by 3/30/12 (Board Chair, Subcommittee Chairs, CEO)
- Action Step 2-3-5: The full board will vote to accept/reject potential community volunteers by 5/30/12 (Full Board)

- Action Step 2-3-6: Accepted subcommittee members will be notified of board's decision and will begin serving on identified subcommittee by 6/30/12 (Subcommittee Chairs)
- Action Step 2-3-7: Evaluation of community volunteers serving on board subcommittees will be ongoing (Subcommittee Chairs)

**Goal Three: Increase the amount of funding we receive through individual donations by 25% in FY 2012 and an additional 25% in FY 2013.**

Objective 3-1: Identify current level of individual donor giving

- Action Step 3-1-1: Identify level of individual donor giving for the last two fiscal years by 8/15/11 (Lori)
- Action Step 3-1-2: Review acknowledgement policy to ensure current donors are properly thanked by the right person, in a timely manner so they will continue to give by 8/30/11 (Fund Development Committee Chair)
- Action Step 3-1-3: Update acknowledgment policy if needed by 9/30/11 (Fund Development Committee Chair, CEO)
- Action Step 3-1-4: Personally contact individual donors who have donated at least \$50.00 last fiscal year. Thank them for their donation, tell a James House success story, and ask for continued support by 11/30/11 (Board Members)
- Action Step 3-1-5: If donations are received as a result of these phone calls, follow up with personal thank you note within 15 days of donation (Lori, Board Member who made the call)

Objective 3-2: Identify new potential individual donors

- Action Step 3-2-1: Create a list of potential new individual donors by 9/30/11 (CEO, Board Members)
- Action Step 3-2-2: Contact identified potential donors by 12/31/11 to talk about The James House and begin to develop a "friend" (CEO, Board Members)
- Action Step 3-3-3: Invite potential donors to The James House to meet CEO, at least one board member, and staff, tour agency, and learn more about mission and services by 2/28/12 (CEO, staff, Board Members)
- Action Step 3-3-4: Invite potential donors to attend Expressions event by 3/30/12 (Board Members)
- Action Step 3-3-5: If potential donor attends Expressions Event, follow up with personal phone call to say thanks and answer any questions potential donor has about The James House by 4/30/12 (Board Members)
- Action Step 3-3-6: Invite potential donors who attend Expressions to lunch: tell James House success stories, ask about what potential donor is looking for in an agency they might support, ask for financial donation by 5/31/12 (CEO, Board Members)
- Action Step 3-3-7: If potential donor did not attend Expressions, follow up with phone call expressing regret and invite potential donor to lunch: tell James House success stories, ask about what potential donor is looking for in an agency they might support by 5/31/12 (CEO, Board Members)
- Action Step 3-3-8: If donation is received, follow procedures outlined in acknowledgment policy to thank donor within one week of receiving donation (Lori, Board Members)
- Action Step 3-3-9: If donation is not received, follow up with phone call to explore concerns donor may have that are preventing him/her from making a donation by 6/30/12 (Lori, Board Members)
- Action Step 3-3-10: Follow the above action steps for FY 2012/13.