

BUCKNELL UNIVERSITY  
MANAGEMENT CONSULTING 400

# MCACC Strategic Plan

SPRING  
2023

**Presented By**

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**Presented To**

MOUNT CARMEL AREA  
COMMUNITY CENTER

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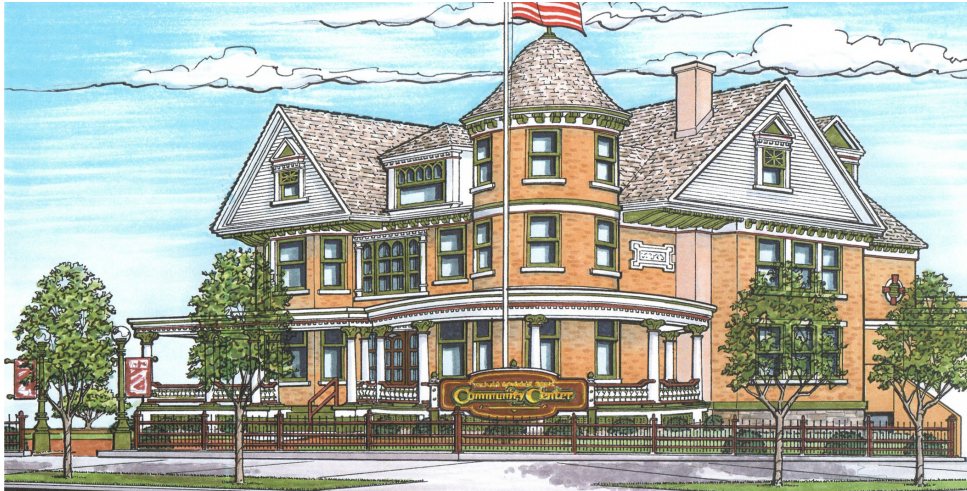


## How to use this document:

1. Each month at the board meeting, a new section of this book can be discussed
  - a. Example: January meeting topic: The Building
    - i. Board members can brainstorm ideas ahead of time and come prepared to discuss each topic
2. When discussing monthly updates, this document can serve as a point of reference for topics discussed

# 01 Executive Summary

# EXECUTIVE SUMMARY



## MISSION

Mount Carmel Area Community Center Inc. (MCACC), a 501(c)3 organization, is working to convert the former American Legion Post 71 building into a community center to serve residents of the Mount Carmel Area School District. This will be completed in several renovation phases.

## VISION

MCACC's vision is to provide a community center that can meet the social, educational and cultural needs of the primary service area consisting of Mount Carmel Borough, Mount Carmel Township, Kulpmont and Marion Heights.

## VALUES

Revitalizing the Mount Carmel community with a versatile space to be used by residents of all ages and backgrounds in the area.



# CLIENT ASKS



## Grant Applications

Improve ability to apply for/obtain grants to reach a \$4mil goal



- Consult experts to prepare for future grant opportunities
- Implement Impression management plan to show foundations small improvements



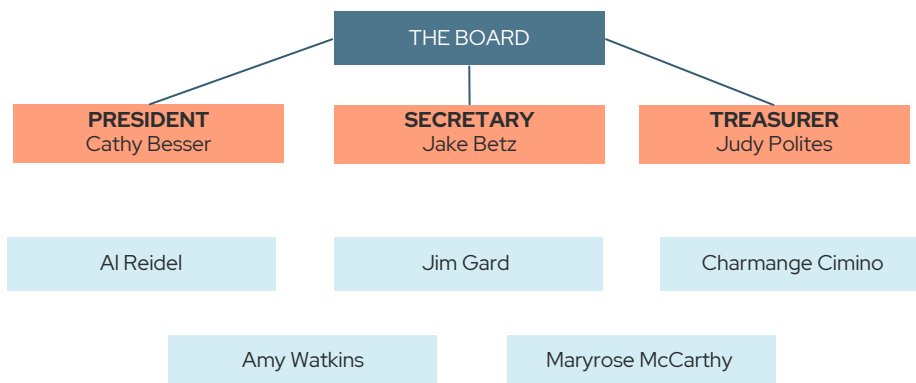
## Community Outreach

Engage to the community while the building is under renovation

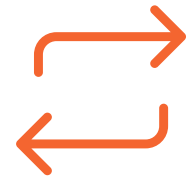


- Marketing and Community Engagement Plan
- Planning of Earth Day Event

# BOARD ORGANIZATION



# SHOWING CHANGE



## Utilizing Impression Management

### FOCUSING ON SMALL WINS

If we can help MCACC with **impression management** and identifying funding opportunities, then they will be closer to achieving their goal of revitalizing the community center.

This will allow MCACC to effectively communicate their organization's mission and vision with the community and prospective donors.

With additional funding and volunteer-based prep work, MCACC can begin to improve **community engagement** while renovations are underway.





# PLAN OF ACTION

## Our Areas of Focus

Impression Management	Earth Day/Open House event, Pollinator Garden, Signage, Google Reviews, Promotional videos for Raise the Region and Open House
Partnerships	Historical Society, Schools, Potential Programming and Grant Partners, Degenstein Foundation
Future Renovations	Beginning with the Hall



# PROGRESS TO DATE

**MAR 2021**

Purchased American Legion Post 71 Building

**SEP 2021**

Received \$250,000 state grant

**2022**

Received \$500,000 Degenstein Foundation Grant

**2023**

Raised a total of \$6,000 in donations as of May 2023

**FEB 2, 2023**

MORS 400 initial site visit

**MAR 8, 2023**

Raise the Region Fundraise raised \$6,000

**APR 22, 2023**

Earth Day Event

**MAY 4, 2023**

Present strategic plan to board





# 02 The Building

# THE BUILDING

## Current Physical Evaluation

### WHAT IT'S ALL ABOUT



MCACC was formerly an American Legion Building which was purchased for only \$4k in March of 2021. Currently, the MCACC stands tall with three distinct floor levels, an auditorium, and a basement.

The First Floor is 2,085 square feet  
 The Second Floor is 1,950 square feet  
 The Third Floor is 1,730 square feet  
**Total of 5,772 square feet**

The Auditorium [first floor, including side rooms] is 5,605 square feet.

### WHERE IT STANDS

Small visible wins as a compliment to huge monetary wins

01	Strengths	<p><b>Small Visible Wins</b></p> <ul style="list-style-type: none"> <li>• Fridge removal</li> <li>• Raise the Region \$6k donation</li> <li>• Earth Day Event visibility</li> </ul> <p><b>Huge Monetary Wins</b></p> <ul style="list-style-type: none"> <li>• Low purchase price (\$4k)</li> <li>• Degenstein Grant (\$500k)</li> <li>• State Grant (\$250k)</li> </ul>
02	Weaknesses	<ul style="list-style-type: none"> <li>• Lack of HVAC and water for basic operations/fundraising events</li> <li>• Minimal social media presence</li> </ul>
03	Opportunities	<ul style="list-style-type: none"> <li>• Form/strengthen relationship with Mt. Carmel region/community                             <ul style="list-style-type: none"> <li>◦ Promote access, education, etc. for all --&gt; space for local non-profits, youth programming</li> </ul> </li> <li>• Future funding --&gt; flaunt visible and monetary wins</li> <li>• Name Recognition                             <ul style="list-style-type: none"> <li>◦ Honor community heroes and victories</li> </ul> </li> </ul>
04	Threats	<ul style="list-style-type: none"> <li>• Reliance on third party sources                             <ul style="list-style-type: none"> <li>◦ Slows timeline of progress</li> </ul> </li> </ul>



# REMOVING THE FRIDGE

We didn't want to know what was in there...

## THE TALE OF THE FRIDGE

When touring the kitchen of the MCACC, Jake cautiously advised us against opening the fridge. He informed us that there was most likely food in there from who knows how many years ago...

When we spoke with other board members, they also cringed upon the mention of what could be inside.



As a team, we knew something had to be done. We researched and found a landfill where we could properly dispose of the fridge so that its ominous presence no longer haunted the board or future members of the community center. The fridge removal was seemingly a small win, but also a big feat!



# POLLINATOR GARDEN

## 4 Benefits of a Pollinator Habitat

- 1 **ENVIRONMENTAL BENEFITS:** A pollinator garden would attract bees, butterflies, and other pollinators to the area, helping to support local ecosystems and promote biodiversity.
- 2 **EDUCATIONAL OPPORTUNITIES:** The garden could serve as an educational tool for the community, providing a hands-on learning experience for children and adults alike about the importance of pollinators in our ecosystem and how we can support them.
- 3 **AESTHETIC APPEAL:** A pollinator garden would add beauty to the area, providing a colorful and vibrant display of flowers and foliage that would attract both locals and visitors.
- 4 **ECONOMIC BENEFITS:** The garden could also potentially attract tourism to the area, boosting local businesses and stimulating the economy.

## Steps for Creating a Pollinator Garden

01	Provide Food for Pollinators	<p>In order to certify, the following is required of your garden:</p> <ul style="list-style-type: none"> <li>• Provide pollen and nectar sources from early spring to late fall</li> <li>• Provide a variety of flower shapes and sizes</li> <li>• Incorporate pollinator friendly native plants into your garden</li> <li>• Provide larval host plants to support butterflies and moths</li> </ul>
02	Provide Water Sources for Pollinators	<p>In order to certify, your garden needs one or more of the following:</p> <ul style="list-style-type: none"> <li>• Butterfly Puddling Area</li> <li>• Birdbath or shallow water source</li> <li>• Pond</li> <li>• Stream</li> <li>• Water Garden</li> <li>• Spring</li> </ul> <p>We recommend that you purchase a bird bath.</p>
03	Provide Shelter	<p>In order to certify, your garden needs at least two of the following:</p> <ul style="list-style-type: none"> <li>• Dead wood</li> <li>• Rock Pile or Wall</li> <li>• Spaces of bare ground</li> <li>• Man-made bee houses</li> <li>• Leave garden cleanup till late spring</li> </ul> <p>We recommend that you leave some spaces of bare ground and purchase man-made bee houses.</p>
04	Threats	<p>In order to certify, the following is required of your garden:</p> <ul style="list-style-type: none"> <li>• Avoid acquiring invasive ornamental plants</li> <li>• Develop a plan to actively remove and/or avoid use of invasive plants</li> <li>• Reduce or eliminate pesticide use</li> </ul>



# PLANT RECOMMENDATIONS

Plant selection based on the following recommendation from the Xerces Society:

At least 9 species of wildflowers with 3 early-flowering, 3 mid-flowering and 3 late-flowering, offering a variety of flower colors, shapes and sizes to appeal to a diversity of native pollinators AND,

Add at least 1 native grass for nesting sites and material, AND

Plant in swaths of 8 of each species for more efficient foraging.

Early Bloom	Wild Indigo ( <i>Baptisia australis</i> )*~ - May to June Smooth Penstemon ( <i>Penstemon digitalis</i> ) - May to July Lanceleaf Coreopsis ( <i>Coreopsis lanceolata</i> ) - May to August
Mid Bloom	Purple Coneflower ( <i>Echinacea purpurea</i> ) - June to August Butterflyweed ( <i>Asclepias tuberosa</i> )! - June to August Bee Balm ( <i>Monarda</i> spp.)* - June to August Milkweed ( <i>Asclepias</i> spp.)! - June to August Black-eyed Susan ( <i>Rudbeckia hirta</i> )*^ - June to September Wild Bergamot ( <i>Monarda fistulosa</i> )* - June to September
Late Bloom	Joe-Pye Weed ( <i>Eutrochium</i> spp.)* - July to September Great Blue Lobelia ( <i>Lobelia siphilitica</i> ) - August to October Wingstem ( <i>Verbesina alternifolia</i> ) - August to October Goldenrod ( <i>Solidago</i> spp.)* - August to October New England Aster ( <i>Symphotrichum novae-angliae</i> ) - August to October
Natural Grasses	Little Bluestem ( <i>Schizachyrium scoparium</i> ) Switchgrass ( <i>Panicum virgatum</i> ) Big Bluestem ( <i>Andropogon gerardii</i> ) Indian Grass ( <i>Sorghastrum nutans</i> ) Side-oats Grama ( <i>Bouteloua curtipendula</i> ) Prairie Dropseed ( <i>Sporobolus heterolepis</i> ) Canada Wild Rye ( <i>Elymus canadensis</i> ) Virginia Wild Rye ( <i>Elymus virginicus</i> ) Purple Lovegrass ( <i>Eragrostis spectabilis</i> ) Junegrass ( <i>Koeleria macrantha</i> )

\* - good for nesting as well  
~ - host for wild indigo duskywing  
! - host for monarch butterfly  
^ - host for silvery checkerspot



# 03 Partners

# PARTNERSHIPS

Our recommendations for potential Mount Carmel Community partners

## CURRENT PARTNERSHIPS

- Historical Society
- Garden Club
- Degenstein Foundation
- United Way



## PARTNERSHIP BENEFITS

Partnering with the Mount Carmel Area Historical Society can provide the MCACC with historical artifacts and exhibit space, while the Mount Carmel Community Garden can promote healthy living and environmental conservation. The Degenstein Foundation can provide funding opportunities and grant writing guidance, and partnering with the Susquehanna Valley United Way can enable collaboration on joint programming and community engagement initiatives, all of which can benefit the Mount Carmel Area Community Center and the local community.



# POTENTIAL PARTNERSHIPS

Partner	Why?
<p><b>Mount Carmel Area School District</b> CheddarP@mca.k12.pa.us</p>	<ul style="list-style-type: none"> <li>• Opportunity to involve students and staff in community center programming and events, fostering a sense of community and collaboration</li> <li>• Potential to provide after-school or summer programs for students, benefiting both the school district and the community center</li> <li>• Potential to partner with school clubs and organizations, such as student government or service clubs, to promote community engagement and volunteerism</li> </ul>
<p><b>Susquehanna Valley Mediation Center</b> Phone: (570) 374-1718 CaseCoordinator@svmediation.org</p>	<ul style="list-style-type: none"> <li>• Potential to offer mediation training or workshops for community center staff and volunteers, enhancing their conflict resolution skills and abilities</li> <li>• Opportunity to partner with the mediation center on community outreach and engagement initiatives, promoting peaceful and constructive communication and relationships within the community</li> </ul>
<p><b>Mount Carmel Senior Living Community</b> Phone: (570) 339-2501 admissions@mtcarmelseniorliving.com</p>	<ul style="list-style-type: none"> <li>• Potential to offer joint programming or events with the senior living community, such as Silver Sneakers</li> <li>• Opportunity to engage with and support the local senior population, fostering intergenerational connections and community cohesion</li> <li>• Access to a large pool of potential volunteers, who can contribute their time, skills, and expertise to community center programs and initiatives</li> </ul>
<p><b>Winnie the Pooh, Daycare &amp; Preschool</b> Phone: (570) 339-5750 WinnieThePoohHDCC@yahoo.com</p>	<ul style="list-style-type: none"> <li>• Ability to provide additional services or resources for families with young children, enhancing the community center's value and impact in the local community</li> <li>• Opportunity to promote early childhood development and education, benefiting both children and families in the community</li> <li>• Opportunity to engage with and support the local young population, fostering intergenerational connections and community cohesion</li> </ul>
<p><b>Mount Carmel Farmers Market</b> Phone: (570) 850-8967 mcfm@ptd.net</p>	<ul style="list-style-type: none"> <li>• Potential to offer joint programming or events with the farmers market, such as cooking demonstrations, nutrition workshops, or farm tours</li> <li>• Ability to promote local agriculture and support small farmers and businesses, enhancing the community center's value and impact in the local community</li> <li>• Ability to promote sustainable and environmentally responsible practices, such as composting, recycling, or reducing food waste</li> </ul>





# PARTNER RELATIONS

Our recommendations for continued relationships with community partners providing funding

After speaking with Brie from the Degenstein Foundation, she emphasized that she was very impressed with MCACC's progress so far. Her recommendations for further funding opportunities are...

- Send the Degenstein Foundation frequent updates via email, letters, photos, etc.
- There is a constant rolling application process for multiple projects within all three parts of the foundation



As a result MCACC will be able to continue a positive and long standing relationship with the Degenstein Foundation and other funding partners through...

- Sending updates to Degenstein to keep the foundation updated so MCACC will be able to acquire funding at various points throughout the project
- MCACC continuously applying for different grants within all three parts of the Degenstein Foundation to obtain further funding



# 04 Funding & Donors

# FUNDING

## Our recommendations for continued fundraising efforts

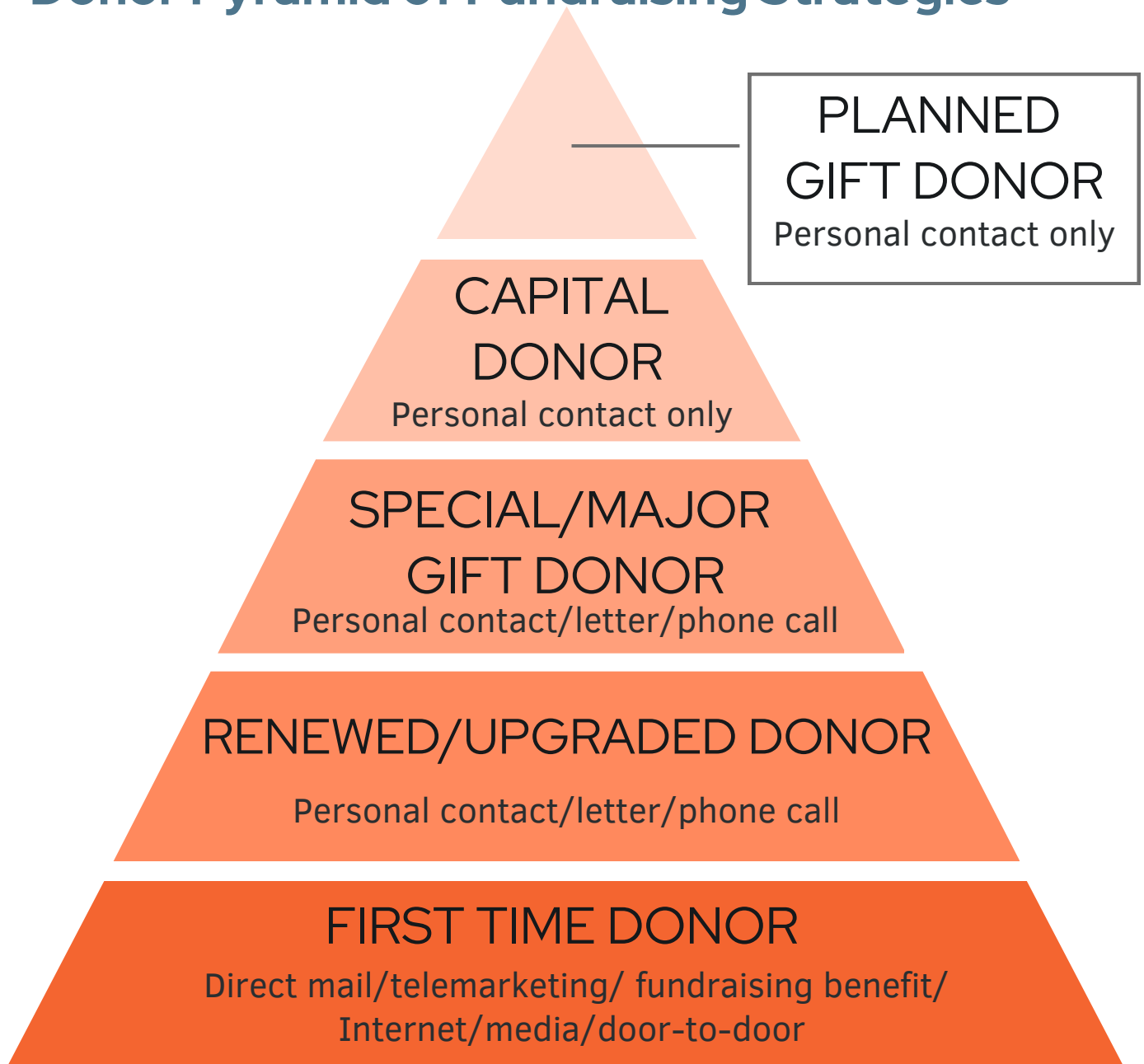
Membership	<ul style="list-style-type: none"><li>• Membership card system to form a customer base. For example...<ul style="list-style-type: none"><li>◦ \$10 donation for 1 year of membership</li><li>◦ \$25 for 3 years</li><li>◦ \$100 for lifetime</li></ul></li><li>• Enhances community engagement</li><li>• Builds a contact list of community members that are interested in the MCACC</li></ul>
Friendraising	<ul style="list-style-type: none"><li>• Earth Day Event<ul style="list-style-type: none"><li>◦ Impression management</li><li>◦ Donation option</li></ul></li><li>• Raise the Region<ul style="list-style-type: none"><li>◦ Research and target specific awards based on 2023 fundraiser</li></ul></li><li>• Consistently communicate with past donors to establish strong and long term relationships</li></ul>
Big Donors	<ul style="list-style-type: none"><li>• Identify specific areas/items for potential fundraising opportunities<ul style="list-style-type: none"><li>◦ Ex. giveaway raffles with signed items (trophy, etc.)</li></ul></li><li>• Identify potential large donors and compile a list of notable people to reach out to</li></ul>



# FUNDING BEST PRACTICES

Our recommendations for models to maximize fundraising efforts

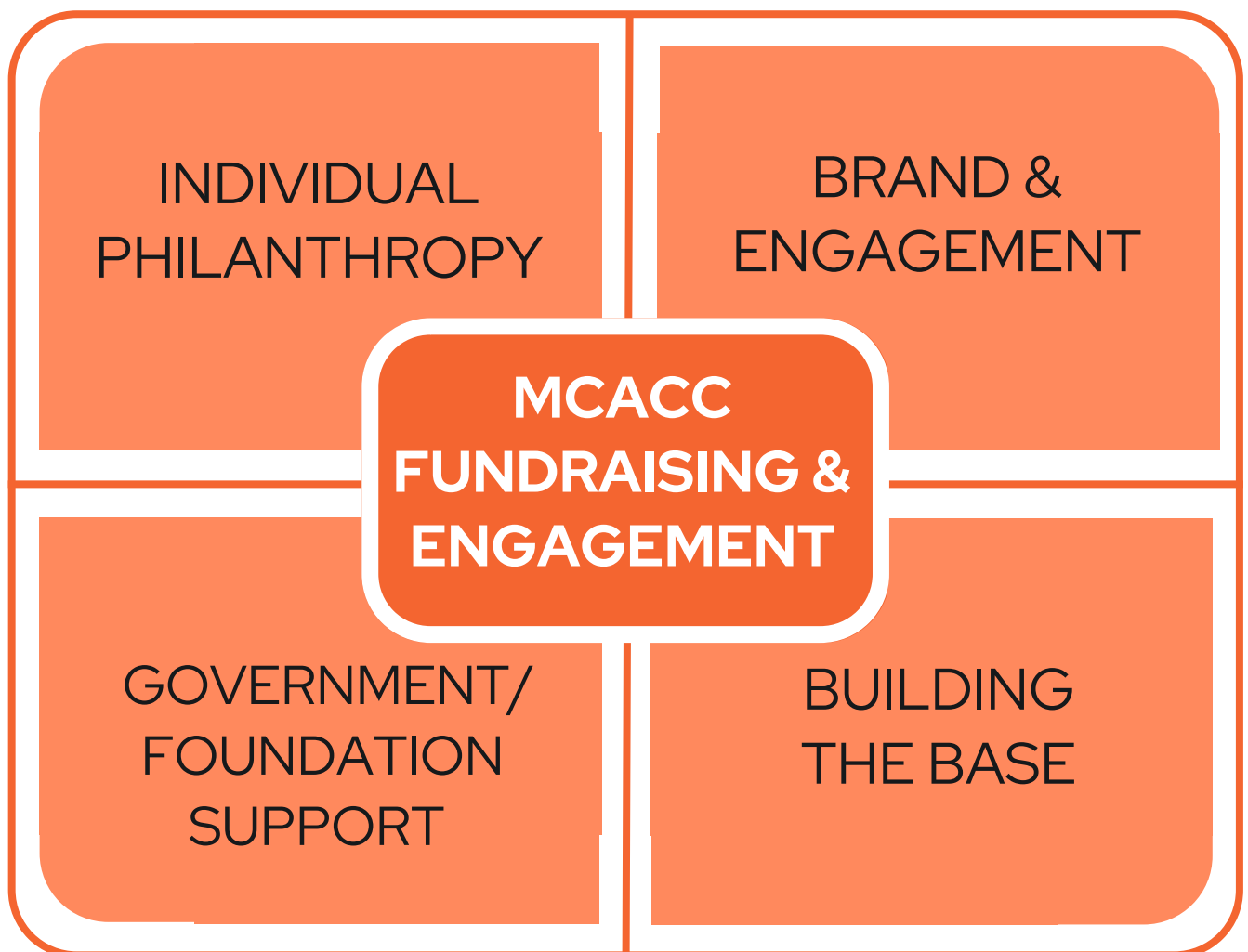
## Donor Pyramid of Fundraising Strategies



# FUNDRAISING BEST PRACTICES *(continued)*

Our recommendations for models to maximize fundraising efforts

## Fundraising & Engagement Model

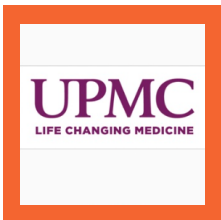


# RAISE THE REGION: PLAN AHEAD

Raise the Region offers monetary awards participating organizations completing specific tasks. To prepare for RTR 2024, we recommend...

- Look at awards prior to the start of the fundraiser
- Identify which awards are attainable and what actions need to occur to win award
- Look at past year awards to see how other organizations have won

## 2023 Award Examples



### UPMC'S Social Media Challenge | \$500

On Thursday, post a picture on Social Media with the Raise the Region Yard Sign, use #RaiseTheRegion2023, and tag @FCFPGives by 3pm. Prize will be awarded for a Large, Medium, and Small nonprofit.



### Larson Design Group's Best Design Award | \$500

The nonprofit that has been selected by a committee to determine the best designed profile page. (Large category nonprofit will receive \$500. Medium category nonprofit will receive \$500. Small category nonprofit will receive \$500). Profiles must be completed by noon on March 7th for judging



# STATE GRANT: Redevelopment Assistance Capital Program (RACP)

## Minimum Eligibility Requirements



The project must not be completed. A project that has completed construction and if applicable, obtained an occupancy permit is deemed a completed project.



The project must not have their main focus be related to funding through other state programs such as PENNDOT or PENNVEST.



The project must not be located in a City Revitalization and Improvement Zone (CRIZ) and be eligible for CRIZ benefits.



The project must be authorized in a PA Capital Budget Project Itemization Act, which is passed by the General Assembly and signed into law by the Governor.



## Next Step Recommendations



1 Research grant components & schedule meeting with state legislators



2 Reconsider timeline & establish anticipated start date for construction



3 Receive updated architectural plan and cost estimates from Crabtree Rohrbaugh & Associates



4 Prepare and submit an e-RCAP Application to the Office of the Budget



# INFLATION REDUCTION ACT

## Eligibility Requirements



The improvement must be made to a qualifying property, such as a primary residence or commercial building.



The taxpayer must have owned the property during the tax year for which the credit or deduction is claimed.



The improvement must be placed in service during the tax year for which the credit or deduction is claimed.



The improvement must meet certain energy efficiency standards or be installed with an approved energy-efficient certification.



## Next Step Recommendations

- 1 Identify which energy-efficient improvements you plan to make to their building, and determine if these improvements are eligible for any of the tax benefits provided in the law.
- 2 Document the cost of the energy-efficient improvements made to the building, including any labor costs, materials, and other expenses. This documentation will be necessary to support your tax credit and deduction claims.
- 3 Maintain records of the energy efficiency standards or certifications for the improvements made to the building, as well as any applicable building codes or regulations.
- 4 Consult with a tax professional to determine which tax credits and deductions you are eligible for and how to properly claim them on your tax return.
- 5 File your tax return and claim any applicable tax credits and deductions related to energy-efficient improvements made to your building.





# NAMING

## Large Areas

Whole building	\$1,000,000
Name: “ _____ ” Community Center	\$900,000
Garden named after you	\$30,000

## Individual Rooms

Cool circular room	\$15,000
Entrance hall	\$30,000
The “ball room”	\$35,000
Ball room kitchen	\$20,000
2nd floor office spaces	\$10,000

## Small Items

Tree	\$5,000
Bookshelves	\$5,000
Giving Tree	\$5,000
Bricks	\$5,000
Rocking Chairs	\$5,000
Flagpole	\$5,000
Birdbath	\$5,000

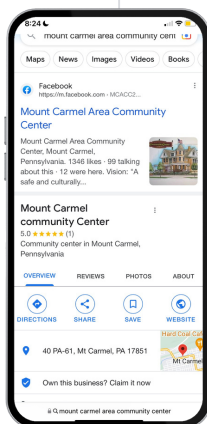
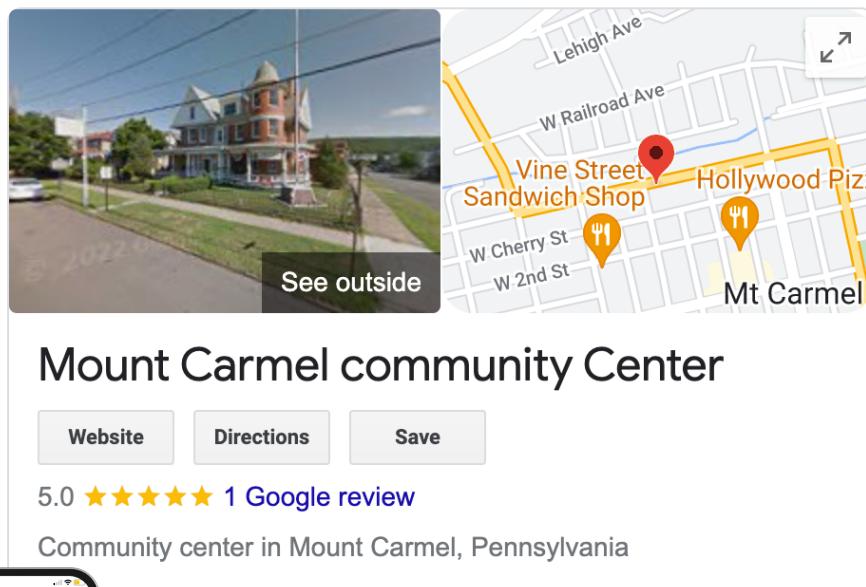
\*These are recommendations based on conventional naming prices we learned about in conversation with fundraising experts.



# 05 Operations

# ONLINE PRESENCE

MCACC can utilize Google search and the existing website to update the community and other key stakeholders, such as potential donors, on the project's progress.

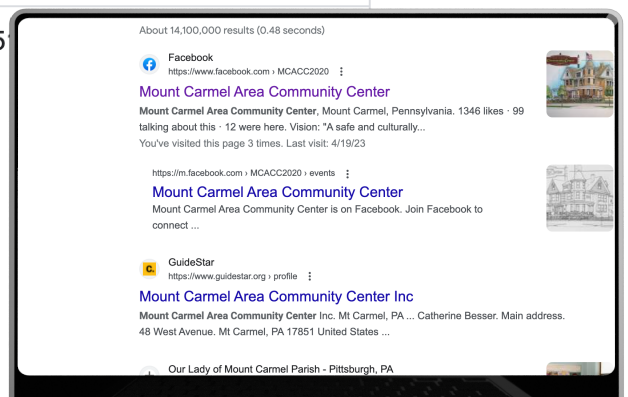


Address: 40 PA-61, Mt Carmel, PA 17851

Request an edit · Own this business?

Missing information

Place's phone number



TIP

Increase visibility and website traffic by...



Requesting that Google recrawl the website, it can update the index so the website is visible upon searching.

Also by adding positive reviews to Google, the community center is more likely to appear in other searches expanding its online presence.



# BOARD STRUCTURE RECOMMENDATIONS

## WHY CHANGE?

As you may know, board structure plays a crucial role in the effectiveness and sustainability of any nonprofit organization, including community centers. There are several reasons why you might consider changing your board structure. One reason is to bring in fresh perspectives and diverse skill sets. By adding new members to the board, you can tap into a wider range of expertise, ideas, and resources. This can help you identify new opportunities, solve complex problems, and better understand and serve the needs of your community.

Another reason to consider changing your board structure is to improve accountability and effectiveness. By clarifying board roles and responsibilities, setting clear expectations for attendance and participation, and establishing regular communication channels with staff and stakeholders, you can ensure that the board is working towards a common goal and aligned with the center's mission and values.

Finally, changing your board structure can help you address any gaps or weaknesses in the current board's composition or performance. By assessing your board's strengths and weaknesses, you can identify areas where additional expertise or diversity is needed and make strategic additions or changes accordingly.

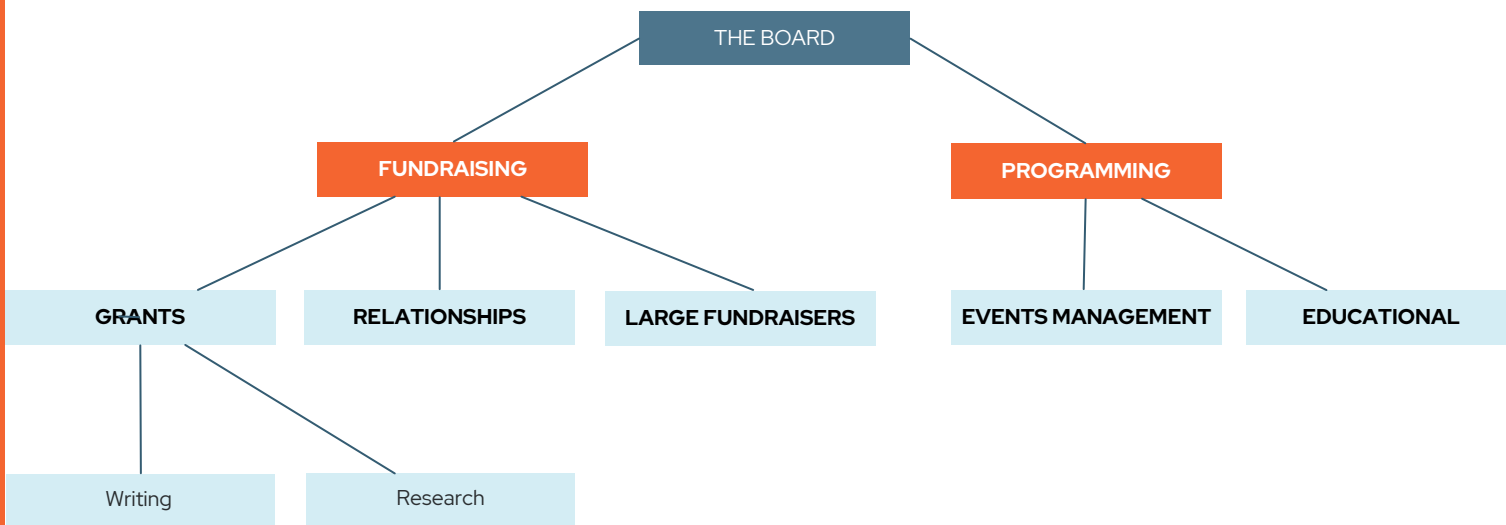
Find two restructuring recommendations on the following page.

We recommend the MCAAC add new board members to maintain a healthy and effective community center. By bringing in fresh perspectives and diverse skill sets, new board members can help the center evolve and adapt to changing needs and circumstances. This can help the center better serve its mission and the community it serves. Furthermore, bringing in new members can help prevent stagnation and groupthink, fostering a culture of innovation, collaboration, and continuous improvement.



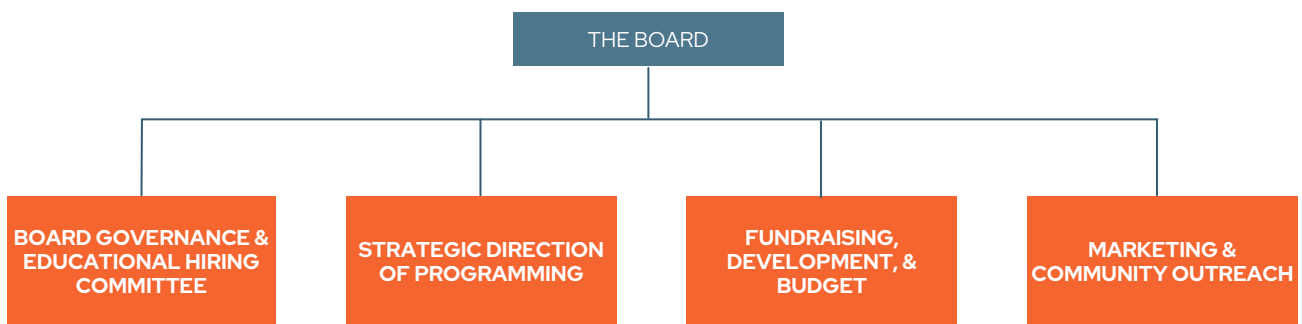
# BOARD STRUCTURE RECOMMENDATIONS

## Recommended Structure 1:



\*from Spring 2022 MCACC Strategic Plan

## Recommended Structure 2:



\*from previous MCACC Strategic Plan



# BOARD MEMBER RECOMMENDATIONS

Role	Value	Options
Representative from Partner Organizations	<ul style="list-style-type: none"> <li>Consider their needs in decision-making</li> <li>Opportunities for joint programming, collaborations, and partnerships</li> </ul>	Charmaine Ryans Brie Degenstein
Education / Youth	<ul style="list-style-type: none"> <li>provide valuable insights and guidance on how to design and deliver effective educational programs and activities</li> <li>develop and implement age-appropriate curriculums, identify and recruit qualified instructors, and create a safe and inclusive learning environment</li> </ul>	Pete Cheddar
Fundraising / Donor Relations	<ul style="list-style-type: none"> <li>provide valuable insights and guidance on how to generate financial resources to support the building and programming</li> <li>build strong relationships with donors, and increase the center's visibility and impact within the community</li> </ul>	Joanne Troutman
Marketing	<ul style="list-style-type: none"> <li>identify and reach target audience effectively, ensuring that the center's programs and services are accessible to those who need them</li> <li>assist the board in developing and implementing effective marketing strategies, creating engaging content, and building a strong brand identity</li> </ul>	n/a
Finance / Accounting	<ul style="list-style-type: none"> <li>provide valuable insights and guidance on financial matters, such as budgeting, financial reporting, and risk management, helping the board make informed decisions and manage the center's resources effectively</li> </ul>	n/a



# GOOGLE DRIVE

## Organize, Store, and Access Files Online

- Accessible from anywhere on ANY device
- No need to have or create a Gmail email address to access
- Easily share files or folders, make copies, and organize
- Jake Betz has larger storage through his Bucknell email

Once files are uploaded and shared, every board member will be able to have access to any document at anytime on their smartphone, laptop, or desktop.

## Get Started with Google Drive

You get 15 GB of space in your Drive at no charge. More space is available on Jake Betz's Bucknell email address and available for purchase from Google.

### Step 1: Go to [drive.google.com](https://drive.google.com)

On your computer, go to [drive.google.com](https://drive.google.com). You'll see "My Drive," which has:

- Files and folders you upload or sync
- Google Docs, Sheets, Slides, and Forms you create

Learn how to back up and sync files from your Mac or PC.

### Step 2: Upload or create files

You can upload files from your computer or create files in Google Drive.

- Upload files and folders to Google Drive
- Work with Office files
- Create, edit, and format Google Docs, Sheets, and Slides

### Step 3: Share and Organize Files

You can share files or folders, so other people can view, edit, or comment on them.

- Share files from Google Drive
- Share folders from Google Drive
- Make someone else the owner of a file

\*from [support.google.com](https://support.google.com)



# ADDITIONAL HELP

## Recommendations for Resources

# \$26,000

IS THE SALARY OF A PART TIME  
EMPLOYEE

- Provides support, increases capacity and expands offerings
- Relieves board of some responsibilities, allowing them to focus on strategic goals
- Ensures efficient and effective center operations while planning and executing long-term goals
- Degenstein offers grants for this purpose

- **BUCKNELL CLASSES**

- MORS 400 - provide assistance with long term strategic planning, grant writing, programming ideas, and other management consulting services.
- MGMT 101 - provide support with manual labor as well as a one-time financial donation.
- UNIV 191 - provide community engagement insight and help with programming as well as additional community surveys.

- **SUSQUEHANNA UNIVERSITY SERVICE LEADERS PROGRAM**

- Work study program for students
- They could bring a wealth of knowledge, skills, and resources to support the center's programs and initiatives, as well as offer volunteer support and community outreach at a minimal cost.

- **BLOOMSBURG UNIVERSITY**

- Classes and students similar to Bucknell and Susquehanna

- **AMERICORPS**

- Have a strong commitment to service and a desire to make a positive impact in the community.
- Could offer valuable skills and expertise in areas such as education, health, and community development, and could also provide volunteer support and engage with community members to address local needs and build partnerships.





# PROGRAMMING

## Programming Survey Results

\*data from Spring 2022 MCACC Strategic Plan

Student Programming	Adult Programming
<ul style="list-style-type: none"> <li>• Movie Night               <ul style="list-style-type: none"> <li>◦ Animation</li> <li>◦ Horror</li> <li>◦ Seasonal</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Movie Night               <ul style="list-style-type: none"> <li>◦ Seasonal</li> <li>◦ Comedy</li> <li>◦ Action</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Game Night               <ul style="list-style-type: none"> <li>◦ Fortnite</li> <li>◦ Monopoly</li> <li>◦ Card Games</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Game Night               <ul style="list-style-type: none"> <li>◦ Bingo</li> <li>◦ Card games</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Recreation               <ul style="list-style-type: none"> <li>◦ Air Hockey</li> <li>◦ Pool Table</li> <li>◦ Corn Hole</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Recreation               <ul style="list-style-type: none"> <li>◦ Current Events Round Table</li> <li>◦ Holiday Celebrations</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Cooking Classes               <ul style="list-style-type: none"> <li>◦ Baking</li> <li>◦ Cooking Skills</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Silver Sneakers (65+)               <ul style="list-style-type: none"> <li>◦ Chair Yoga</li> <li>◦ Basic Mobility</li> <li>◦ Resistance Bands</li> </ul> </li> </ul>



### Data Gathering

#### Student Survey:

Residents of Mount Carmel under the age of 18 were surveyed

#### Adult Survey:

Local organizations were utilized to gather adult responses to the survey



# PROGRAMMING EXAMPLES

Program	Purpose	Costs
<p>Movie Night</p> <ul style="list-style-type: none"> <li>• Movie choices could be popular vote</li> <li>• Kids movies: <i>Home Alone</i> or <i>The Incredibles</i></li> <li>• Adult movies: <i>Titanic</i> or <i>Ted</i>.</li> <li>• Snacks like popcorn could also be provided</li> </ul>	<p>Community centers are public venues where members of the community go for many reasons, including socializing, simple recreational and educational activities, classes, as well as seeking help or support services. A movie night is a great cheap and fast way to bring the community together</p>	<ul style="list-style-type: none"> <li>• A good projector can be acquired for less than \$200 and a screen would be around \$100 depending on the desired size. This can start small and turn into something wonderfully big</li> </ul>
<p>Game Night</p> <ul style="list-style-type: none"> <li>• Game choices could be popular vote of the community members</li> <li>• Monopoly or a video game night on the movie projector, bingo or card games for the adults</li> <li>• Snacks like popcorn could also be provided</li> </ul>	<ul style="list-style-type: none"> <li>• A game night would be another cheap opportunity to build community and get the word out about the community center being active and creates positive buzz.</li> </ul>	<ul style="list-style-type: none"> <li>• There would already be tables and seating in the hall when it is finished so the cost would be almost nonexistent. In the case the video game night is held a gaming console would need to be bought or donated</li> </ul>
<p>Silver Sneakers</p> <ul style="list-style-type: none"> <li>• Suggested activities             <ul style="list-style-type: none"> <li>◦ Chair Yoga</li> <li>◦ Basic Mobility (walking around hall)</li> <li>◦ Resistance Band activities</li> <li>◦ Zumba</li> <li>◦ Ball activities</li> </ul> </li> <li>• An instructor is needed to facilitate the class</li> </ul>	<ul style="list-style-type: none"> <li>• Danville Area Community Center’s Program</li> <li>• “Classes are designed for people 65+ to help keep your body moving through exercises using resistance tubing, a ball, light weights and sometimes a chair...”</li> <li>• Designed to get older people (65+) active and engaged</li> </ul>	<p>Costs would be the exercise equipment up front, as well as an instructor to create and teach the classes</p> <ul style="list-style-type: none"> <li>• Yoga balls- \$10-\$20</li> <li>• Resistance bands- \$10-\$20</li> <li>• Light set of weights- \$20-\$30</li> </ul>

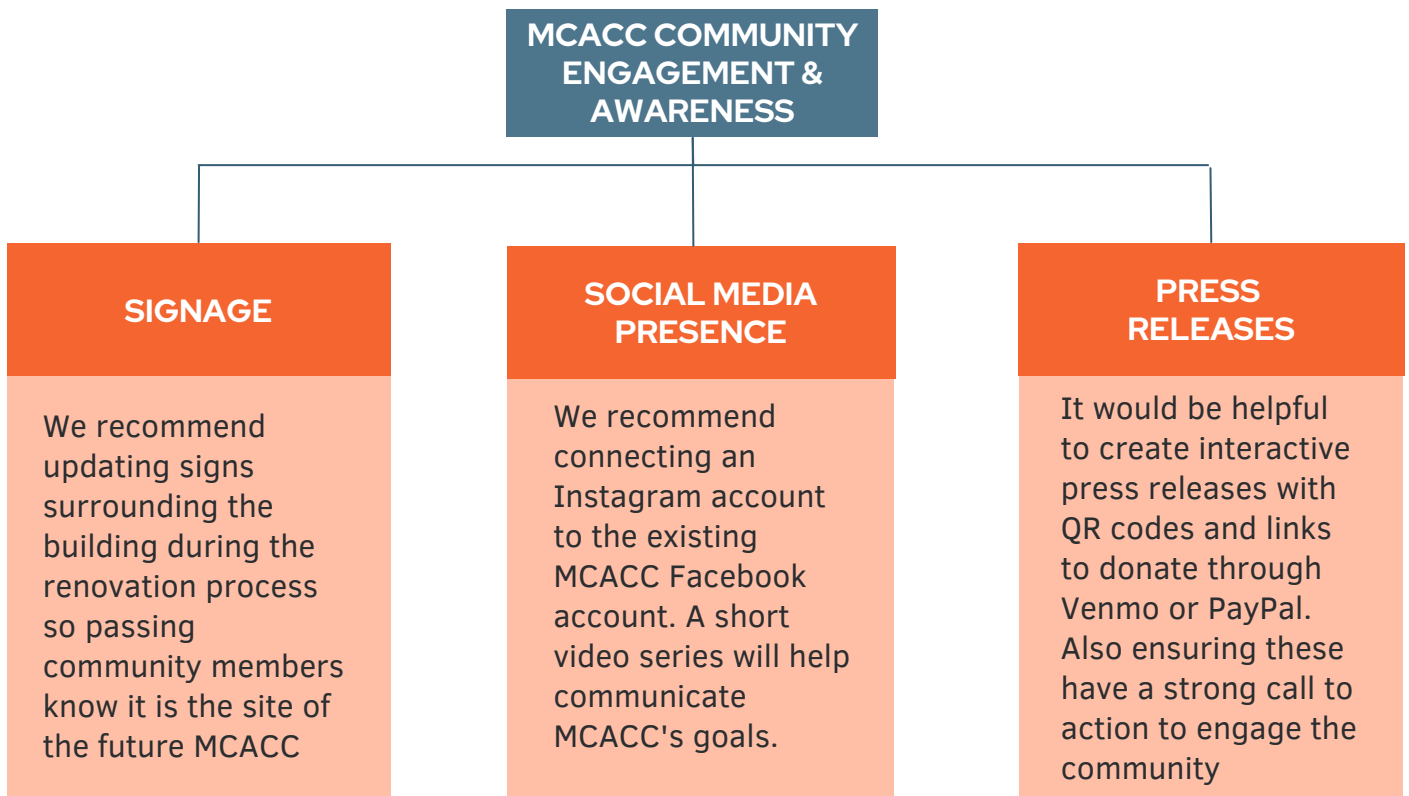


# 06 Marketing

# MARKETING STRATEGY

## Enhancing Community Awareness & Engagement

We recommend that the main focus of MCACC's marketing at this stage in the project should be to reach out to the Mount Carmel Area community and increase engagement and awareness for MCACC's progress, goals, and vision.



# PRESS RELEASES

## Template

### Headline

- Eye catching headline
- Make the user want to click

### Dateline

- Ensures journalists have most up to date information

### Introduction

- Most important paragraph
- Summarize contents of the press release

### Body

- 2+ paragraphs
- Explains every detail of the information you want to share

### Boilerplate

- Short paragraph detailing organization's mission, vision, and/or purpose

### Call to Action

- Give potential customer/patron/donor a way to engage with the organization
  - Ex. a call for donations, attendance at an event, etc.

### Media Contact Details

- Name, contact number, & email address of person submitting press release or organization's primary external contact



# PRESS RELEASE BEST PRACTICES

## Integrate A Social Media Strategy

- Reporters, donors, and potential community center patrons are active on social media platforms such as Facebook and Instagram
- Target audience will often be willing to engage with the community center directly online
- Share press releases directly to social media for a wider audience

## Understanding Search Engine Algorithms

- Focus not only on keywords but key phrases to create a higher visibility for a press release.
- Incorporate searchable keywords and key phrases into a press release to make it more visible when potential donors and event attendees look up the event

## Analyze and Research User Behavior

- Cater your content based on the platform demographic
  - Ex. younger audience (millennials & teens) on Instagram
- Use google trends to find trending content

## Quality Links Are Important

- Use natural links rather than just your website, create relevant landing pages for the topic and drop them into your Press Release.
  - Ex. *create event website pages for individual events – the link will bring them directly to a page with all necessary information*

## Ensure Clear Call to Actions

- Be specific and tell your audience exactly what you want them to do after they read your Press Release – Give them a sign-up form, a video to watch, or a donation link



# SAMPLE PRESS RELEASE

## MCACC Open House Welcoming the Community to our Space

Mount Carmel, PA: Mount Carmel Area Community Center is hosting its first open house to welcome the patrons of the Mount Carmel area to the future community center. The board has grand visions of a blossoming center with after school programs and private events.

- Join us for refreshments
- Tour our space
- All donations welcome, (provide Venmo & PayPal)



# SOCIAL MEDIA

## Our Recommendations

- Connect Instagram account to existing Facebook account
- Benefits of Instagram
  - Younger demographic – good place to promote teen and youth programs
  - Stories
    - Stay posted for 24 hours
    - Good way for posts to be shared
  - Posts
    - Seen by people that follow you in the main feed
    - Can be shared to stories to reach wider audience

## Sample Instagram Post



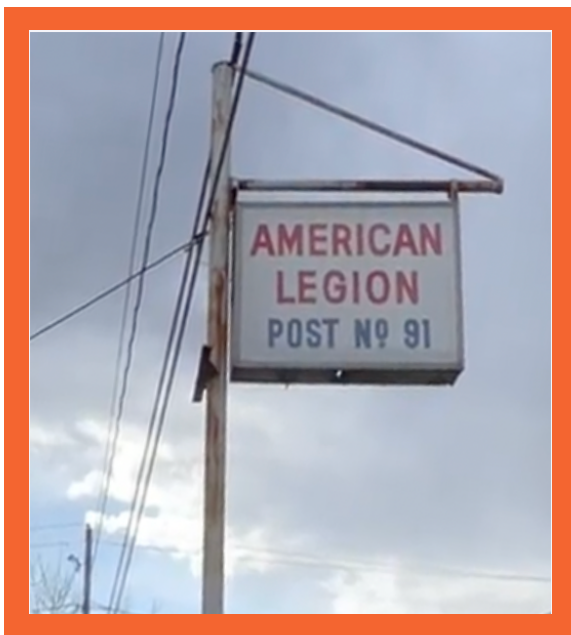


# SIGNAGE

## Our Recommendations

- Semi-permanent and eventually permanent signage will be helpful in engaging the community's interest
- Helps community understand what construction is for

## Signage Examples

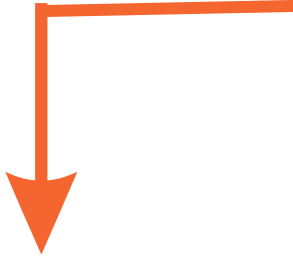


# MURALS

## Our Recommendations

Adding simple decoration to the exterior of the building during renovations, such as a mural, will help the community to envision the space as a community center.

## Mural Examples



# 07

## Accomplishments

# SPRING OPEN HOUSE

Saturday, 4/22/23

## COMMUNITY ENGAGEMENT

MCACC hosted an open house to show the community their progress. The board had branded merchandise for sale and greeted patrons to share their vision for the center. Members of our team engaged with Mount Carmel residents and shared our promotional video and pamphlets to communicate the board's mission.



# GRANTS TO DATE

Funding Obtained as of May 2023

## \$250,000 STATE GRANT

- Used to replace roof & asbestos abatement

## \$500,000 DEGENSTEIN FOUNDATION GRANT

- Will be used to begin renovations in the Hall area



# 08 Key Takeaways

# TAKEAWAYS

## Our Main Recommendations

- Small Wins → Impression management
- Communication with Degenstein
- Donors and additional funding
- Marketing → Increase community engagement



# 09 Appendix



