

**Central Oklahoma
Community Action
Agency
Payne County**

FUNDRAISING REPORT

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Executive Summary

The Central Oklahoma Community Action Agency is a non-profit organization helping low-income families through various outreach programs. However, COCAA does not have a reputable brand image that encourages donors to contribute to their efforts. There is an outdated website and lack of communication between COCAA and its current stakeholders. This report provides information on the target audience for donors, recommendations for communications externally and content to create a new fundraising campaign to reignite donor support. Also outlined in this report is opportunities found with current practices that can be improved upon to create a stronger brand. Having a stronger brand with stronger information will help attract donors more in the long-run.

Background

Central Oklahoma Community Action Agency was created to help low-income families in a moment of crisis. Emergency needs are met first, followed by helping families gain self-sufficiency through other social service providers.

There are many different branches within COCAA serving families daily. The Volunteers Impacting People (VIP) program engages people 55 and older in community service. This program helps meet local needs and enriches the lives of volunteers. The Meals on Wheels program provides meals and wellness checks to senior Oklahomans. Throughout the COVID-19 pandemic, the need for this service increased dramatically. Volunteer Income Tax Assistance (VITA) helps low-income families, people with disabilities, seniors and people who speak limited English prepare their tax returns. Volunteers are IRS-certified and will provide free basic income tax return preparation.

There are also seasonal based projects that run annually. Friends of a Senior provides gifts to older citizens in need. Valentines for Vets provides handmade Valentines for veterans throughout February. Shoes That Fit provides new athletic shoes and socks to children, building self-esteem and a willingness to learn.

The Central Oklahoma Community Action Agency is dedicated to serving the people of central Oklahoma. Each office has a board of directors from the local area. The Payne County office serves areas such as Stillwater, Perkins, Cushing and Yale.



Statement of the Problem

The Central Oklahoma Community Action Agency's biggest problem is its lack of communication with donors. COCAA only accepts donations via PayPal according to its website, which limits opportunities for donors. COCAA's website overall is out-of-date and vague in its descriptions.

COCAA also lacks any sort of social media presence. Its Facebook is not cohesive and only has posts about when its offices are open. This contributes to COCAA's lack of communication with donors or potential donors. COCAA never hosts fundraising events like the one in this report.

This campaign aims to strengthen communication between COCAA and its donors by hosting a fundraising dinner. This will help COCAA have a more solid presence in the minds of donors, and it will also help raise funds for the organization. We're also building COCAA's social media presence and providing some recommendations for improvements.





Methodologies

Due to our lack of communication with the client, we were unable to do research beyond looking at COCAA's website and Facebook. We found that the available information is severely limited and COCAA's social media presence is next to nothing. Because the organization is only present on Facebook, we can assume that its main audience demographic is older women. That's about all that we can infer from our findings.

COCAA's Facebook posts are mostly notices about the office being closed. It's hard to ascertain any information about the organization from its social media as is. There is no connection being made currently between its donors through social media, or on its website.

Overall, we found COCAA is in need of a way to build relationships with donors and volunteers by improving tools it has not kept up with.

Major Findings

Target Demographics

Due to our limited information, we had to make broad assumptions about COCAA's target demographics. From their Facebook presence, we can assume that COCAA mostly targets older women in their 30's, 40's and 50's. We can also narrow the demographic to people who live in central Oklahoma.

With this fundraising campaign, we hope to expand those demographics. By maintaining a presence on other social media platforms, COCAA can reach a broader audience. By adding an Instagram account, the target audience will also include slightly younger donors, in the 20's and 30's. The goal with this group is target those who are interested in volunteering while in college, or successful young entrepreneurs who are looking to give back to a place they consider home.

We also want to target community leaders throughout central Oklahoma to raise awareness for the organization. Creating a LinkIn profile will help reach small business owners in the area, or other non-profits who can collaborate and help with fundraising efforts.

By expanding the target audience, COCAA would open a larger pool of potential donors and volunteers.



Example Donor Profile

The example donor we are using for this campaign is OSU President Dr. Kayse Shrum. Our target audience includes local Payne County residents and public figures in Oklahoma. Dr. Shrum fits into both of these categories.

We want to target people who are involved in their communities and are willing and able to give back. By targeting people like Dr. Shrum and hosting a fun event, we hope to draw more attention to COCAA and its mission.

Dr. Shrum is also an Oklahoma native, and grew up living a farm life in Coweta, OK. She is involved in numerous other non-profit organizations across the state and region. She fits into the target demographics of the 30's-50's women which is already a target audience with COCAA.



Dr. Shrum also fits in the group of people looking to give back to their community. Dr. Shrum is open about volunteering and working locally in Stillwater in various ways. Having her on the donor list could influence other potential donors and volunteers, since she is a well-liked public figure within Payne county.

Strengths and Opportunities

As of now, COCAA's main strength is its wide range of services. Programs like Friends of a Senior and Shoes That Fit could make a greater impact with more publicity. Using its social media to highlight different aspects of those services during the main week of campaigning for the event is a great opportunity to expound on.

There are several opportunities available in this campaign. We want to focus mainly on creating and maintaining relationships with donors. If we can connect with more donors, COCAA can raise more funds and provide better services and help to communities around central Oklahoma. Once connections are made, maintaining a relationship with a consistent event like the "Farm to Table Feast" will become a huge opportunity.



Dinner Event Planning

The dinner event used in this campaign will attract donors based on research done for the target audience. The theme of this night is "Farm to Table Feast." The event will be held annually in June with the first one being held in 2023.

The theme for the first dinner will be "Farm to Table Feast," the central idea being that all of the food will be provided by local farmers and small business owners around Payne County. They will be able to advertise their services at the event and in partnership posts on social media.

While these dinners won't be overly formal events, we will encourage guests to dress nicely. After dinner is served, we'll have keynote speakers give a quick address. The first year will feature the Jones family, who received help from COCAA in the past and have been outspoken advocates for the agency ever since.



Recommendations

The main goal with this campaign is to help specific families reach their goals through a fundraising dinner. The "Farm to Table" dinner will raise money through ticket sales and a silent auction. Foods will include family recipes from the families that benefited from COCAA. All ingredients will be from locally farmed land in Payne county.

Donors will first be reached through a letter of solicitation, explaining what COCAA is. After about two weeks, another letter will be sent inviting them to the "Farm to Table Feast." This letter will include ways to purchase tickets or make a donation in another way if they are unable to attend. Once ticket purchases have been made, donors will be sent a follow up invitation reminding them of the event with details about items in the silent auction and formalities around the event. After the event, everyone who donated in some way or attended the event will receive one final letter with a save the date for next years "Farm to Table Feast" as well as how much money was raised. By including how much money was raised, donors can also be told with that money where it will go and how it will help families in the future.

Social media content will be posted the week leading up to final day to RSVP for the event. The content will highlight the family chosen for that years event and how COCAA impacted their lives. Web content will also need to be updated to create a consistent way to stay in contact with donors during the year between events.



Fundraising Letters



**CENTRAL OKLAHOMA
COMMUNITY
ACTION AGENCY**



Dear Dr. Kayse Shrum,

We are the Central Oklahoma Community Action Agency. With your help, we can provide aid to families across central Oklahoma. We specifically serve Cleveland, Lincoln, Logan, Payne, Pottawatomie and Seminole Counties.

Our agency provides several services to Oklahomans in need. Our Volunteers Impacting People (VIP) program engages people 55 and older in community service. This program helps meet local needs and enriches the lives of volunteers. This program is the cornerstone of our services.

Our Meals on Wheels program provides meals and wellness checks to senior Oklahomans. Throughout the COVID-19 pandemic, the need for this service increased dramatically. We were able to keep up with the demand thanks to help from our donors.

We also provide Volunteer Income Tax Assistance (VITA). This program helps low-income families, people with disabilities, seniors and people who speak limited English prepare their tax returns. Our volunteers are IRS-certified and will provide free basic income tax return preparation.

We have several other programs that run at different times of the year. Friends of a Senior provides gifts to older citizens in need. Valentines for Vets provides handmade Valentines for veterans throughout February. Shoes That Fit provides new athletic shoes and socks to children, building self-esteem and a willingness to learn.

The Central Oklahoma Community Action Agency is dedicated to serving the people of central Oklahoma. Outside of our programs, we provide emergency aid to families in need, including housing, utilities, food and medical services. With the help of donors like you, we can continue to improve the lives of Oklahomans in need.

Sincerely,

Jillian Eckert



After receiving help from COCAA in 2014, the Joneses have been advocates for the our organization. Not only will they be sharing their story at this event, but they will also provide their secret family recipe for peach cobbler to be served for dessert. You won't want to miss it!

About THE EVENT

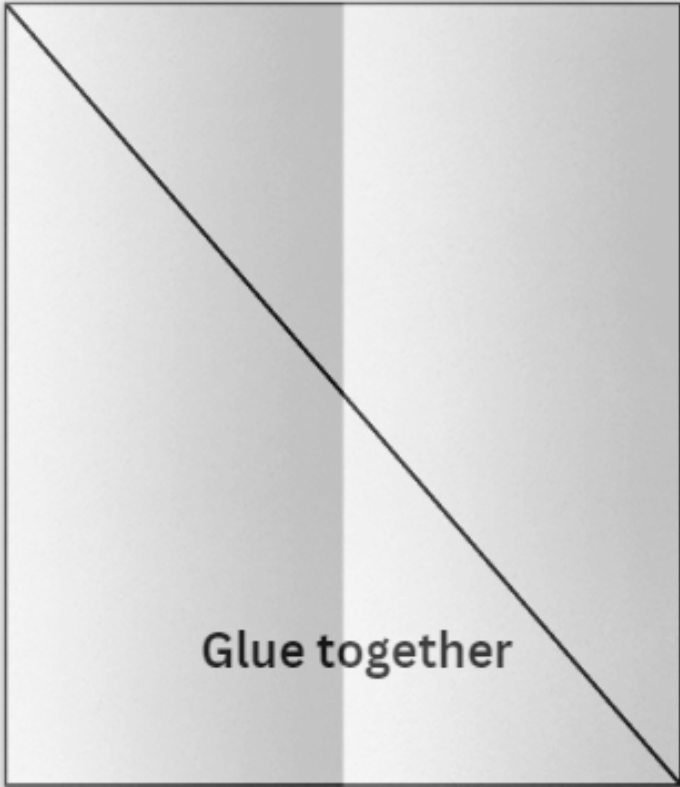
Locally Sourced
In honor of the theme, the food for this dinner will be provided by local farmers and small business owners. We'll serve a home-style meal inspired by those secret family recipes you can only experience at Grandma's house!

Support the Payne County Community
For every meal we serve at this dinner, we will provide a meal to a family in need. Additional donations will go toward our emergency fund, which helps people in crisis.

1ST ANNUAL
FARM TO TABLE FEAST
FEAST OF PAYNE COUNTY

FRIDAY **JUNE 15** 6:00 PM
2023

WES WATKINS CENTER




CENTRAL OKLAHOMA
COMMUNITY
ACTION AGENCY

Contact
410 S. Lewis St. Stillwater,
OK 74074
Phone: (405) 624-2533
jill.info@cocaa.org

A quarter page sized card will be included with this letter with information on how to RSVP or send a donation for the event. A prepaid envelope to mail the card back to the Payne county office will also be included.



Central Oklahoma Community Action Agency
WELCOMES YOU TO JOIN US FOR



About THE EVENT



Locally Sourced

In honor of the theme, the food for this dinner will be provided by local farmers and small business owners. We'll serve a home-style meal inspired by those secret family recipes you can only experience at Grandma's house!

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For every meal we serve at this dinner, we will provide a meal to a family in need. Additional donations will go toward our emergency fund, which helps people in crisis.

1ST ANNUAL

FARM TO TABLE FEAST

FEAST OF PAYNE COUNTY

JUNE
FRIDAY | **15** | 6:00 PM
2023

WES WATKINS CENTER

COCAA

Spotlight

Meet the Jones Family



After receiving help from COCAA in 2014, the Joneses have been advocates for our organization. Not only will they be sharing their story at this event, but they will also provide their secret family recipe for peach cobbler to be served for dessert. You won't want to miss it!



CENTRAL OKLAHOMA
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**CENTRAL OKLAHOMA
COMMUNITY
ACTION AGENCY**



Dear Dr. Kayse Shrum,

Thank you so much for your donation! We can't wait to see you at our Farm to Table Feast. With your support, we'll be able to provide meals and emergency services to families across Payne County. Your community thanks you!

Enclosed in this letter are your tickets to the event. We also ask that you fill out and return the enclosed form to share any allergies or food restrictions you or your guests have. We want everyone to have the best possible experience!

As mentioned in our invite, all the food for this event will be provided by local farmers and small business owners. While there is no set dress code, we encourage you to wear your best cowboy boots in honor of the theme. We'll also be hosting a silent auction with items provided by generous donors.

The dinner will start at 6 p.m. We suggest that you arrive 15 to 30 minutes early to ensure that you're seated in time.

Thank you again for your donation. We look forward to meeting you at the feast!

Sincerely,

Jillian Eckert
Director of Communications



Gold ticket

1ST ANNUAL

FARM TO TABLE FEAST

FEAST OF PAYNE COUNTY

FRIDAY | JUNE 15 | 6:00 PM
2023

- Five additional guests
- Ten additional raffle entries
- Special honor during dinner



Silver ticket

1ST ANNUAL

FARM TO TABLE FEAST

FEAST OF PAYNE COUNTY

FRIDAY | JUNE 15 | 6:00 PM
2023

- Three additional guests
- Five additional raffle entries



Bronze ticket

1ST ANNUAL

FARM TO TABLE FEAST

FEAST OF PAYNE COUNTY

FRIDAY | JUNE 15 | 6:00 PM
2023

- One additional guests



Thank You!

Dear Dr. Kayse Shrum,

Thanks to donors like you, our first annual fundraising dinner was a resounding success. It's an event we're sure to continue in the future—we hope to see you again!

We raised \$10,271 through ticket sales and other donations. With these funds, we'll be able to help about 237 families. Your donation will do go directly toward the resources they need, whether that be meals, emergency housing, utilities or medical services.

We appreciate your dedication to our cause, and we hope you continue to support the Payne County COCAA. Your help is invaluable to the people in our community.

Sincerely,

Jillian Eckert

Director of Communications

From the Jones Family:

“We were so honored to be a part of this wonderful event. The outpouring of love from the Payne County community was overwhelming and so special to see. We'd like to thank each and every donor for their support. The Central Oklahoma Community Action Agency does great work; we hope that other families will be able to have as great of an experience as we did.”



Social media analysis

Central Oklahoma Community Action Agency currently has a very poor social media presence. The organization's only account is Facebook, which has little posts that connect with the viewers. The main content consistently seen is updates on office hours due to weather or staff shortages. There is outdated information about how to volunteer and donate, similar to the website.

The following content schedule and sample posts are recommended to the Payne County COCAA in order to better connect with their community and potentially expand their demographic.

SOCIAL MEDIA CALENDAR

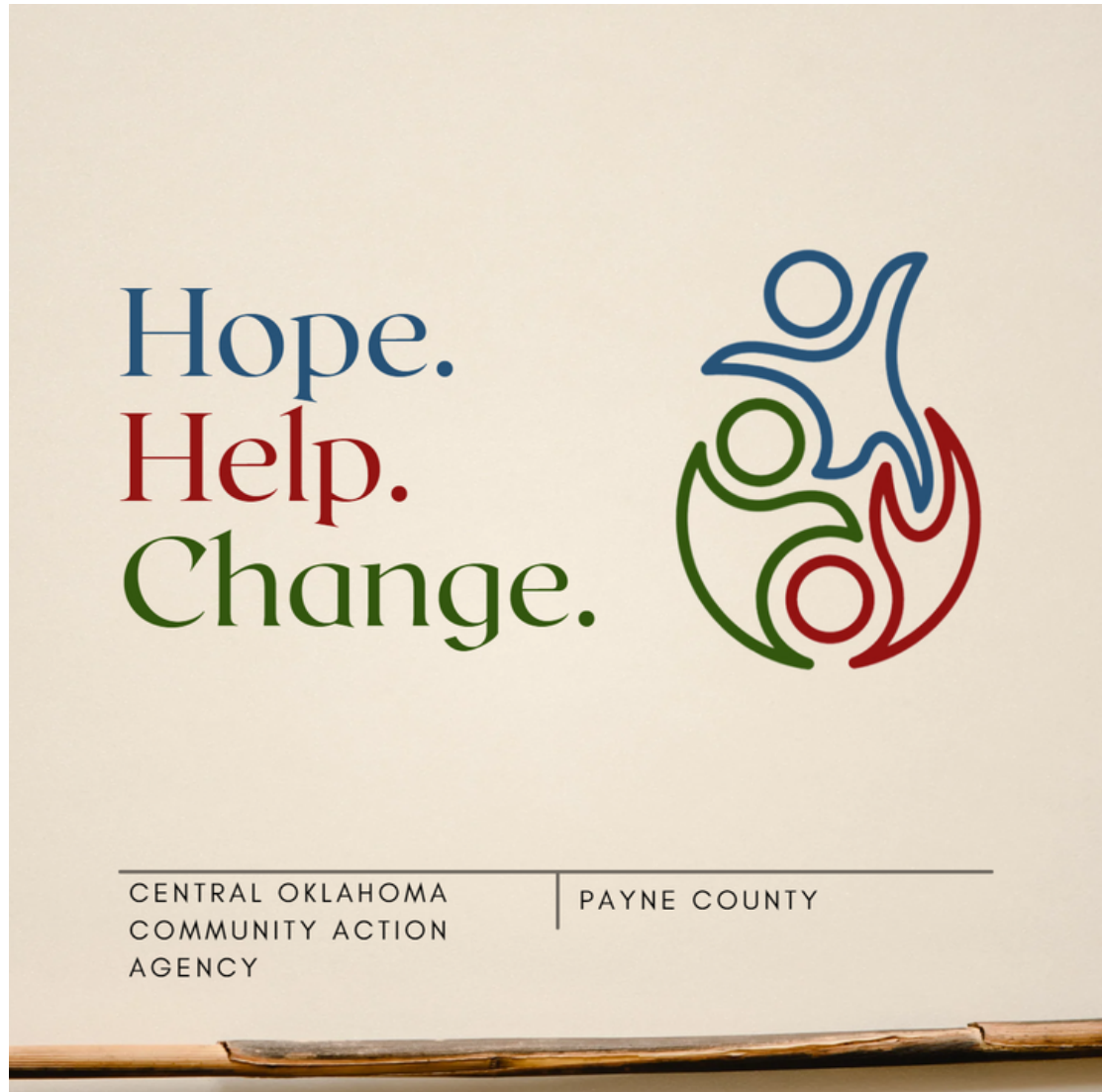
social media content



FOR THE WEEK OF: May 15 - 19, 2023

	INSTAGRAM	FACEBOOK	LINKEDIN	STORIES
MONDAY			Hope. Help. Change. Logo Caption: Mission Statement	
TUESDAY		Family Profile: Pics and details of a family COCAA has helped , family member hobbies, jobs,		Posting initial post on story with caption: "Meet the Jones family!"
WEDNESDAY	Farm to Table Feast Announcement, Including graphics from letters and event details, Caption describing the event			
THURSDAY				Farm to Table Feast graphic from letter with dates and times. Caption: "Hope to see you there!"
FRIDAY				Hope. Help. Change. *photo of smiling children *Logo

LinkedIn Post



Caption

The Central Oklahoma Community Action Agency is dedicated to serving the people of central Oklahoma. COCAA was created to help low-income families in a moment of crisis. Emergency needs are met first, followed by helping families gain self-sufficiency through other social service providers. The Payne County [#COCAA](#) proudly serves the communities of Stillwater, Perkins, Cushing and Yale.

[#centraloklahoma](#) [#community](#) [#family](#) [#stillwater](#) [#perkins](#) [#cushing](#) [#yaleok](#)
[#paynecounty](#) [#nonprofit](#) [#volunteer](#) [#donate](#) [#local](#)

Facebook Post



Caption

The Central Oklahoma Community Action Agency is dedicated to serving the people of central Oklahoma, like the Jones family. In 2014, the Jones family found themselves in crisis. With the help of [#COCAA](#), Mr. & Mrs. Jones have found financial stability, as well as a comfortable family home where they can laugh and play with their 2 year-old daughter. To learn more about the Jones family and the COCAA, visit <https://cocaa.org/payne-county/>
[#community](#) [#paynecountycommunity](#) [#familyiseverything](#) [#hope.help.change](#).
[#centraloklahoma](#) [#nonprofit](#)

Instagram Post



Caption

The Payne County #COCAA proudly invites YOU to the first annual Payne County Farm to Table Feast! Our organization would like to thank our amazing community for working hard to restore hope and change the lives of families in need. The Feast will feature dishes made with ingredients produced from farms and small businesses located right here in Payne County! For every meal served at the feast, we will provide meals to members of our community in need. Additional donations will be sent to the COCAA Emergency Fund to better serve those in crisis. For more information about the Farm to Table Feast, such as tickets, the menu, and guest list, please visit <https://cocaa.org/payne-county/>

#centraloklahomacommunityactionagency #farmtotable #paynecountyfeast #localbusiness #localfarming #familyfarms #community #family #stillwater #perkins #cushing #yaleok #paynecounty #nonprofit #volunteer #donate #local

Story Post: Facebook and Instagram



CENTRAL OKLAHOMA COMMUNITY ACTION AGENCY



Hope. Help. Change.
Give hope. Help change the lives of
families in your community today.
Visit: <https://cocaa.org/payne-county/>

Further Recommendations

- Website should be updated first before anything else is done. Needs major revamp.
 - Blog page should be deleted, it is a template right now.
 - Update the video that is shown at the top of the website.
 - New logo, with consistent colors everywhere it is seen.
 - About us should be at the top, only once on the landing page.
 - Photo gallery at the bottom of the landing page can be a sub page. Give details about what is in each photo and when it was taken as well.
 - Update the calendar. Set all dates for the calendar year and update the following year by October 31 of the previous year.
 - Board meeting information should be a smaller box at the very top of the landing page. Should be updated immediately once a meeting is complete.
 - The infographic on the landing page needs to be updated.
 - Post hours of each office along with their address and phone number. Do not put a photo on the office info boxes if there is not a photo of each office. Be consistent.
 - Include eligibility to receive assistance as its own subpage.
- Essentially restart your social media. Keep the same accounts, but change vision by deleting unnecessary old posts. Create monthly goals for your social media.
 - Highlight a family who has been impacted by COCAA (with their permission).
 - Post about opportunities for volunteers to help with the services that are a part of COCAA.
 - Create posts that interact with donors. Social media should be focused on reaching donors, not potential families who will ask for assistance. It's a bonus if it reaches both.
- Create more ways for donors to donate.
 - Currently online there is only an option to donate through PayPal. Sending letter will help with soliciting donors, but also create other ways to donate online or mail in donations.

References

About the president. Oklahoma State University. (2019, December 6). <https://go.okstate.edu/about-osu/leadership/president/about.html#:~:text=The%2019th%20president%20of%20Oklahoma%20State%20University&text=A%20native%20Oklahoman%2C%20President%20Shrum,Harvard%20University%20and%20Stanford%20University.>

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