

FAMILY RESOURCE CENTER RESEARCH PRESENTATION

Presented By: Jazzy Innis, Caroline Cleland, Julianne Kucera,
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CLIENT BACKGROUND

- Fully accredited non-profit agency in a nationwide, 67-member collaborative
- Been serving thousands in the Rome and Floyd County area since 1991
- Hosts events throughout the year to fundraise and raise awareness
- The Exchange Club and the FRC are two different entities. The Exchange Club is a partner/donor.
- Around \$40,000 was donated from The Exchange Club for a roughly \$200,000 budget last fiscal year.

**Goal: prevent
child abuse by
creating safer
homes through
education and
support to
families
empowering them
to create safe,
stable, and
nurturing homes**

SWOT ANALYSIS

Strengths

Dedicated community, clear mission, monetary transparency, high interaction with shared information

Weaknesses

Lack of online presence and limited demographic outreach. Potential confusion in differentiating between FRC and Exchange Club

Opportunities

Reach the younger demographic through social media presence , create a clearer brand image, potential to grow volunteer base

Threats

Lack of needed funding, the public has a misconception of services

PESO MODEL



Paid Media

As a non-profit, the FRC does not allocate funds for paid media in its budget

Earned Media

Local radio show feature

Shared Media

FRC's Instagram & Facebook Account

Owned Media

FRC Newsletter & Website

RESEARCH OBJECTIVES

- **Understand brand recognition in regard to differentiation between The Exchange Club and Family Resource Center.**
- **Investigate ways to reach a younger demographic through social media and measure current youth awareness of The Exchange Club Family Resource Center.**
- **Test new taglines for the FRC and assess which tagline is most popular.**
- **Research FRC engagement across platforms and assess public's preferred way to donate**

RESEARCH PURPOSE

- Guide the FRC in establishing clear brand awareness and recognition in order to expand the non-profit's resources and impact.
- Identify ways to reach a broader target audience that includes 18 to 31-year-olds.
- The non-profit will also be using this information to strengthen its social media presence and reach a larger audience through increased content and engagement.

METHODOLOGY

Qualitative Methods

- We hosted a Focus Group
- Took place on March 14th in the Krannert Center
- Focus group = 7 participants
- Consisted of Exchange Club and FRC Board Members
- Ages 48-87
- 3 Women and 4 Men

Quanitative Methods

- We developed a survey
- Live from mid-February through March 20th
- Sample Size = 52 responses
- The survey was sent to donors of the FRC, recipients of their newsletter, employees, and the COC young adults group

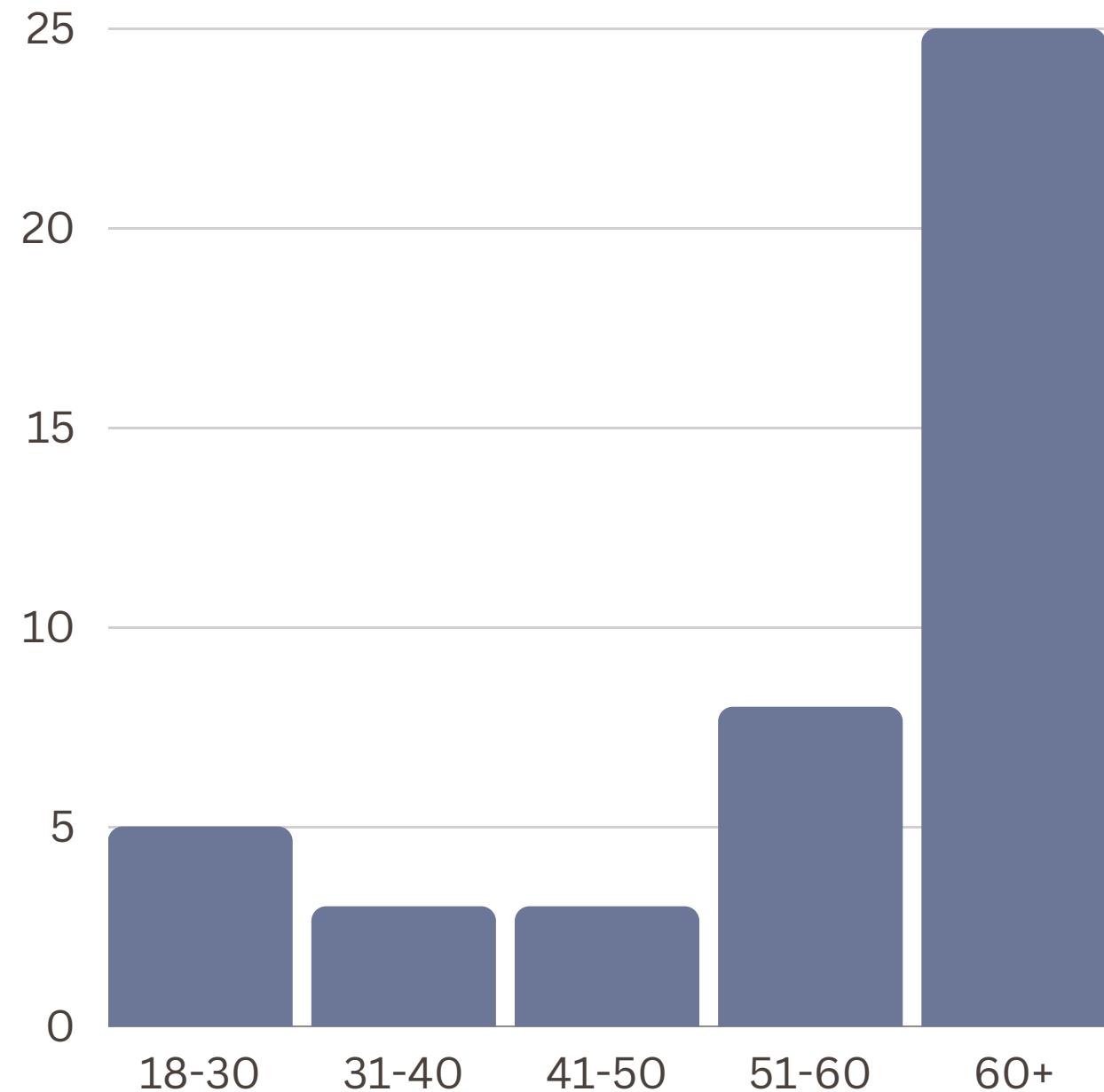
DATA ANALYSIS

QUALTRICS

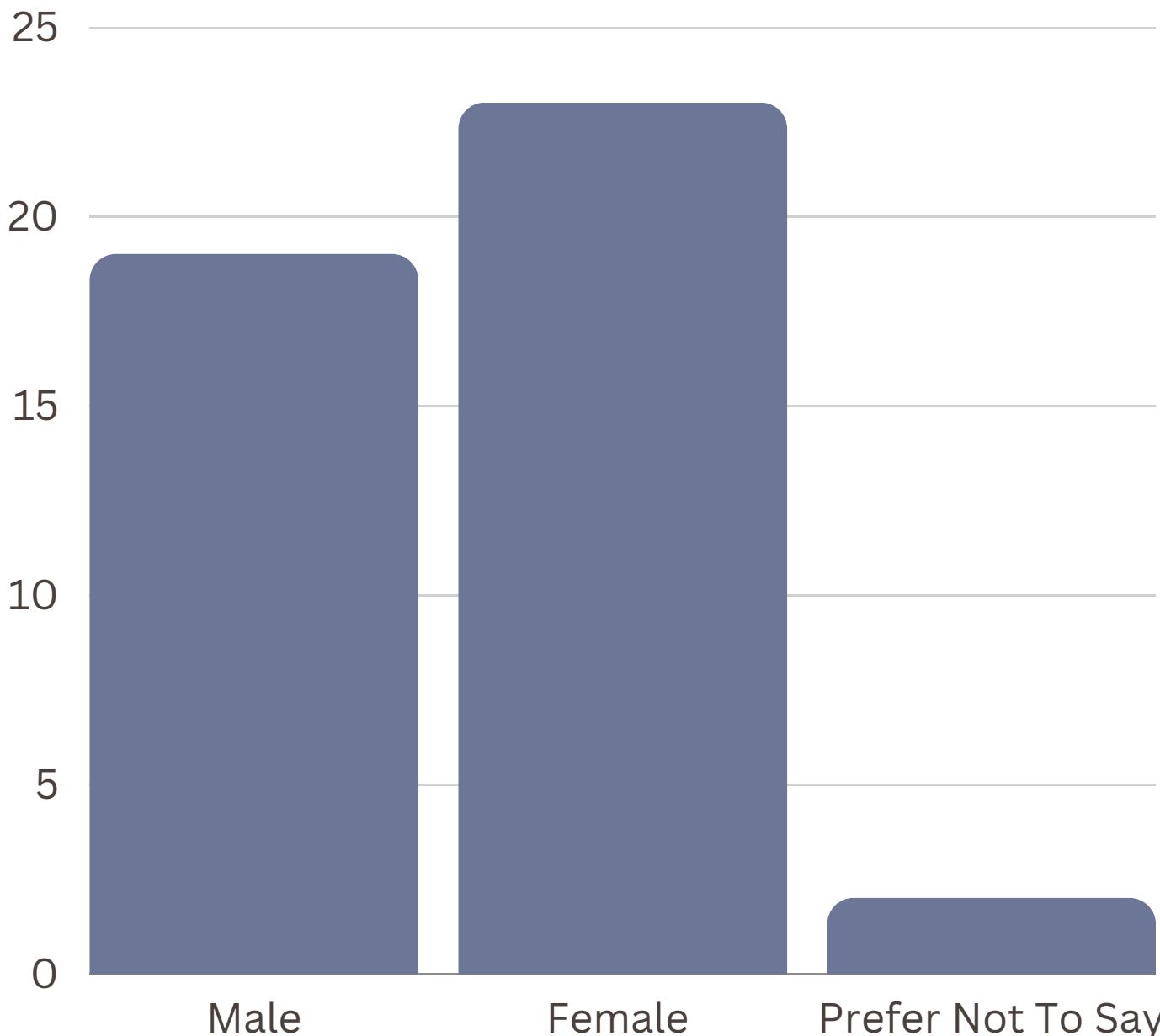
to analyze data found through
our survey

SURVEY DEMOGRAPHICS

Ages

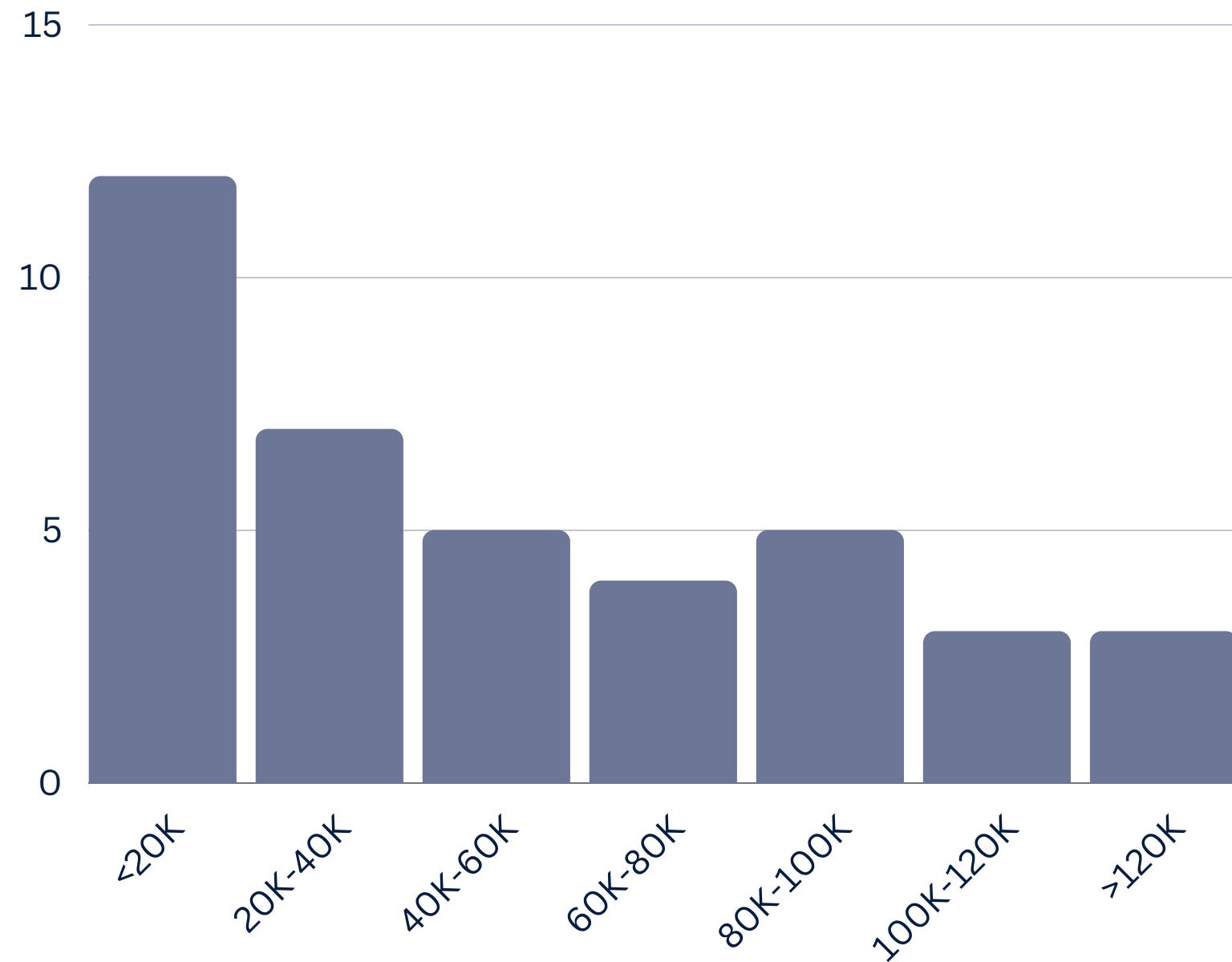


Gender

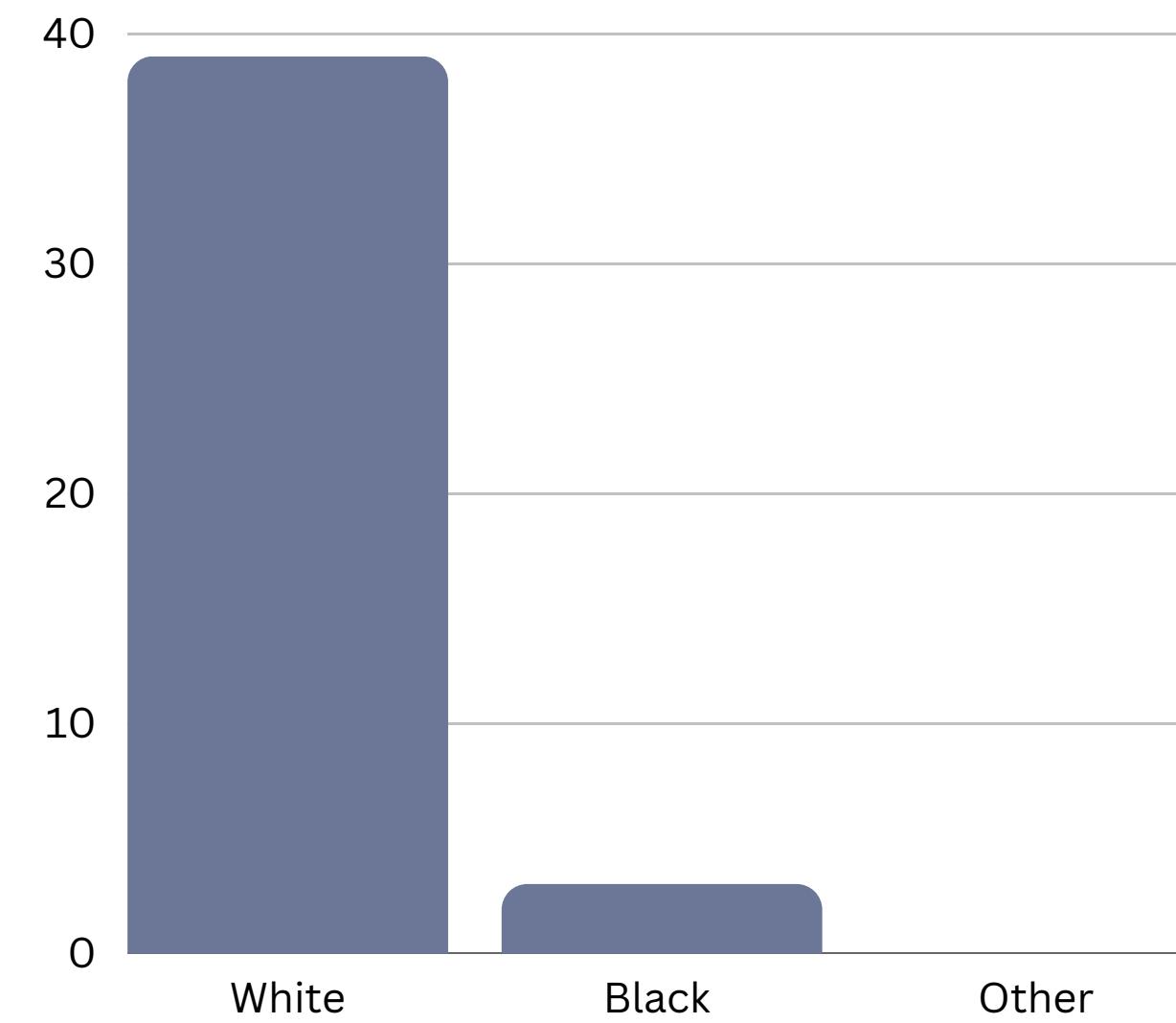


SURVEY DEMOGRAPHICS

Household Income



Ethnicity



BRAND AWARENESS

Winning Tagline

- "Building Stronger Families, Building Stronger Communities"
- 44% of survey takers ranked this tagline as #1

Building stronger families,
building stronger
communities

Building stronger families
for the future of our
community

Together we grow
stronger families

Supporting families as
they grow stronger

44%

38%

10%

8%

BRAND AWARENESS

LOGO

Consensus

- Focus group members expressed the idea of putting the Exchange Club somewhere else in the logo.
- The participants of the focus group suggested, the "Family Resource Center" come first in its own logo

Takeaways

- Preferred the idea of the logo saying "Family Resource Center founded by the Exchange Club."



BRAND AWARENESS

Focus Group

- Hard to differentiate between The Exchange Club and Family Resource Center.
- Confusion regarding the work FRC does versus other nonprofits in the area.
- Logo adds to the confusion.

Focus Group Quotes

“There is very little brand recognition outside of the local NPO sector, board members and past board members”

“There is a lot of confusion surrounding brand identity”

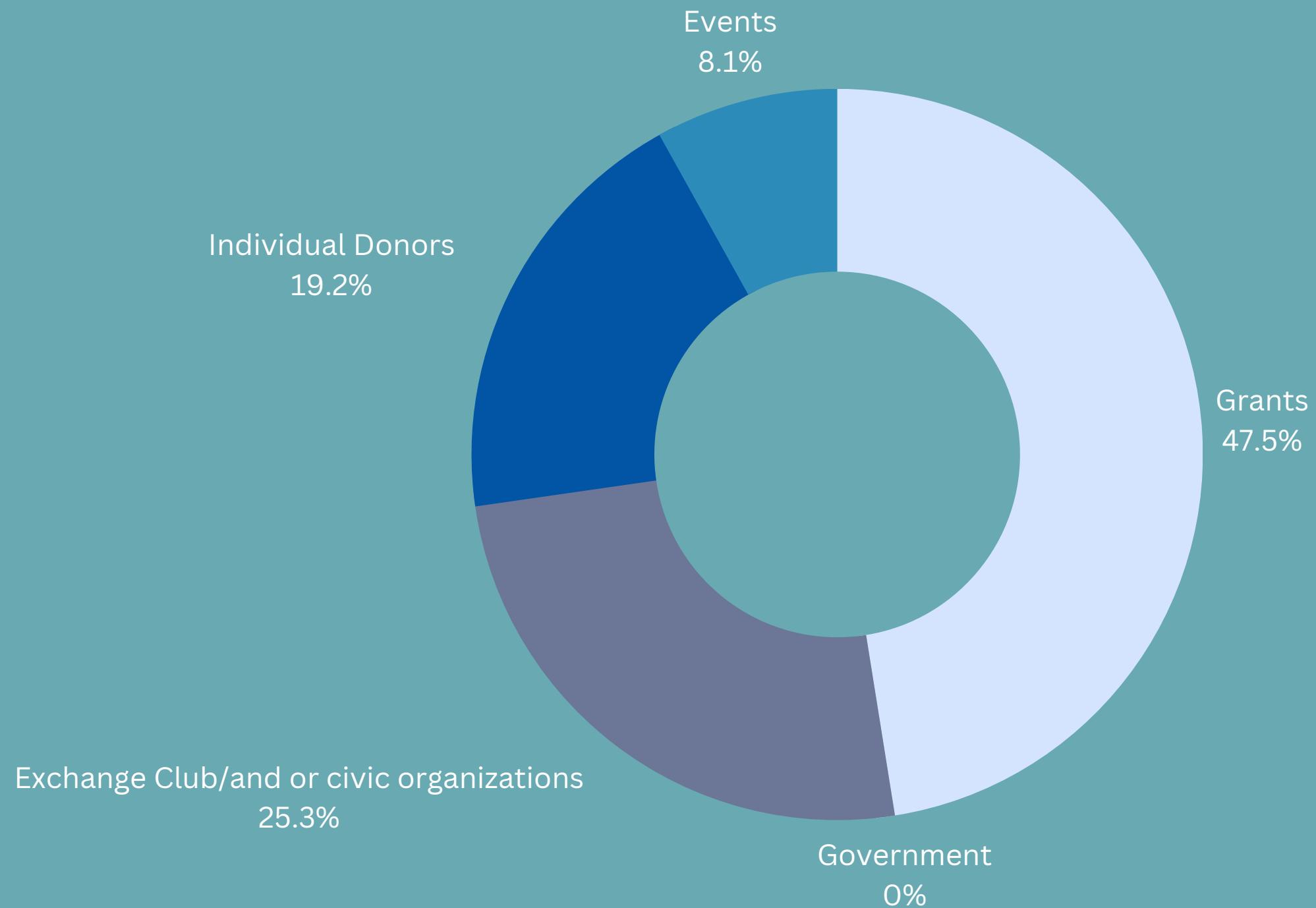
“It’s hard to tell what each non-profit does specifically, FRC sometimes falls into that confusion”

HOW PEOPLE THINK THE FRC IS FUNDED

Survey

Data ranked:

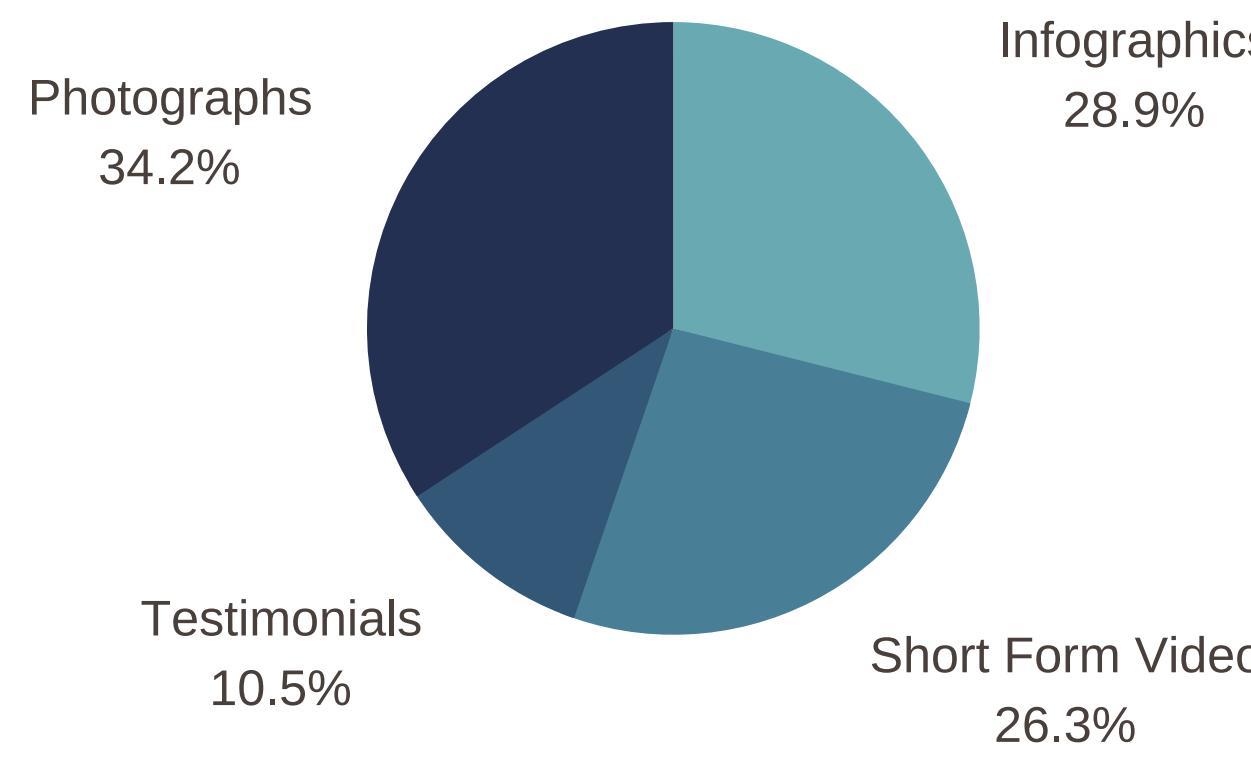
- Almost 50% of respondents believed grants were the #1 source of revenue
- 25% of respondents believed The Exchange Club and/or other civic organizations as the #1 source of revenue



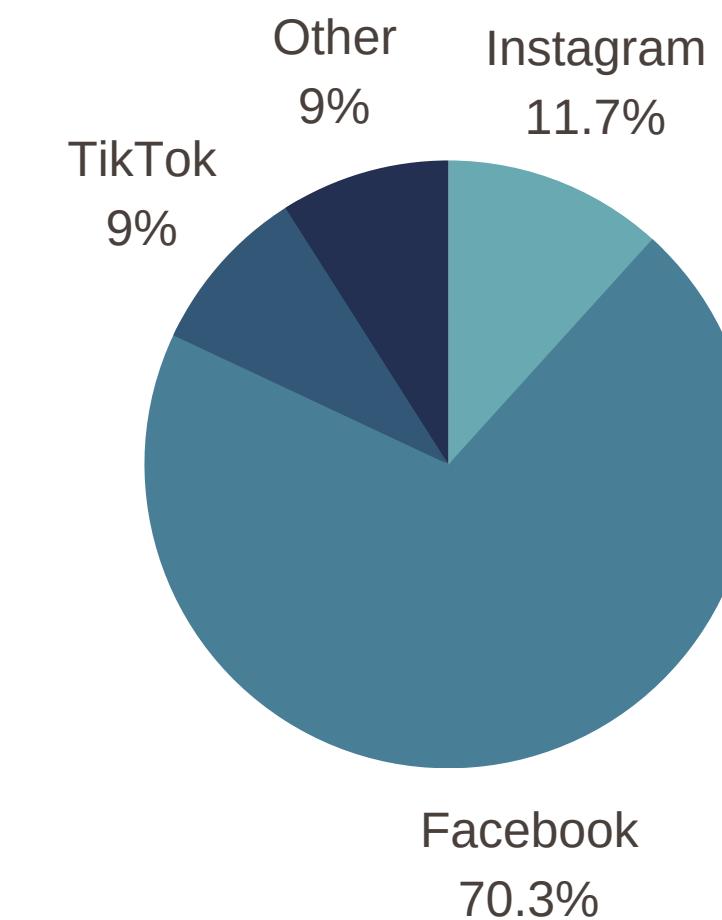
SOCIAL MEDIA

- Overwhelming preference for Facebook - likely due to the older demographic
- Content that resonates the most: Photo-heavy content and infographics

Preferred Content



Preferred Platform



SOCIAL MEDIA

- Found that our younger generations prefer Instagram and TikTok as primary social media platforms.
- Found that our younger generations prefers interacting with short-form videos, photographs, and infographics.

18-31 years say..

80%

Instagram is their preferred platform

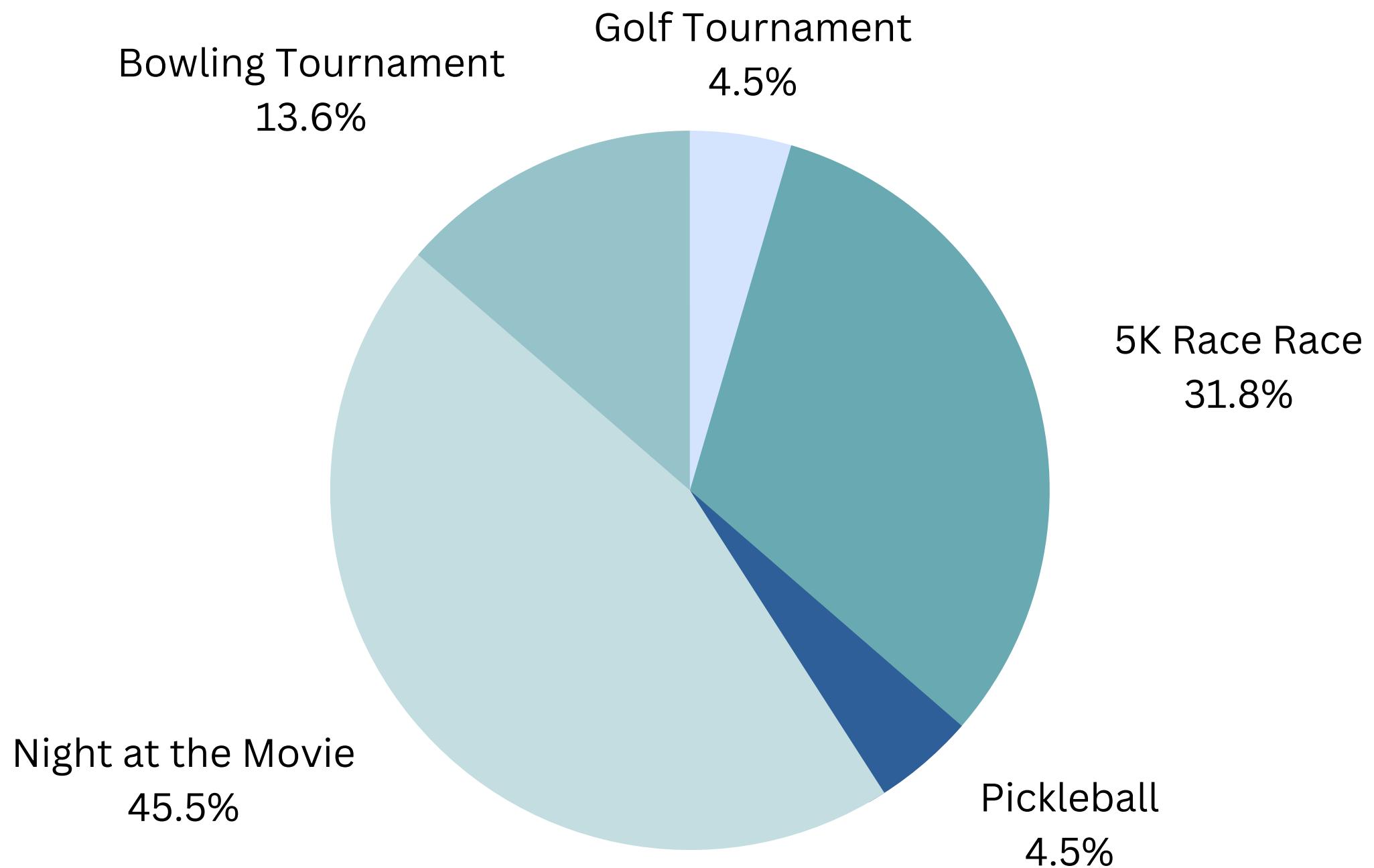
60%

short-form video is their favorite type of media to interact with

EVENTS

Survey

- The top two events were the Night at the Movie and 5k Road Race
- The least two popular events were the golf tournament and pickleball tournament



EVENTS

Focus Group

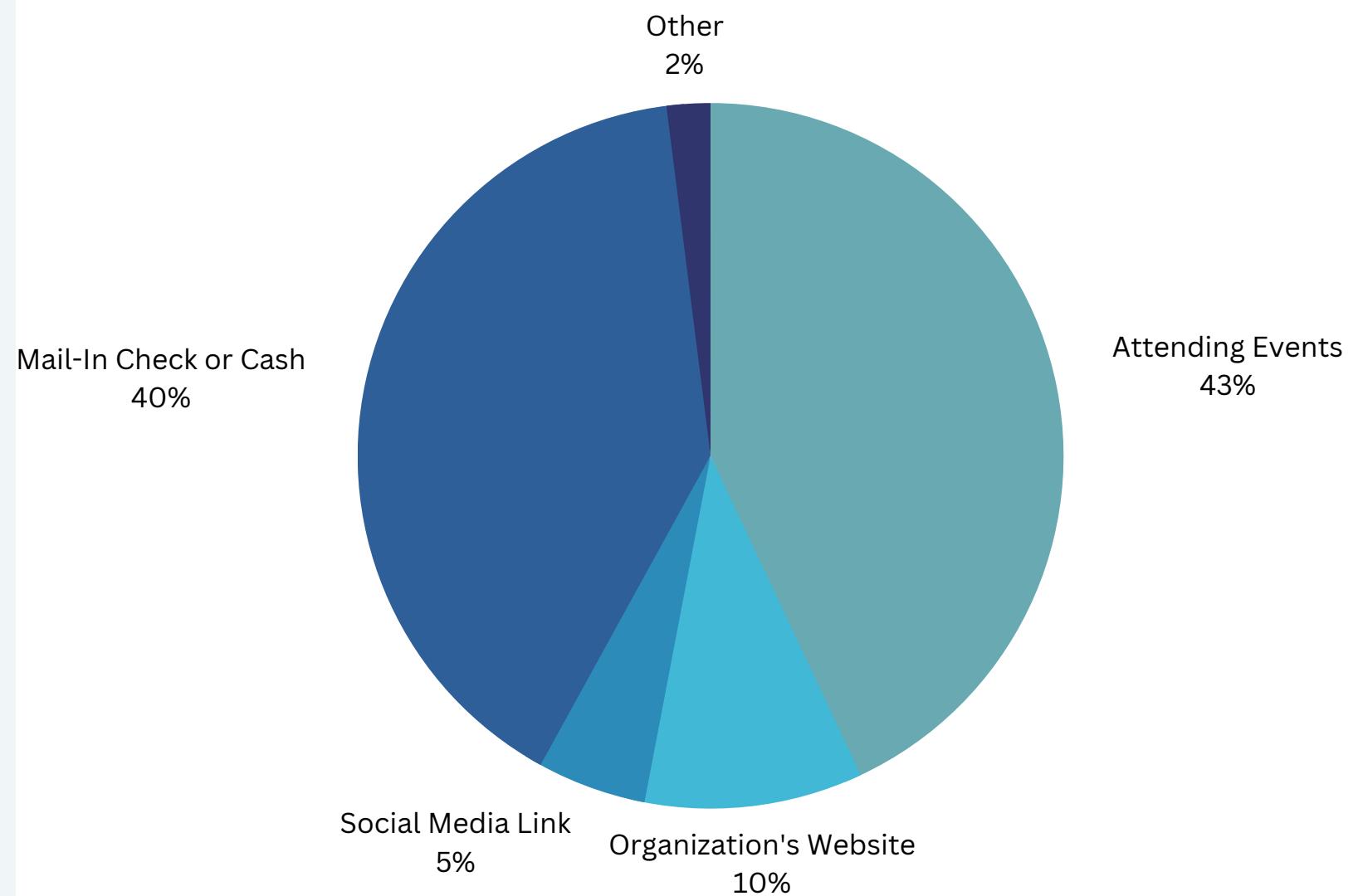
- Consensus from the focus group was that there are too many events
 - Said FRC is spending a lot on these events
- Golf appeared to be the least popular event

Focus Group Quotes

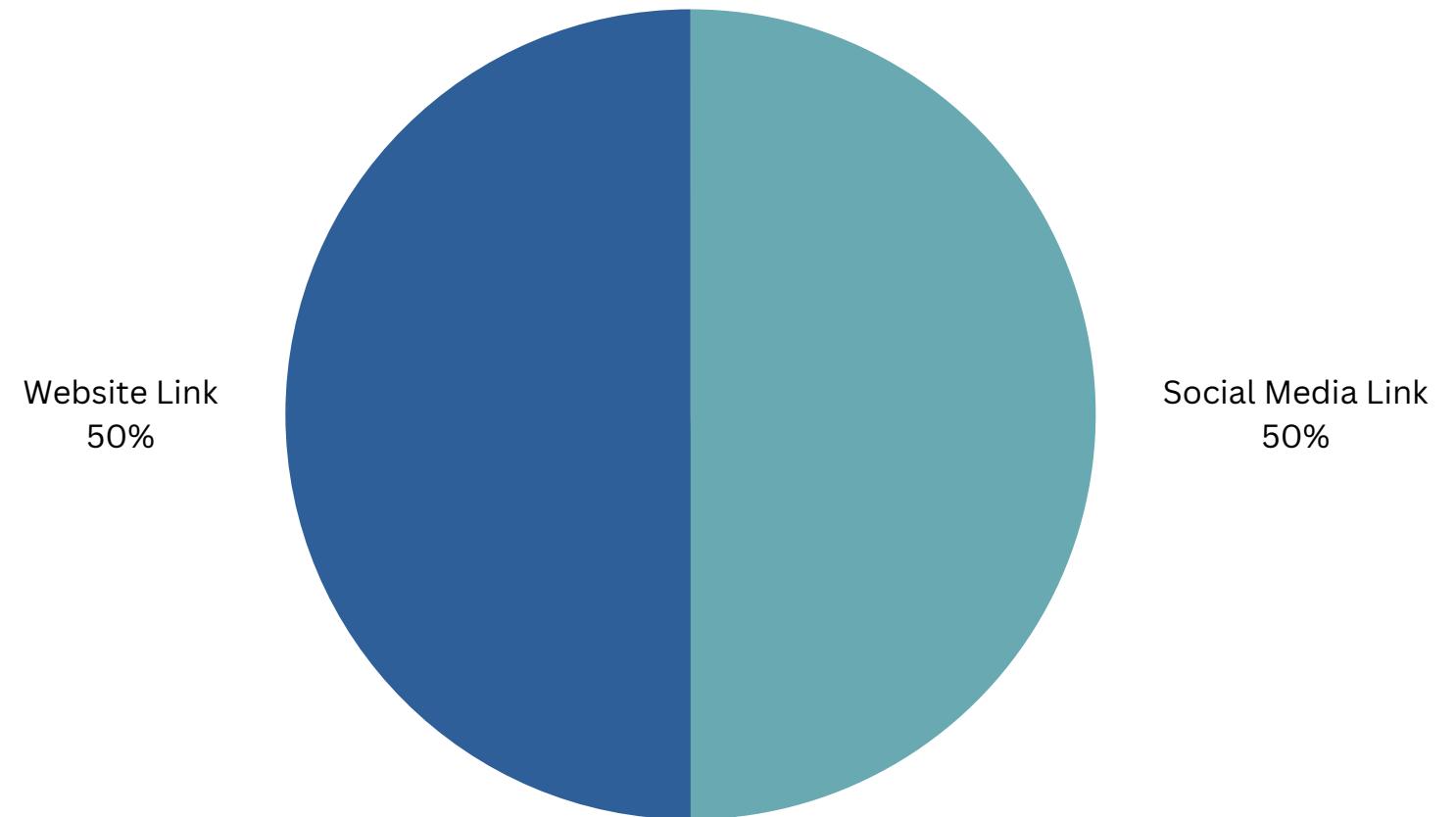
"Events are spread too thin"

"Events are trying to go for too many communities"

PREFERRED WAYS TO DONATE RESULTS



18-31 year olds



RESEARCH CONCLUSIONS

- **Consensus from focus group & survey reveal that there is a lack of diversity in the organization when it comes to age/race/backgrounds.**
- **Branding is unclear when it comes to differentiating FRC and The Exchange Club.**
- **The FRC is getting lost amongst the other local non-profits and people aren't aware of what makes the FRC different.**

POTENTIAL NEXT STEPS

BRAND AWARENESS

- **Enhance social media presence with clear messaging on what the non-profit does. (Infographics, short-form videos, and photos when you can).**
- **Participate in trends and expand platforms to connect with younger demographics and get them involved.**
- **You have the support of some board members to make the logo change. This will clear up some confusion and keep those involved happy: “Founded by the Exchange Club.”**

POTENTIAL NEXT STEPS

- **Prioritize two of the most popular fundraising events - 5k and Movie Night.**
- **The golf event is the least popular - make adjustments to the event or use the money to invest in marketing.**
- **Diversify internally with staff/volunteers to gain better insight into diverse demographics and ensure longevity of organization.**
- **Connect with high schools and local youth groups to bring in more volunteers and access a younger audience.**

THANK YOU!

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