

revamping Kids in Motion

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Overview



Introduction to organization

Problem identification

Establish Donor Profile

Recommendations

Discussion



Please raise your hand and ask any questions

Mission Statement

“The mission of Kids in Motion Therapy Clinic is to provide physical, occupational and speech therapy for the children of Whatcom County and surrounding areas who have neurodevelopmental disorders”



What Kind of Business?



- Non-profit! (501c3)
- Pediatric Therapy
 - Physical
 - Occupational
 - Speech
- Located here in Bellingham
- The only one of its kind locally



Current Challenges

- Lack Necessary Donations to Keep Afloat
- Need More Effective Ways to Thank Past Donors
- Increase Social Media Presence
- Lack of Defined Target Market
- Increase Brand Recognition



Solving the Challenges

- 1) Establishing a Target Market
- 2) Reviewing the Donor Cycle & Retaining Donors
- 3) Getting the Community Involved
- 4) Internship Outreach & Greater Online Presence
- 5) Optimizing Fundraising Efforts
- 6) Effective Positioning of Brand



Target Market

What makes a potential donor?

Middle-aged Individuals

Have had children

Economic freedom



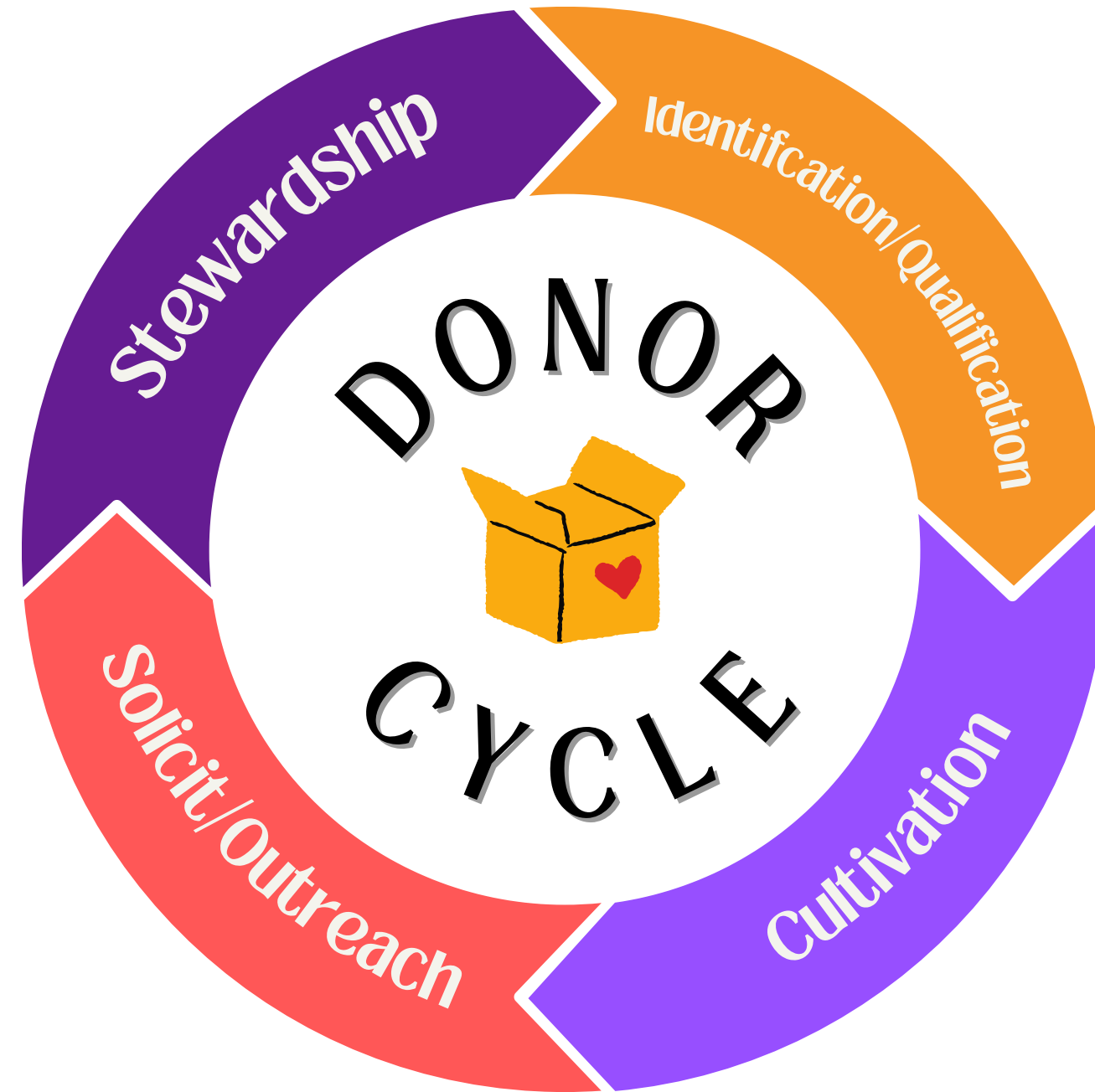


Market Potential

Current Target Market:
Unspecified

Future Target Market:
Individuals aged 35-50 with
disposable income





Donor Retention

Donor Outreach

- Start an email newsletter
 - Quarterly
 - Sign-up online and at community events
- Building relationships in the community



Donor Appreciation

- Thank you gifts to donors:
 - Art
 - Cards
 - Progress updates
 - Video messages
- Show donor's impact



Community Engagement

- Partner with Local Businesses, Schools, & Religious Institutions
 - Walk-a-thons
 - Collect offerings at worship services
 - Employee giving programs
- Attending local events and fundraisers
 - Tabling, educating, and spreading awareness



Skilled Hands

Offer unpaid internships

- WWU CBE internship for credit
- Fairs at WWU/WCC to Find Interns
- Marketing, Journalism, Communications



Enhance Digital Presence

- Effectively communicate story
- “Keep mission in front of donors”

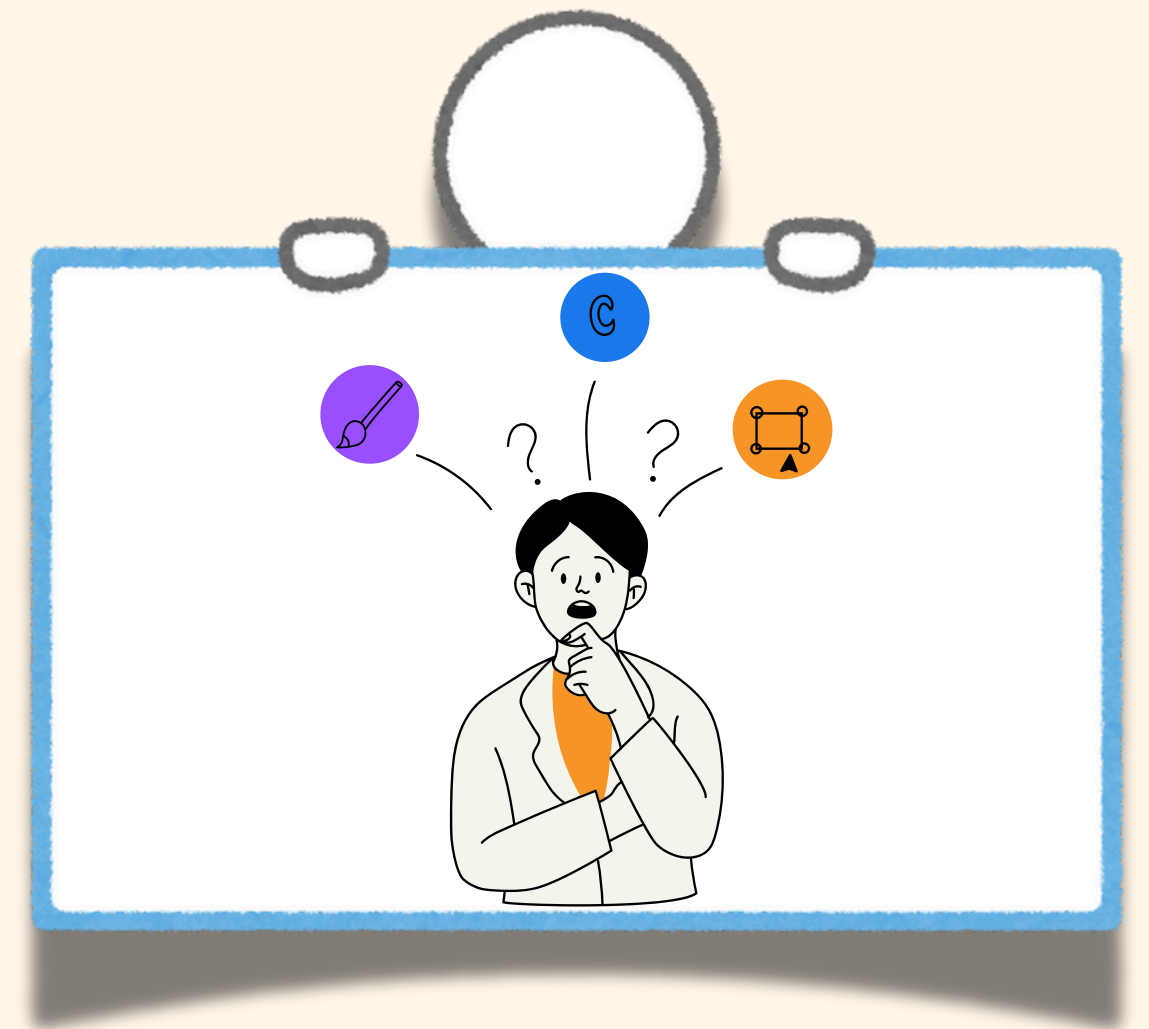
Optimizing Fundraising Efforts

- Apply to more Grant Opportunities
- Connect with Local Foundations like:
 - PeaceHealth St. Joseph Medical Center
 - Women Sharing Hope
 - Whatcom Women in Business
 - Chuckanut Health Foundation



Brand Positioning

- Kids in Motion has the potential!
- Focus on what makes you special!
- Providing services regardless of income and insurance is uncommon.
- Success stories are beautiful and impactful.



Main Takeaways



Expand your unique, strong story and brand to:

- Engage with community to reach donors
- Target the suggested donor profile
- Communicate the need for donation and value to donors



Increase and maintain funds:

- Grants are crucial
- Appreciate donors regularly.

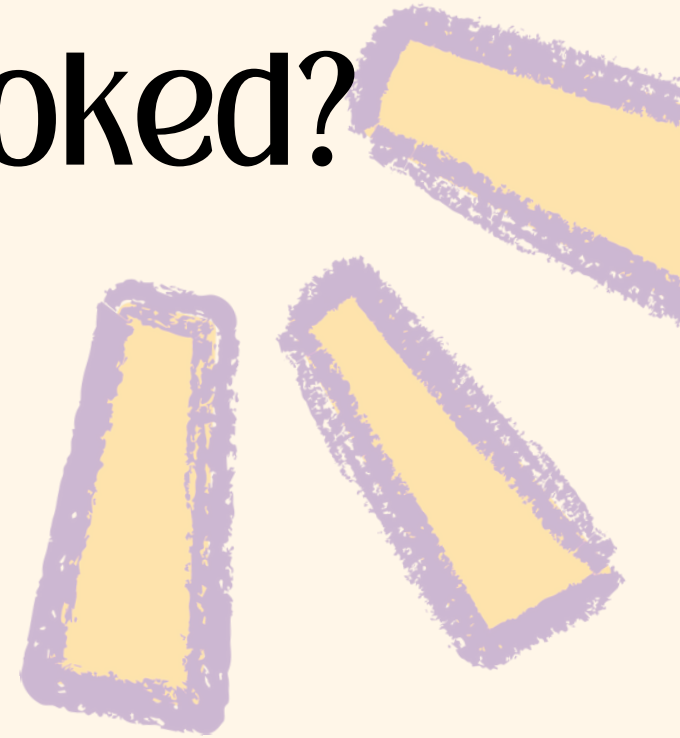
Know the way:

- Unpaid intern for digital fluency
- Understand donor cycle and donor behavior



What Do You Think?

- How feasible do you think these suggestions are?
- Are there any that jumped out at you?
- Which ones have already been done?
- Are there any obstacles that we have overlooked?



Thank you for listening!



- Any further questions?
- Is there any ideas that seem hard to execute?
- How likely are you to use these recommendations?
- Have you already tried bringing some of these ideas to life? If so, what stopped you/what did you learn?