

John F. Kennedy High School

“Marketing Plan”

Synopsis

John F. Kennedy High School came to Leadership Winston-Salem with the stated problems of needing to increase enrollment, re-brand the school due to negative connotations related to previous programs, and to develop a marketing plan to engage prospective parents, students, and district personnel. The Leadership Winston-Salem action learning team developed a comprehensive marketing plan inclusive of a SWOT analysis, marketing grid, brochure, and a start-of-the-art professional video to promote the school's programs and academies.

Project Partner Statement

“The team from Leadership Winston-Salem helped us to begin to think outside the box. In schools, our perspective is often limited to what’s inside the four walls. You helped us to look at marketing from a different perspective.”

Nathan Burton, Assistant Principal – John F. Kennedy High School

Carolina Music Ways (CMW)

“Organizational Advancement Plan (OAP)”

Synopsis

Our dilemma was that the scope of the project was different from the needs identified in the initial proposal. We identified gaps in the organization that are key to developing the fundraising portion of the project. We presented CMW with an Organizational Advancement Plan that provides a detailed discussion of the three focus areas that we believe will assist CMW with its overall organizational growth and development: (1) Board Development, (2) Marketing and (3) Fundraising. The Organizational Advancement Plan was presented to the CMW Board of Directors, who seemed to be extremely receptive to and appreciative of our ideas.

Project Partner Statement

Matt Kendrick and Cathy Seaver, Co-Chairs of the Board of Directors, stated that they would use the Organizational Advancement Plan to both streamline and grow the Board of Directors, develop marketing and promotional materials to introduce potential donors to CMW and to better identify the fundraising needs of the organization to increase long term sustainability.

Samaritan Ministries

“Stock the Pantry”

Synopsis

To provide a sustainable plan for obtaining food donations to support Samaritan Ministries as they serve the homeless and hungry in our community. A “community care” calendar was developed for churches and other groups to sign up to support Samaritan Ministries through the donation of food or the organization of mini-food drives, along with a flyer for advertisement. In addition, the concept was discussed with a few churches that gave positive feedback regarding the concept and were receptive to being part of a pilot. A partnership with Sam’s Club to place bins for food donation or jars for penny collection was also started.

Project Partner Statement (Jan Kelly)

“Our Action Learning Team developed a “Be a Good Samaritan” program to include an annual sponsorship calendar for needed food items through churches, scout groups, clubs and organizations. Samaritan will work to integrate this food solicitation initiative within our outreach efforts in the community.”

Jan Kelly, Campaign/Development Director – Samaritan Ministries

Guiding Institute for Developmental Education, Inc. (GIDE)

“Volunteer Management Reference Guide”

Synopsis

Develop a research-based model/approach to engage older adult volunteers in providing intensive, purposeful service to at-risk students. The outcome will give students one-on-one interaction with caring adults, improve performance, and provide meaningful community engagement for older adults.

Project Partner Statement

"Your work has reinforced and solidified our mission statement. What you've done is immeasurable-we can't begin to measure where this will take us. It's what we needed right now (as we form a new board and look to the future). It's the shot in the arm we needed to go and do great things."

Crisis Control Ministry

"Holiday Honor Card Marketing Plan"

Synopsis

CCM has requested that our Action Learning Team develop a Marketing Plan containing fresh ideas and strategies to accomplish the following:

- 1) Reverse the declining trend in annual holiday honor card sales
- 2) Increase sales to \$50,000 or greater per annum
- 3) Place the Card Program on a sustainable path for continued growth

Project Partner Statement

"Our Action Learning Team provided us with a detailed and comprehensive marketing plan that will be very useful as we move forward with our Holiday Honor Card program. They were an impressive group that took the time to understand our needs and followed through with diligence. "

Corey Miller, Director of Philanthropy – Crisis Control Ministry

The Enrichment Center

"Volunteer Recruitment Plan"

Synopsis

The Enrichment Center Gateway Gallery is understaffed and is not able to open for all the hours that are needed for a fully functional gallery. Assistance is requested with regard to volunteer recruitment, training, and retention.

Project Partner Statement

"Although the assigned project was to devise a volunteer recruitment plan for the Enrichment Center's Gateway Gallery, The Action Learning Team members immediately recognized our need not only for qualified and reliable gallery volunteers, but our need for volunteers Center-wide. The ALT compiled a comprehensive, well thought-out and researched volunteer recruitment plan that will be invaluable to us as we take action on their suggestions."

Sue Kneppelt, Gallery/Special Events Director – Enrichment Center Gateway Gallery

Big Brothers Big Sisters Service, Inc.

"Staff Development Plan"

Synopsis

Our Action Learning project with Big Brothers Big Sisters was to create a staff development plan to directly impact the skills and abilities of current and future Big Brothers Big Sisters staff members and to address the organization's desire to find economical yet effective staff development opportunities. Each member entered the project looking to understand what was needed as well as what was asked for by BBBS. With a broad range of styles, it was surprisingly rare that any one individual or small group caused conflict for the group as a whole. With regard to community service, our team agreed that it does not have to be big-the law of compounding returns holds true in community service. We all just need to do something.

Project Partner Statement

We are thankful to our Action Learning Team for creating an outline of professional development opportunities for our staff. We will be implementing several of the components into our staff's individualized performance plans and our agency's culture. Staff will develop skills to enhance their ability to complete their required tasks, as well as, grow personally and professionally.