

# RECOMMENDATIONS REPORT

PARTNERSHIPS CENTER FOR ADULT DAY CARE, INC.

D/B/A



PRESENTED BY: GREATER NEW HAVEN CHAMBER OF COMMERCE

LEADERSHIP GROUP 2019

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## CHAPTER 1 - WEBSITE

### **Section 1.01 – Purpose**

Identify the major user types visiting your site, speak to their needs and give them a clear action step to take next.

### **Section 1.2 – Mission Statement**

Write a couple of paragraphs that can serve as your mission statement. Your mission statement should clearly define what the purpose and goals of your business are. This will set the tone for your entire website.

### **Section 1.3 – Recommendations existing website update**

- ✓ **Mobile Friendly:** Google's search algorithm prioritizes websites that are responsive for users searching on a mobile device.
  
- ✓ **Include Staff Pages:**
  - Show site visitors the faces behind your cause.
  - Showcasing your staff members' values, career histories, and ties to the organization injects authenticity and humanizes your brand.
  - Staff pages also accentuate the fact that nonprofit is comprised of truly passionate and hard-working people

- ✓ **Create testimonial page**
  
- ✓ **Youtube video's**
  
- ✓ **Create a Frequently Asked Questions page (FAQs)**
  
- ✓ **Social Media Links...**Facebook page, etc.
  - Include links to your organization's social media accounts in your website's sidebar or footer. Don't forget to list them in your newsletters and email signatures too.
  - You also want to give visitors the option to share your content on other social media platforms.
  
- ✓ **Contact Us Page:**
  - Pertinent information: phone number, email address and physical address
  - Add: A contact form where visitors enter their name, email address, and their inquiry before clicking a submit or send button, which is sent to a regularly monitored email with an auto reply to the initial request, thanking them for submitting their email request and informing the person that you will respond to their request in a timely manner...*importance here is follow through.*

- ❖ **If you find creating your own nonprofit's website is overwhelming, you have a few options:**
  
- ✓ Build your website using nonprofit membership management software, which is an easy-to-use, drag-and-drop system, ready with all the pages and templates your nonprofit will need (including membership forms, event calendars, member only areas, and more)
  
- ✓ Create your website with WordPress or similar builder and use plugins for all membership related modules (like membership forms)
  
- ✓ Hire a freelancer to build your website.
  
- ✓ Find a Website designer (via technical school or area business) that may want to donate their services in restructuring your website.

## CHAPTER 2 – FACEBOOK AND INSTAGRAM

### **Section 2.01 – Purpose**

Help people learn about your business in terms of what you do, how you can be contacted, and where you are located.

Facebook and Instagram page allows your clients to view information such as an about page, photos and videos, events, reviews, and posts.

### **SECTION 2.02 – Rule/Benefits**

Interactive features; Ability to communicate with potential members/caregivers; (PHOTOS; VIDEOS); Give potential members an experience before the experience.

Posts should occur AT LEAST TWICE A WEEK with photos of weekly activities, lunch menu for week and other exciting happenings.

### **SECTION 2.03 – Recommendation for existing Facebook Page**

- ✓ **Page Statement:** No matter your age or ability, all persons have the right to a quality life. Quality means choice and opportunity in the least restrictive environment. The model of care found in adult day centers throughout Connecticut offers

older seniors the opportunity to receive person centered care in a community setting. Positive social engagement, meaningful activities, AND self-help guidance are the cornerstones of the respectful care and services delivered to everyone enrolled in adult day centers throughout the state.

✓ **Posts:**

- Minimum twice a week
- Photos that show client activities and entertainment.  
Always use location tag and people tags when possible
- Use of hashtags (#homeawayfromhome #partnershipsadc; #hamden #northhaven #adultcare) when posting
- Portray a warm, nurturing and caring environment.
- Videos do a nice job of providing information about the program services.

For example:

<https://www.youtube.com/watch?v=H6UdRmRNTag>

<https://www.youtube.com/watch?v=Hg7O0LEdVno>

<https://marywade.org/giving>

## CHAPTER 3 – OUTREACH/MARKETING

### **Section 3.01 – Purpose**

To increase exposure beyond traditional search engine optimization and social media engagement. effective outreach is a crucial component needed to keep producing new leads and new clients.

### **SECTION 3.02 – Recommendations**

- ✓ **Signage**
  
- ✓ **Use your Brand**
  - Tee Shirts for staff with logo
  - Logo should be used on everything from business stationary, business cards, social media, apparel, any gadgets, signs and fundraisers
  
- ✓ **Linkedin: (Professional Social Networking)**
  - Organization and Staff should have profile
  
  - Participate in online discussions AND forums that have to do with adult day centers and dementia and Alzheimer disease



✓ **Agingcare.com** (online website that has forum) also can search for center become a member

✓ **Connect**

➤ Yale new haven hospital Geriatrics Department

➤ Associations or Working groups involved with elder care

➤ Connecticut Statewide Respite Care Program

Program that offers relief to stressed caregivers by providing information, support, the development of an appropriate plan of care, and services. Department of Aging and Disability Services - State Unit on Aging.  
Beverly Kidder, Agency on Aging of South Central CT  
(203) 785-8533

## CHAPTER 4 - FUNDRAISING

### **Section 4.01 – Purpose**

Fundraising is not just a means of raising money, but also a way to promote the message and goals of a non-profit. It ensures that the non-profit can continue funding its mission.

### **Section 4.02 – Recommendations**

#### ✓ **The Great Give 2020 (MAY 5-6)**

THE GREAT GIVE® is an annual, 36-hour, community fundraising event for local non-profits serving Greater New Haven created by the Community Foundation of Greater New Haven.

Online Event has united thousands of donors with hundreds of non-profits for one common cause: To support important and life-enriching services for Greater New Haven residents.

WWW.CFGNH.ORG

[HTTPS://WWW.CFGNH.ORG/ABOUT/NEWSEVENTS/VIEWARTICLE/TABID/96/ARTICLEID/1931/THE-GREAT-GIVE-2020-IS-MAY-5-6.ASPX](https://www.cfgnh.org/about/newsevents/viewarticle/tabid/96/articleid/1931/the-great-give-2020-is-may-5-6.aspx)

## ✓ Fairs/Festivals

- Tent with brochures
- Blown up pictures
- Hook = Free Goodies w logo on it
  - hand out trinkets (pen/bike light)
  - Raffle
  - Face painting for kids

## ✓ Local Restaurant Partnership

- Restaurants offer programs to help local Organizations raise money
- A portion of the night's proceeds go to your organization
- Get in touch with Manager or Owner of restaurant in area
  - <http://fundraising.panerabread.com/>

## ✓ Bake Sales

- connect with Town for Election days or Events by selling bake goods at poll locations.
- connect with Board of Education to sell bake goods at school events (sports)

## ✓ Chain of Hearts

- For a certain period, your organization can sell paper hearts (or any shape you'd like) to members of the community. Supporters can write their name or a short message on the paper and tape them around your organization's lobby.
- Members of Partnerships can design the hearts that are used
- Partner with a local retailer. Have them sell paper hearts to their patrons, allowing you to spread the word outside your current donor base.
- You have likely seen this technique used by nonprofits in your local grocery store.

## ✓ Garage Sale

- Hosting a garage sale is a great way to give unwanted items. You won't need a lot of time to plan this event, so it's perfect for a last-minute fundraising idea.
- Gather all the items that you no longer WANT AND ask your friends and family members to donate items to your garage sale.

- Outside the organization on the weekend and post signs around the neighborhood.
- Promote your garage sale on social media a few weeks in advance.
- Creating an event on Facebook is an easy way to spread the word.

## CHAPTER 5 - GRANTS

### Section 5.01 – Purpose

Offer the opportunity for your organization to bring in new funding that does not need to be paid back!

### Section 5.02 – Recommendations

✓ Neighborhood Assistance Act (CT DRS)

- Tax Credit Program by the State of Connecticut DRS. The program provides a tax credit to corporations that donate to a public program.
- Annual proposals come out sometime in February from City of New Haven

<https://portal.ct.gov/DRS/Credit-Programs/Neighborhood-Assistance/Neighborhood-Assistance-Act-Tax-Credit-Program>

- ✓ Town of Hamden. Public service agency funding please contact Adam Sendroff, Community Development Manager at 203-776-5978 x1123 or email at [asendroff@hamden.com](mailto:asendroff@hamden.com).

<http://www.hamden-ct.com/images/customer-Files//HamdenPSAGrantApplicationPY46.pdf>

✓ **CT Council for Philanthropy**

- Find Grants, Requests for Proposals (RFPs) and Other Opportunities from CCP members and select non-members.
  
- Links are provided to funder sites to find updated information, current deadlines and how to apply. Check eligibility and deadlines carefully. Updated monthly.

<https://www.ctphilanthropy.org/grants-and-other-opportunities>

✓ **AARP Foundation -**

- Grantmaking at Grants Program
  - Economic Opportunity
  - Social Connectedness
  - Food SecuritySeniors
  
- AARP Foundation supports sustainable, real-world solutions to the fundamental challenges facing low-income older adults.
  
- AARP collaborates with grantee and partner organizations to identify evidence-based projects that transform lives and communities [www.aarp.org](http://www.aarp.org)

<https://www.aarp.org/aarp-foundation/grants/>

✓ Giving and Grants | About Verizon

- The Verizon Foundation [www.verizon.com](http://www.verizon.com)
  - ❖ PUT IN ZIPCODE TO FIND LOCAL VERIZON REP  
TO DETERMINE IF ELIGIBLE TO RECEIVE  
INVITATION TO APPLY

[HTTPS://WWW.VERIZON.COM/ABOUT/RESPONSIBILITY/GRANT-REQUIREMENTS](https://www.verizon.com/about/responsibility/grant-requirements) BY INVITATION ONLY.



# THANK YOU!!

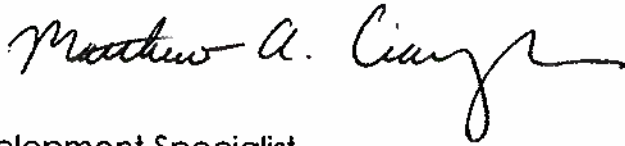
We would like to thank you for reaching out to the Greater New Haven Chamber of Commerce with your project and trusting us to assist you in your vision.

It is with great hope that the new logo brand and recommendations manual will provide the ground work for a favorable impact on your organization.

Also, please thank your Board Members for making the hard choices as we made our way through the process.

If you need any assistance in the future, please do not hesitate to reach out.

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