



Thriving Grant County
Thriving Mill Township

Educational Campaign
PBR361: PR Cases & Campaigns
Fall 2022



Research

As a precursor for this campaign, students researched various components of Mill Township/Grant County. A summary of this research follows.

One group researched and analyzed the negative health effects and outcomes in Grant County. Data from the 2022 Indiana County Health Ratings found Grant County in the bottom 25% of counties in Indiana for both health outcomes and health factors. They were also well above the national average regarding lack of access to healthy foods. Additionally, Grant County was among the top third of Indiana counties in the number of deaths resulting from drug overdose and above Indiana and national average for the percentage of the adult population smoking.

Overall, this group found that health in Grant County is not highly valued, healthy foods are hard to come by, and the county has high rates of death from drug overdose. They discovered two potential solutions to offset negative health effects and outcomes could be the new hospital being built at the I-69 corridor and better public transportation within Mill Township and Grant County overall.

The new hospital will lead to more jobs offerings and closer, faster, more accessible health care. Implementing public transportation, specifically in the Gas City area, it would allow residents who do not have access to their own vehicle get needed groceries and medical attention. Grant County appears to be taking concrete steps that will contribute to combating the negative health factors and outcomes that have become the norm for Grant County and, more specifically, Mill Township.

Another group focused on the health of Grant County. When conducting research, they sought to answer the question, "How does the poverty level affect health issues?" Overall, they found that Grant County struggles to provide the basic human right of medical and mental health resources and services.

The research gathered showed that while Grant County has some limited resources, they are not easily accessible to the community. Although there are options for health insurance, most cannot afford the costs. Eleven percent of people who responded to Community Health Needs Assessment conducted by Marion General Hospital said they did not seek medical treatment because of lack of transportation, disabilities, or accessibility barriers, which often correlates low incomes with providing care. Lastly, the group found that in 2019 31% of Grant County children lived in poverty, 20% of residents suffered mental illness, and 22% of people could not see a doctor because of affordability in the past 12 months.

A third group focused on the unmet educational needs of children in Mill Township/Grant County. The group discussed who to contact as sources for each portion of the study, then assigned each group member to one of those sections.

Individually, research was conducted on the local school and childcare availability. The group looked into information about the school systems from their websites, then gathered statistical data on poverty rates in schools, enrollment data, and demographics. Another member contacted school counselors from Mississinewa High School, researching the current resources students have and where they were excelling and lacking as a district. Executive Director of Grant County Economic Growth Council Charity Bailey discussed child poverty, providing insight into the lack of quality childcare compared to the rising demand for childcare following the pandemic. National poverty statistics in regard to Grant County were also compiled, providing an overview of how children are negatively impacted by it regarding education and other advancements.

From the initial process, the group discovered that students in the Mississinewa



district have many resources available to them that counselors continue to promote. They also concluded that programs and projects are available to students, like the Young Entrepreneurs program (high school) and I-69 Collegiate Challenges (university entrepreneurship activities). The school counselors highlighted the district's eagerness to incorporate new ideas and have open minds.

The final group looked at finances and education, focusing strictly on the Standard of Living Index, specifically in Mill Township, Indiana, and dissecting how business, finances, and education affect people below the poverty line. Within Mill Township, 9.7% live below the poverty line according to the U.S. Census Bureau.

If people receive a pay raise, they may rise just ever so slightly above the poverty line, which would no longer qualify them for food stamps or other free services. Because of this, they could decide not to take the raise and continue living in this cycle. It is difficult for people to get higher-paying jobs because Mill Township is not expanding like it once was when the city was first established in 1892.

One way students in Indiana, specifically Mill Township, can receive tuition assistance for college is through the 21st Century Scholars program. The scholarship program pays up to 100% of tuition at public colleges in Indiana and part of the tuition at private colleges. Additionally, Project Leadership is a program with a mission to accelerate programs that promote. Lastly, the energy assistance program (EAP) is federally funded through the United States Department of Health and Human Services that provides one-time annual benefits that help pay for home energy costs.

Opening up new businesses is the best way to give people jobs, but most companies require special training or degrees to work the company. For example, the hospital opening in Gas City is an excellent resource for Mill Township, providing over one hundred job opportunities.

Target Audience

The overall target audience is residents of Mill Township. The area includes 10,394 residents with 43% of the population living in poverty or are the working poor. This number of people in poverty is 31% above the Indiana poverty average. When looking at the percentage of poverty and the total population, that would mean approximately 4,469 people are in poverty in Mill Township, 1,640 of whom are children. The largest demographic that live in poverty are females ages 25-34, and second being males 45-54. Of Mill township residents.

The target audience for the resource center is specifically focused on the portion of the Mill Township population that falls under the ALICE designation, though it will be open to anyone who has a need. ALICE stands for Asset Limited, Income Constrained, Employed. Essentially those who are categorized as ALICE are those who are employed and earn enough to be above the Federal Poverty Line, but still cannot make enough to provide for basic needs.

ALICE households are characterized by being forced to make choices that no family should ever have to make, such as whether to buy enough food or pay rent or whether to have medical care or child care. Mill Township has a high concentration of ALICE households, also known as working poor families.

ALICE households are crucially important to the community in which they live. They work and contribute to the economic and wider welfare of the community. In Grant County, around 37% of the population falls under the ALICE threshold which is over 24,000 people and nearly 10,000 households. Most of the people in these households are under 25 years



old and of those, a high concentration are single parents with children.

The specific target audience for Objective 2, Strategy 2 is Mill township high school students from ages roughly around 14-18 years old. Mill township, Grant County consists of over 10,000 residents where 94% of them are white. These students often suffer from poverty and struggle to get a job and furthermore, how to sustain a job. (Emma-Kate:) However, this issue is not just limited to students in poverty, but high schoolers overall. We are targeting both Mississinewa High School (about 800 students) and King's Academy.

The primary high school students to reach are those who do not believe they are capable of having a successful future; for instance, those who experience a rough home life and/or lack positive role models. Approximately 60% of Mississinewa High School students in class of 2019 are on free or reduced lunch. The national average of high school graduates enrolling in a college is 62.72% which is almost 30% higher than the graduates of Mississinewa High School. About 75% graduated with a Core 40 diploma. Statistically, 36% of Mississinewa high school students enroll in college (class of 2019) and about 27% of Mississinewa high school students are 21st century scholars. These numbers represent the sad reality that many local high school students do not take advantage of a higher education. Fifty-three percent of the high schoolers are economically disadvantaged. R.J. Baskett Middle school hosts sixth through eighth grade with 569 students: 46% of those are female and 54% are male. Sixty-two percent of the students are economically disadvantaged.

Planning & Implementation

Overall Goal

To clarify to the Mill Township community who Thriving Grant County/Thriving Mill Township (Thriving) is and to increase community engagement with the resources it provides.

Objective 1

By the end of December 2024 50% of Mill Township residents will receive information about the Thriving Grant County/Thriving Mill Township organization, its mission, and the resources it provides.

Strategy 1

Evaluate effectiveness and clarity of mission statement

Tactics

- Read and analyze current mission statement
- Evaluate goals/purposes to ensure the mission statement lines up
- Revise mission statement as needed
- Get constructive feedback on the revised mission statement to assure clarity

Strategy 2

Assess and improve digital media presence and establish consistent branding

Tactics

- Research to discover what social media they are active on
- Evaluate website effectiveness
- Update the website where needed to provide clarity and ease for viewers
- Develop a social media strategy



- Evaluate social media, website, and print media to assure consistent colors and logo
- Develop a style guide
- Create an effective piece of print advertising
- Develop recognizable templates for consistency

Strategy 3

Promote awareness of the services provided

Tactics

- Create a strategy to announce programs and scheduled events
- Create informational and promotional materials for radio, social media, newspapers, etc.
- Inform (through email or in person) community leaders (school counselors, pastors, business owners) about the resource center and the services provided
- Create communication materials to engage with partners that effectively present the needs of Mill Township and how the proposed partners can help address those needs

Objective 2

By the end of December 2024, 25% of Mill Township residents living in poverty will actively utilize Thriving resources.

Strategy 1

Identify and network with potential partners with Thriving to provide needed resources and services to Mill Township residents.

Tactics

- Research and compile a list of 10 Mill Township/Grant County who can provide beneficial services to the Mill Township community
- Make phone calls and send out initial emails inviting opportunity for connection
- Propose partnership to the 10 identified service providers
- Create and implement a shared calendar to coordinate with businesses and compile a schedule of partner availabilities to work onsite at Thriving

Strategy 2

Enhance professionalism and encourage workforce development in the school system

Tactics

- Plan, process and evaluate a high school professional development workshop, including:
Create a proposal for the school
- Plan the event
- Promote the event
- Evaluate the event
- Plan, process and evaluate a middle school career day, including:
Create a proposal for the school
- Plan the event
- Promote the event
- Evaluate the event



Strategy 3

Improve resources for Thriving to reach people in need of food

Tactics

- Nutrition/food storage classes at Thriving so that people can get the most out of the food they are getting
- Create messaging to help the community understand available resources
- Reach out to local food entities to provide excess food to those in need
- Research possibilities for community gardens.
- Research Gas City food pantries, seeking volunteers and space
- Help create content for the “Grow” program

Evaluation Methods

Branding & messaging

- Engagement increases on social media (# of likes, comments, followers, etc)
- Increase in # of people seeking Thriving’s resources
- Increase in website visits (using Google Analytics)
- Rises in attendance of upcoming events

Immediate

- First, observe the percentage of responses from potential partners within two weeks after the message is sent. Record the amount of responses, regardless of the organization’s response (whether or not they agree to partner with Thriving).
- From there, consider the amount of those who followed up for more information, agreed, or denied the chance to connect or partner.

Long-term

- After one year, evaluate the relationship with the organization.
- How often does this organization come into Thriving?
- What is communication like?
- How has the main method of communication evolved? Or is email still a primary method of communication?
- What is the timeline of communication like? Are the responses always/often/occasionally/never timely?
- Evaluate the attendance or community participation at Thriving’s partnered events with this organization.
- Based on these answers, determine if the method of communication (phone or email) remains the same or updated. If it should remain the same, then revisit the email template and phone scripts. When reviewing these templates
- Look back at the responses
- Consider how the relationships started (based on the first response) and evolved individually

Monitor Social Media Activity

Thriving will be active on social media in the days leading up to the event. This will get attendees excited and hopefully talk about it on their social network channels. Therefore, closely monitoring engagement through likes and comments will be helpful in measuring the effectiveness of the timeline.

Questions to keep in mind while monitoring social media activity would be:

- Do attendees continue to send out posts using the event hashtag?



- Are your followers more active than usual on your company channel? Also, read the posts to know what attendees are actually saying.

Media stories

- Are the posts full of praise?
- Were there more than a few common complaints? You can use a tool like Eventstagram to monitor social media activity
- For evaluating the effectiveness of the printed publicity materials, I would record how many people are currently engaging with Thriving's resources and then compare that with how many are engaging with those resources after the press release and news story have gone out.

Events

- Gather feedback from the attendees, volunteers, and partners to see how they feel about the event and advertising prior to the event.
- The question to keep in mind would be: Are you more or less likely to attend the next event?

Professional Workshop:

- Survey at end of workshop to evaluate if it was effective. If attendance isn't required, track to see if attendance grows each year.

Career Day:

- Survey at end of career day to evaluate if it was helpful and effective.

Recipe Cards:

- Evaluate how many people are attending the class. For example, count the # of people who come to the 1st class Vs. the 5th.
- Survey the class. For example, to see how many use the recipient cards at home or find the classes helpful. Goal could be that 50% answer that they use the cards at home

Resource Catalog:

- Evaluate how much these resources are being used once the flyers are out compared to now - increase by 50%

Grow Program:

- Cause & Demand: In 2 years, GROW will have at minimum 5 families who utilize the GROW program.
- Volunteers: In 2 years, GROW will have 4-5 reliable volunteers to head up the store location and distribute supplies.
- Collaborators: In 2 years, GROW will have connected with over 10 health providers to integrate the GROW program into their visits and endorse the program via flyers, brochures, and word-of-mouth.

Community Gardens:

- Evaluate the amount of vegetables grown and given away to members of the community and how many people receive the food.
- Evaluate people's knowledge of the community gardens by checking, on average, the people who seek our food resources now, and how that may increase come summer of 2024



Appendices



Appendix 1

Mission and Branding

Mission Statement Revision

Process

Thriving Grant County, Thriving Mill Township utilizes the Collective Impact framework enabling Mill Township community members to address complex social issues through cross-sector participation within the three networks of Community Development, Family Well-Being, and Talent Pipeline.

Thriving Mill Township is a community-centered process to address the complex social issues that face the children and families of Mill Township through community development, family well-being, and career opportunities.

What does a community-centered process even mean? A community-centered design for an organization means that everything is about the people. Instead of saying community-centered process, why not use language that is easier for the audience to understand? More more down-to-earth and understandable ideas are based on the power of the community.

Overall, the community needs to understand that Thriving Grant county is working for them... that the power of the Mill Township Community is what is driving their work... the community is Thriving's focus.

Old Mission Statement

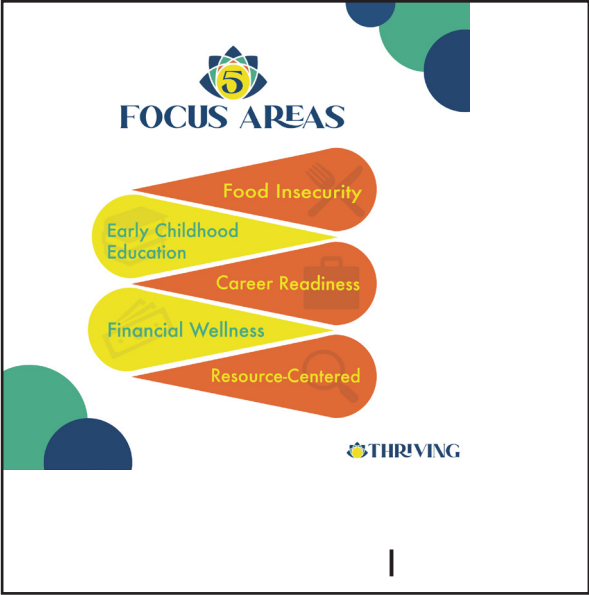
Thriving Grant County, Thriving Mill Township utilizes the Collective Impact framework enabling Mill Township community members to address complex social issues through cross-sector participation within the three networks of Community Development, Family Well-Being, and Talent Pipeline.

New Mission Statement (accepted by the board)

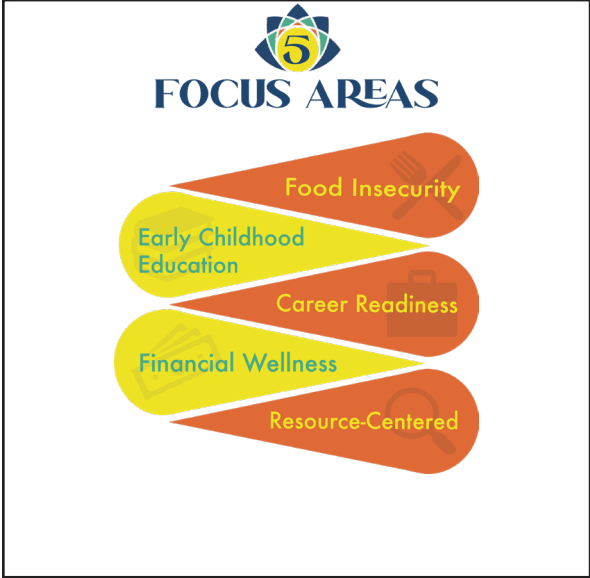
Thriving Mill Township is a community-focused organization that addresses the societal issues facing children and families of Mill Township through strengthening community, family well-being, and career readiness.



Focus Area Graphics



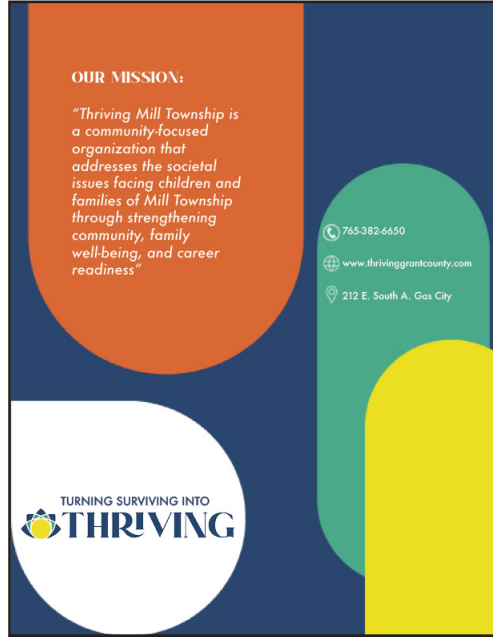
Instagram posts



Website Graphic



Flyer Ideas



New Logo Suggestion & Event Template



**UPCOMING
EVENTS** 
Thriving Grant County

DEC 1	EVENT TITLE HERE 9-11am
DEC 2	EVENT TITLE HERE 9-11am
JAN 6	EVENT TITLE HERE 9-11am
FEB 18	EVENT TITLE HERE 9-11am

For more visit
THRIVINGGRANTCOUNTY.COM



Website Suggestions

Thriving Grant County Website Suggestions

Home page

- o Replace Garfield photo
- o Replace "What is it that we want for our community that we can only accomplish together?" with 5 focus areas graphic

About Us page

- o Add graphics
- o Increase body text size
- o Replace mission statement with new one

Networks & Working Groups Page

- o Decrease photo sizes of the photos that go with the various networks

Our Board & Partners page

- o Add other team members

Blog

- o Implement consistent posting schedule

Page Additions

- o New page: "Grow" - describing this new initiative



Thriving Style Guide

THRIVING GRANT COUNTY THRIVING MILL TOWNSHIP

PRIMARY LOGO



Thriving Grant County
Thriving Mill Township

ALTERNATE LOGO



SECONDARY LOGO



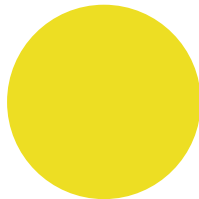
Thriving Families
Thriving Grant County

LOGO FONTS

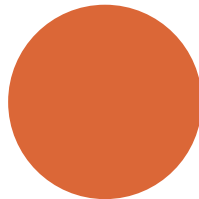
Venn Bold

Venn Regular

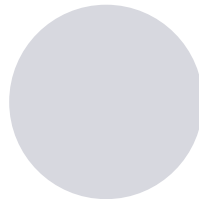
COLORS



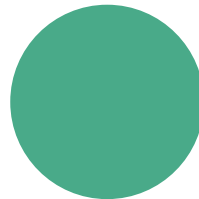
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CMYK: 8/6/95/0



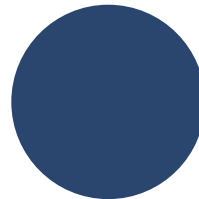
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CMYK: 12/72/89/1



HEX: #D7D9DF
RGB: 215/217/233
CMYK: 14/11/7/0



HEX: #57A889
RGB: 87/168/137
CMYK: 67/14/56/1



HEX: #2F466E
RGB: 47/70/110
CMYK: 91/76/33/18



PRIMARY LOGO



ALTERNATE/SECONDARY LOGO



COLORS

HEX: #F4DB24	HEX: #D66636	HEX: #D7D9DF	HEX: #57A889	HEX: #2F466E
RGB: 244/219/36	RGB: 214/102/54	RGB: 215/217/233	RGB: 87/168/137	RGB: 47/70/110
CMYK: 8/6/95/0	CMYK: 12/72/89/1	CMYK: 14/11/7/0	CMYK: 67/14/56/1	CMYK: 91/76/33/18

FONTS

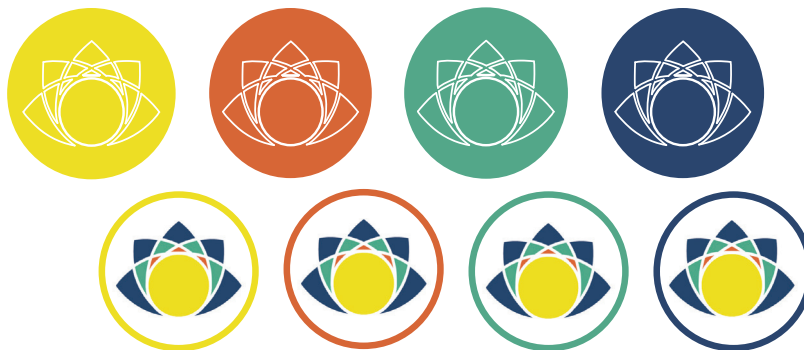
LOGO: **DREAM GLORY**
Marion Italic

HEADLINES AND BODY: Futura

LOGO WITH BACKGROUND COLOR



GRAPHIC ELEMENTS



Appendix 2
Social Media Strategy



Thriving Grant County
Thriving Mill Township

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Social Media Strategy






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Social Media Presence

Platform	Reach	Posts	Feedback	Average Response Time
	623 Followers	2/3 Per Week	10-15 likes/post	NA
	842 People Liked	2/3 Per Week	Less than 10 likes/post	Response time not listed
	104 Followers	Once per week	About 5 likes per post	NA



Competitive Analysis

Strengths

What does the organization have going for It now?

- Support from the Grant County Rescue Mission and Community Foundation
- Strong leadership
- Developed website
- Active on social media
- Easy to engage with
- Passionate about their mission
- Willingness to learn and growth
- Consistent communication
- Newly renovated location

Weaknesses

What are the key problems that need addressed?

- Logo is not representative of the org.
- Lack of financial support - Dependent on donors
- Low community awareness
- Unclear mission
- Lack of visual consistency on social media
- Lack of employees/volunteers
- Too reliant on outside support- not independent
- Website is complex for audience



Competitive Analysis

Opportunities

What new opportunities could the organization take advantage of?

- Mill Township school system
- Fundraising opportunities
- Grant opportunities
- Stronger social media presence (especially LinkedIn)
- Implementation of mission statement
- Printed media posted in local places in Mill Township
- New hospital in the area
- High poverty rates in Grant County
- New marketing employee
- Collaboration with community garden

Threats

Who are the competitors? Who could threaten the organization?

- Other nonprofits that may have more funding
- Nonprofits that have more connections and a more well known brand
- Location of building (not on the main road)
- Possible uncooperative partners
- Law changes
- Audience's lack of access to technology



Target Markets

Demographics

- Residents in Mill Township
- Lower Class/Impoverished

Geographic Location

- Located in Mill Township, which is Jonesboro and Gas City combined
- Must target social media efforts on these residents
- Physically being located in Mill Township is beneficial for the company

Affinity Groups

- Other non-profits in the area looking to help people living in poverty in the Mill Township area

Influencers

- Not many “influencers” per se, but anyone who works for Thriving Mill Township or has benefited from them would be considered an influencer.



Strategies

For our client, Thriving Mill Township, we believe that the following strategies for using social media include:

Listening

to the needs within the community of Mill Township, and centering those needs on their social media pages. Listening to both the positive and negative feedback helps with determining what work can be done for the social presence. Who are we attracting and are we reaching the correct audience?

Interacting

with potential sponsors and donors, and the target audience they are wanting to reach. Interacting at times when audience engagement is high, and continuing to connect and expand the company network.

Engaging

with users to further network and spread the company mission. Influencing and encouraging previously Incarcerated women and walking alongside them.

Influencing

audiences to become donors and to support the mission. Influencing and encouraging previously Incarcerated women and walking alongside them.

Connecting

with users and targeted audiences to ensure brand continuity and communicate with individuals to help and who can help.



Platforms

Facebook

On this platform, Thriving Mill Township has already established 842 followers, or better known as likes. This platform will be crucial in the implementation of this new social media plan, because adults tend to use Facebook more frequently than Instagram. We can then grow the name and brand of Thriving Mill Township on this site reaching the target audience listed in this plan. With the different Facebook groups used within Mill Township and the surrounding areas, focusing hard on Facebook will help the name of Thriving Mill Township be better known and understood.

Instagram

On this platform, Thriving Mill Township tends to post the same things that they post on their Facebook, which is good. They have 623 followers, so their following is smaller than that on Facebook. If they were able to leverage a small fraction of Instagram users in Indiana, they could bring significantly more awareness to Thriving Mill Township. On their Instagram they use Instagram Stories, but I would consider using them more often and even editing their bio on Instagram to insert their mission statement or updated website.

LinkedIn

On this platform, Thriving Mill Township tends to post once a week. It tends to be the same posts seen on Instagram and Facebook. They have 104 followers on their LinkedIn, but we believe they could grow this number more. LinkedIn is a great platform for Thriving Mill Township to be using, as they can network with other organizations like their own. We would consider making more posts and reposts on LinkedIn.



Implementation

Facebook

Facebook is currently Thriving Mill Township's largest platform with a total of 842 friends engaging. Implementing the following key tactics will allow for extensive growth within the Facebook account:

- **Check in daily to see notifications**
- **Respond to questions and comments to show engagement to audiences**
- **Post at least three times a week to stay on the current feed**
- **Share words of encouragement**
- **Link other social accounts**
- **Share what events are coming up**
- **Share information about how to donate/get involved**

Instagram

Instagram is the next platform we decided to focus on. With a total of 623 followers, there is so much potential to expand this medium using the following key tactics:

- **Check in daily to see notifications**
- **Respond to questions and comments to show engagement to audiences**
- **Post at least three times a week to stay on the current feed**
- **Share words of encouragement**
- **Link other social accounts**
- **Share what events are coming up**
- **Use hashtags**
- **Post to stories**
- **Link facebook to instagram for simple postings**
- **Share information about how to donate/get involved**



Implementation

LinkedIn

LinkedIn is currently Thriving Mill Township's lowest platform with a total of 104 followers. Implementing the following key tactics will allow for extensive growth within the LinkedIn account:

- **Check in daily to see notifications**
- **Respond to questions and comments to show engagement to audiences**
- **Post at least three times a week to stay on the current feed**
- **Share words of encouragement**
- **Link other social accounts**
- **Share what events are coming up**
- **Share information about how to donate/get involved**
- **Network with donors and like organizations**



Social Media Calendar

One Month Detailed Social Media Calendar for Thriving Mill Township January 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Each week if there are events going on post reminders on Sunday	2 Post Content: Can be as simple as what is going on recently	3 Opportunity to share or repost on Instagram and Facebook	4 Post Content: Can be as simple as what is going on recently	5 Opportunity to share or repost on Instagram and Facebook	6 Post Content: Can be as simple as what is going on recently	7
8 Each week if there are events going on post reminders on Sunday	9 Opportunity to share or repost on Instagram and Facebook	10 Post Content: Can be as simple as what is going on recently	11 Opportunity to share or repost on Instagram and Facebook	12 Post Content: Can be as simple as what is going on recently	13 Opportunity to share or repost on Instagram and Facebook	14
15 Each week if there are events going on post reminders on Sunday	16 Post Content: Can be as simple as what is going on recently	17 Opportunity to share or repost on Instagram and Facebook	18 Post Content: Can be as simple as what is going on recently	19 Opportunity to share or repost on Instagram and Facebook	20 Post Content: Can be as simple as what is going on recently	21
22 Each week if there are events going on post reminders on Sunday	23 Opportunity to share or repost on Instagram and Facebook	24 Post Content: Can be as simple as what is going on recently	25 Opportunity to share or repost on Instagram and Facebook	26 Post Content: Can be as simple as what is going on recently	27 Opportunity to share or repost on Instagram and Facebook	28
29 Each week if there are events going on post reminders on Sunday	30 Post Content: Can be as simple as what is going on recently	31 Opportunity to share or repost on Instagram and Facebook				



Social Media Calendar

Yearly Postings

January

New Years Day, Goal posts, MLK Day

February

Black History Month

March

St. Patrick's Day

April

Easter

May

Mother's Day, Cinco de Mayo, Asian Pacific American Heritage Month

June

Juneteenth, Father's Day

July

Independence Day

August

National Women's Day

September

National Rehabilitation Awareness Week, Hispanic Heritage

October

Halloween

November

Thanksgiving, International Men's Day

December

Christmas, End of year wrap-up post



Appendix 3

Food Information

Community Gardens Research Summary

This summary communicates the research done to rebuild and expand the community garden located at The Kings Academy in Mill Township, Jonesboro, Indiana.

Dr. Phil Grabowski, Assistant Professor of Sustainable Development at Taylor University, has developed community gardens on Taylor's campus through various grants, to educate and provide experience for his students while helping make a lasting impact on the community. Each summer, research students at Taylor University manage the community garden on campus by collecting food, pulling weeds, maintaining the garden, and giving away produce. Throughout the year, Dr. Grabowski oversees the process and seeks grant funding to continue cultivating the gardens.

Community gardens help provide nutritious food for community members. Each community garden has specific costs, depending on the size, materials used, labor, and maintenance. The main problem of maintaining a garden tends to be a lack of manpower to water, weed, harvest and manage.

When a garden is built, Dr. Grabowski considers what type of food people want and need. Some plants are much better to grow than others due to practicality and growth time. Additionally, produce must benefit and help the people who are in need by providing nutrition and flavor. Different products require different maintenance. Produce that does not need as much tending to includes asparagus, rhubarb, and various fruit trees. Produce that would require more includes tomatoes, cucumbers, peas, beans, and other vegetables. Making the garden fit the needs is key to its success. It is important to start small with success and build on the gardens as their growth and popularity flourish.

At King's Academy, the headmaster and horticulture teacher Jon Jenkins has offered to oversee the process and try to recruit students to maintain the gardens and partner with Thriving Grant County, Thriving Mill Township. Each garden needs a caretaker, and with Dr. Jenkins overseeing the operations, having students working the gardens is a great way to get community members plugged in. King's has three raised gardens built but are interested in expanding further and promoting the garden to the town of Jonesboro.

The location of the small three gardens at Kings Academy is in the quad. Dr. Jenkins has resources available to help build the gardens if materials are offered. His family connection has an interest in building projects that would be an available resource for building community gardens. Looking forward, Kings would consider moving the gardens to a different location on their land which would be visible from the road as



community members drive by. Better visibility would create a buzz within the community to promote the gardens. This is a great way to reach out to the community and spread the word about what Thriving is doing.

Where we are now...

Thriving Mill Township and King's Academy both have small raised gardens on their land. However, King's Academy has given access to the gardens for Thriving Mill Township to use and expand to help the food insecurity issues within Jonesboro and Gas City.

Where we are now...

King's Academy Resources

- Three raised garden beds with good soil
- Have grown peppers, tomatoes, basil, and a few other vegetables
- Access to tools such as: water hose, rakes, shovels
- Jon Jenkins, headmaster and horticulture teacher, could potentially oversee management of gardens
- Willing and eager to expand gardens to help the community thrive

Where we are going...

King's Academy hopes to expand the gardens by doubling what they have now to six raised beds.

Goal

- Repair existing beds
- Build three additional beds using wood, good soil, weeding cloth, fertilizer, trellis
- Hire students to tend the gardens throughout spring, summer, and fall
- Secure a point person to tend to the garden each day, or every few days, to continue the growth of the vegetables

Where we want to be...

The overall mission behind creating the community garden is to provide naturally grown food, in the form of fresh produce, as a resource to Jonesboro residents in need.

- By the summer of 2024, Kings Academy will have six garden beds to provide fresh produce to the Jonesboro community
- The people of Jonesboro will know about the Community Garden located at King's Academy
- Two to three student workers from the community will tend to the garden throughout the spring, summer, and fall
- Thriving will promote the community garden to raise awareness of the community gardens and will help with resourcing as available/needed.



Resources

Spring Crops - Could plant those out by April 1, depending on weather

Snap peas

- o Harvest in mid-June
- o Done by mid-July
- o Harvest every day

Lettuce

- o Weeding
- o Water
- o Trimming to harvest, cut them off.

Spinach

Asparagus

- o A perennial plant
- o Does not need to be planted every year
- o Takes a few years to establish

Fall crops - harvesting more in fall

Acorn squash

Butternut squash

Brussel sprouts

Summer crop

Green beans

Carrots

Pumpkin

Popcorn

Tools

Shovels

Rakes

Hose

Wheel borrows

Pitch fork

Strategy to help with other vegetables

- Buy weeding cloth for tomatoes and vegetables
- Provide trellises to help vegetables that don't do well on the ground grow up
- Watch out for deer and other animals during the winter does this matter since there are no winter gardens?



Community Garden Connections

Dr. Jennifer Noseworthy - IWU associate professor in the Division of Natural Sciences
Email: Jennifer.noseworthy@indwes.edu
Phone: (765) 677 - 2298

Dr. Phil Grabowski
Email: Philip_grabowski@taylor.edu
Phone: (765) 998 - 5386

Aaron Thomas - Community contact for gardens
Email: aaronthomas@southfarthingsfurrows.com
Phone: (765) 729-8562

Spencer Farms (Dan Spencer) - does pumpkins by Eastbrook HS, grows organic veggies
Phone: (765) 998 - 7015
Location: 10620 E 200 S, Upland, IN, United States, Indiana



Sample Recipe Cards for Kids' Food Lessons

PB & JELLY

Serving: One | Prepping Time: 3 min. |
Cooking Time: 0

INGREDIENTS

- Peanut Butter
- Your favorite Jelly
- 2 slices of bread



DIRECTIONS

1. Use a butter knife to spread the jelly on one side of the bread.
2. Spread the peanut butter, or allergy alternative spread on a different slice of bread using a knife.
3. Put the two sides of the bread with the jelly and peanut butter together.
4. Enjoy!



BREAKFAST PARFAIT

Serving: One | Prepping Time: 4 min. |
Cooking Time: 0

INGREDIENTS

- Apples
- Blackberries
- Granola
- Yogurt



DIRECTIONS


1. Cut apples into smaller pieces
2. Layer yogurt, granola, apples, and blackberries in a bowl or cup.
See photo
3. Enjoy!



Recipe Brand Kit

RECIPE BRAND KIT

FLYER/CARD COLORS

#9DCD5A #32C2E3 #FFEB5B #FF914D

FLYER/CARD HEADER **FLYER/CARD BODY**
FONT **FONT**

LAZYDOG More Sugar Thin

FLYER BRAND KIT


Thrivng Grant County
Thrivng Mill Township

**ORGANIZATION'S
LOGO**

ORGANIZATION'S COLORS

#F0DD24 #29466E #4FAA89 #DA6737

**ORGANIZATION'S FONTS
FOR FLYERS**

LAZYDOG (HEADER)

More Sugar Thin (Body)

Quicksand



Need Help Applying for Food Stamps?



Thriving Grant County Thriving Mill Township
is
welcoming members of the community to
seek aid in applying for food stamps.

When: x

Location: 1233 Street
Upland, Indiana 46123



Thriving Grant County
Thriving Mill Township



Resource Catalog



Grant County Rescue Mission

Hot meals served 365 days a year
Breakfast: 7am, Lunch: 12pm, Dinner: 5pm
423 S. Gallatin St., Marion, IN 46953

Thriving Mill Township

Food Insecurity Working Groups
Meets 3rd Tuesday of each month @ 5:15pm
121 E. South A St., Gas City, IN 46933



The Well Food Pantry

Provides perishable and nonperishable food
Monday: 9am-11am, Tuesday: 3pm-5pm
2111 E. Old Kokomo Road, Marion, IN 46938

The Big Idea

Resource distribution @ elementary schools
Food, hygiene supplies, & community resources
Reach out to pick up supplies: 765-677-4400



Boomerang Backpacks

Resource backpacks sent home with students
Reach out to: amanda_worrick@olemiss.k12.in.us
or 765-677-4423
Mississinewa Community Schools



Appendix 5 GROW Program

Logo & Branding



GROW BRAND KIT

LOGO COLORS (BLOCKS)




The brand kit section features a small version of the GROW logo on the left. To its right are six color swatches, each a rounded square with its corresponding hex code below it. The colors are: orange (#FF914D), red (#BC1823), green (#00A650), light blue (#00ADEF), and dark blue (#2E3192).

		
#FF914D	#BC1823	
		
#00A650	#00ADEF	#2E3192



Coupons



Parent's Name: _____

Prenatal Education

WIC Breastfeeding

Other: _____


Date Issued:

Agency Validation Stamp Here

Provider's Signature: _____

OFFICE USE ONLY

ITEM: _____ DATE: _____



Parent's Name: _____

Prenatal Education

WIC Breastfeeding

Other: _____


Date Issued:

Agency Validation Stamp Here

Provider's Signature: _____

OFFICE USE ONLY

ITEM: _____ DATE: _____



Parent's Name: _____

Prenatal Education

WIC Breastfeeding

Other: _____

Date Issued:

Agency Validation Stamp Here

Provider's Signature: _____

OFFICE USE ONLY

ITEM: _____ DATE: _____



Letterhead



TO:
John Doe
Salford & Co. / CEO
123 Anywhere St., Any City

Date: 15 June 2022

Dear Mr. John Doe


A letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern. The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading. Many companies and individuals prefer to create a letterhead template in a word processor or other software application.



This generally includes the same information as pre-printed stationery but without the additional costs involved. Letterhead can then be printed on stationery (or plain paper) as needed on a local output device or sent electronically.

The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading. Many companies and individuals prefer to create a letterhead template in a word processor or other software application.

Regards,

Jane Doe
General Manager

 123 Anywhere St.,
Any City

 123-456-7890
 hello@reallygreatsite.com



Costs/Price List



PRICE LIST

SPONSORED BY



Store Location

801 S. Main Street
Jonesboro, IN 46938

Store Hours

Business Days: 8 a.m. – 8 p.m.
Saturdays: 7 a.m. – 8 p.m.
Sundays: CLOSED

Store Phone

Number
(765)382-6650

1 Coupon

- BABY WIPES
- BABY LOTION
- BABY WASH
- BIBS
- CABINET LOCKS
- CLOTH DIAPER INSERTS
- DIAPERS
- NAIL CLIPPERS
- NASAL ASPIRATOR
- OUTLET COVERS
- SCRATCH MITTENS
- SIPPY CUPS
- SNACK CUPS
- THERMOMETERS
- TOOTH BRUSHES
- UNDERWEAR

2 Coupons

- BREASTFEEDING BAGS
- CLOTH DIAPER LINERS
- CRIB SHEETS
- NURSING PADS
- PACK N PLAY SHEETS
- TAGGIES

3 Coupons

- CLOTH DIAPERS
- HAAGA

5 Coupons

- BREASTFEEDING COVERS
- HOODED TOWELS

8 Coupons

- BABY CARRIER
- BABY BATH TUB
- DIAPER BAG

10 Coupons

- BOPPY
- CRIB MATTRESS
- DIAPER BACKPACK
- FLOOR MATS
- PLAYMAT
- POTTY CHAIR
- PACK N PLAY MATTRESS

11

Coupons

- PACK N PLAY

16

Coupons

- TODDLER BED

18

Coupons

- HIGHCHAIR

20 Coupons

- BOUNCER
- EXCERSAUCER
- STROLLER
- SWING

22

Coupons

- CRIB



RANGE PRICES

WASH CLOTHS
(1-2 Coupons)

BLANKETS
(2-4 Coupons)



www.enterwebsitename.com



Canva Links

Food Insecurity brand kit

https://www.canva.com/design/DAFP_zFNVfs/J22_Ps-IvhPNTjZAj398cA/edit?utm_content=DAFP_zFNVfs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebut-ton

- Resource Catalog Sources
- Grant County Rescue Mission
- <https://www.findhelp.org/grant-county-rescue-mission-inc--marion-in--food-pantry/5707887143813120?postal=46989>
- Thriving Mill Township
- <http://thrivinggrantcounty.com/>
- The Well Food Pantry
- <https://www.findhelp.org/the-well--marion-in--food-pantry/4669671733985280?postal=46989>
- The Big Idea
- <https://curehunger.org/the-big-idea/#1654717967142-eb3e1fb9-979e>
- Boomerang Backpacks
- <https://www.olemiss.k12.in.us/cms/lib/IN50000552/Centricity/Domain/17/Boomerang-SignUpForm2021.pdf>

Grow Program Brand Kit

https://www.canva.com/design/DAFRj837nw0/x61ChHPX88UHDJ4PzFWTIA/edit?utm_content=DAFRj837nw0&utm_campaign=designshare&utm_medium=link2&utm_source=sharebut-ton

Recipe Cards

https://www.canva.com/design/DAFSN51Hj-A/7FfxpedVemWE-y8oZHhVtA/edit?utm_content=DAFSN51Hj-A&utm_campaign=designshare&utm_medium=link2&utm_source=sharebut-ton



Appendix 6 Media Output

FEATURE NEWS RELEASE

Thriving Grant County - Thriving Mill Township Seeks to Address Community Issues

Gas City, Ind.- Thriving Grant County, Thriving Mill Township, located in Gas City, works to address the complex social issues that many of our local families face daily.

“We work with community partners and residents to strengthen existing support systems, or create new systems when needed, to meet the needs of families living in poverty,” says Ashley Shirley, Interim Executive Director of Thriving.

This semester, Thriving has partnered with a class of Taylor University public relations students under the leadership of Dr. Donna Downs, with a group of students working on each of Thriving’s five high-impact focus areas.

The first focus area is early childhood education. This supports local schools in providing mentorship and literacy programming for kids from 0-8 and expanding early childhood care and education options.

The second focus area is food insecurity. Thriving partners with the Grant County Rescue Mission and Big Idea food distributions at Northview Elementary to provide family cooking & nutrition classes, free, hot meals each Saturday, and increase free food distribution.

Third is financial wellness. To effectively address this goal, Thriving has sought feedback from community members about what they need and what would benefit them.

Fourth is career readiness and workforce development. The career readiness aspect focuses on elementary, middle, and high school students to prepare them better for careers, while workforce development focuses on adults who are currently in the workforce and students in late high school who are getting ready to join it.

Fifth is the resource center focus, with a goal to regularly bring service providers into Mill Township from Marion to make essential services more accessible. These services could include free health screenings, a community food pantry, and grief counseling.

Shirley emphasizes that community and partnership are necessary for success: “We believe it takes our whole community working together as one to make sure all our neighbors have the opportunities and resources needed to thrive.”

###



NEWS STORY

Long-term change. This is what Ashley Shirley, Executive Director of Thriving Grant County, Thriving Mill Township, seeks to bring about in the Mill Township community.

Mill Township, a community in Grant County, Indiana, includes both Gas City and Jonesboro. For decades, Grant County has struggled with access to basic resources and medical care. The Grant County Community Foundation reports that childhood poverty in Grant County has been significantly above the state average each year since 2009.

Grant County and specifically Mill Township's battle with poverty is a result of many complex factors. Thriving wants to help bring about change in this area.

Thriving has determined five focus areas to help overcome the challenges of poverty and lack of access to necessary resources: improving early childhood education, fighting food insecurity, promoting financial wellness, creating programs to help encourage career readiness and workforce development, and providing a resource center that will create space for those needed resources to be brought into the Mill Township community.

To help move those focus areas forward, Thriving has partnered with Taylor University and Dr. Donna Downs' Public Relations Cases & Campaigns class.

Shirley says that "the partnership with Donna and the PR class has been incredibly valuable for Thriving. Their help meant that we were able to assess the effectiveness of our communication on a much deeper level and accomplish much more in a shorter time frame."

This public relations class is one of Taylor's service-learning classes, a type of class that Dr. Downs sees as having special importance for students, especially at a Christian university like Taylor. Downs calls these experiences "high-impact practices" because they encourage students to learn hands-on in the community.

Collaboration with the community, as it is for Thriving, is a key part of these service learning experiences. It is this community experience that ultimately makes an impact on the students and enhances learning in the classroom.

Rather than memorizing the pieces of a campaign and what makes a campaign successful, Downs wants her students to "live" the information.

"While the students may not always remember my lectures, they are going to remember working with Ashley through the objectives, strategies, and tactics," she said.

This active learning benefits both Thriving and Taylor. Through service, Taylor gets the



opportunity to reach out and be involved with the local community in ways that help meet felt needs and improve the lives of those living in the surrounding communities.

It is often hard for non-profits, especially those in small towns, to have the manpower and resources to make the impact that they want to see. This partnership with Taylor benefits Thriving by giving willing minds and extra hands to help maximize its presence in Mill Township.

“Our partnership with Taylor directly impacts our efforts and helps us to increase our footprint in Mill Township and Grant County,” Shirley says.

This impact and partnership will last past when the class ends in December. The PR Cases & Campaigns class serves to help public relations students understand the ins and outs of a campaign and how to run one successfully. To accomplish this, students have worked on tangible, high-impact tasks for Shirley and the creation of a multi-month campaign that Thriving will take over at the end of the semester.

Shirley says that this campaign will help move Thriving and Mill Township forward by being “able to reach our Mill Township families and make a tangible difference in their lives through our upcoming programming and the opening of the Mill Township Resource Center. It’s all about helping them move from surviving to Thriving.”

That passion and drive for change is what Downs has enjoyed most about partnering with Shirley and Thriving.

“I love the way Ashley cares so well for the people in Mill Township. She wants to do what she’s doing, and because of that it makes us want to jump on board and help.”

That same love, care, and passion for the local community is what Downs wants her students to take away from their time studying public relations at Taylor. In a lot of ways, her job is helping students see that they can contribute positively to their communities, no matter where life after graduation takes them.

“I hope that students see the importance of being an active community member when they graduate,” Downs says. “To me, that is huge. We may not always have the finances to help people, but the more students learn about how to be active in the community now, the better off both they and their will be”

That shared vision, whether for Mill Township or the students studying under her care, is what has made this partnership between Shirley and Downs so meaningful. They both, albeit in different ways, are striving to help bring about long-term change.



DONOR ONE-PAGER

Thriving Grant County - Thriving Mill Township, a supporting organization of the Grant County Community Foundation, exists to help address the societal issues facing children and families of Mill Township through strengthening community, family well-being, and career readiness.

To do this, we have determined five focus areas that will make a tangible difference in the Mill Township community. The first focus area is early childhood education. We want to build relationships with local schools and help to provide mentorship and literacy programming for kids from 0-8. We also want to help bring about the expansion of early childhood care and education options.

The second focus area is food insecurity. So far, we have partnered with the Grant County Rescue Mission and Big Idea food distributions at Northview Elementary to provide family cooking & nutrition classes, hot meals each Saturday, and increase free food distribution.

The third area is financial wellness. To effectively address this goal, we have sought feedback from community members about what they need and what financial security looks like for them. For many, financial security is as simple as having enough money to put food on the table. We want to equip community members with the necessary tools to achieve that stability.

The fourth focus area is career readiness and workforce development. The career readiness aspect focuses on elementary, middle, and high school students to prepare them better for careers, while workforce development focuses on adults who are currently in the workforce and students in late high school who are getting ready to join it.

Fifth is the resource center focus. The goal is to transform part of the space that we own to enable outside service providers to come into Mill Township to make essential services more accessible. These services could include free health screenings, a community food pantry, and grief counseling.

None of these things can be accomplished without the support of donors who want to see the same change in Mill Township as we do. To give or learn more about Thriving and the work we do in Mill Township, please contact Executive Director Ashley Shirley at XXX .



Appendix 7

Resource Partners & Sample Messages

Resource Research & Information

Company	Contact	Notes
YMCA of Grant County	<p>123 Sutter Way, Marion, IN 46952</p> <p>Phone: (765)-664-0544</p> <p><u>Weekly Hours:</u> Monday-Thursday: 5:00am-9:00pm Friday: 5:00am-8:00pm Saturday: 6:00am-5:00pm Sunday: 1:00pm-5:00pm</p>	<p>Members: FREE service for 2 hour maximum stay</p> <p>Non-Members: \$2 per hour 1st child, \$1 per hour 2nd child</p> <p>"This supervised [childcare] program by qualified Y staff will allow you to enjoy the Y while your child is in a safe and fun environment. Please collect an identity wristband at the Front Desk before signing your child in. Please discuss your child's needs with our staff."</p> <p><u>MISSION:</u></p> <p>To put Christian principles into practice through programs that build healthy spirit, mind, and body for all</p>
United Way of Grant County	<p>Phone: (765) 662-9811</p> <p>Email: director@uwofgrantco.com</p>	<p><u>MISSION</u> Focus support for Health, Education, and Financial Stability in Grant County to achieve measurable results by uniting community resources.</p> <p><u>VISION</u> United Way of Grant County envisions a caring community working together to improve the lives of all people.</p>
Cancer Services of Grant County	<p>305 S. Norton Avenue Marion, IN 46952</p> <p>Phone: (765) 664-6815</p> <p><u>Open:</u> Monday-Friday (9am-4pm)</p> <p>Executive Director Rocky Whitehead</p> <p>Director of Operations Sherrie Stahl</p> <p>Director of Advocacy Kayla Dickerson</p>	<p>Organization "provides financial support for medicine, medical bills, transportation, supplies and equipment, patient navigation, free screenings, educational outreach, and more."</p>
Gilead Ministries	<p>Office 212 N. Baldwin Ave. Marion, IN 46952</p> <p>Hours Monday - Thursday: 9:30 a.m. - 2:20 p.m. Friday: 9:30 a.m. - 12:00 p.m.</p> <p>Phone (765) 664-3734</p> <p>Executive director: Bill Sparks</p> <p>Assistant director: Teresa Brown</p> <p>Mailing Address PO Box 134 Marion, IN 46952</p>	<p>Helps manage dealing with grief, cancer, and long-term illness</p> <p><i>Gilead Ministries provides emotional support through hands-on projects, encouraging cards and comforting phone calls, helping families find the hope to overcome loneliness and fear.</i></p>



Boys and Girls Club of Grant County	<p>General phone: 765-664-6141</p> <p>Executive Director Ronald Morrell, Jr. morrell@bgcgco.org</p> <p><u>Address:</u> 3402 S Meridian St, Marion, IN 46953</p>	Children's programming to support academic success, community involvement, and healthy lifestyles.
Hands of Hope Service Society	<p>Phone: 765-662-9971</p> <p>Email: famservices@famservices.com</p>	No charge for the programs offered to victims of domestic violence, homelessness or sexual assault
Marion General Hospital	<p>Medical Office Building: (765) 660-6415</p> <p>Hospital (765) 660-6000</p> <p>Family Medicine Center: (765) 660-7630</p> <p>Pediatric Center: (765) 660-7660</p> <p>Patient Financial Services: (765) 660-6100</p> <p>MGH Family Practice: (765) 660-7900</p> <p>Fairmount Medical Associates: (765) 660-7880</p>	MISSION: "Marion Health exists to transform the health of our community through patient-centered, high quality, affordable care."
Marion Housing Authority	<p>Phone: 765-664-5194</p> <p>Email: mha@marionha.com</p> <p><u>Address:</u> 601 Adams Street Marion, IN 46953</p>	<ul style="list-style-type: none"> • <i>"Inclusive housing provider that encourages healthy living with opportunities to succeed."</i> • Building for Change • Rent options available in Parkville and Thomas Jefferson Community • Senior Housing, Family Housing, Housing Choice Voucher, and FSS
Saint Martin's Community Center	<p>Phone: 765-651-9324</p> <p>Email: stmartincenter@hotmail.com</p> <p>Hours: Monday – Friday, 9:00 a.m. - 2:30 p.m. Saturday: 9:00 a.m. – 12:00 p.m.</p>	Offers daily meals and food pantry <ul style="list-style-type: none"> • Free Daily Breakfast and Lunch program Coats for Kids Public Garden Thrift Store Monthly Food Box Giveaway <p>MISSION & VISION St. Martin is called to feed the poor. Our daily meals and food pantry help satisfy basic needs. As simple needs are met, the network of Health and Human Services agencies help the poor build necessary skills to work out of poverty.</p>



<p>Invitation program</p>	<p>Dr. Erik Hayes, PhD erhayes@taylor.edu</p> <p><u>Program office number:</u> 765-998-4325</p>	<p><i>Health and wellness program</i></p> <p>From the website directly: <u>Personalized:</u> Works one-on-one with patients and tailor the program to each individual's health needs, abilities and desires.</p> <p>Active: "We actively work with and alongside our patients teach them what to do and how to do it. From personalized exercise programs, to healthy eating stress management, to fall prevention, we walk alongside patients to help them learn how to incorporate healthy choices in their everyday life."</p> <p><u>We are inviting:</u> "Our program is open to anyone who could benefit from a healthier lifestyle, and we'll never turn someone away if they can't afford our services."</p> <p><u>We are holistic:</u> "We believe improved wellbeing encompasses more than just diet and exercise. We provide a supportive atmosphere and curriculum that accounts for physical, emotional, social, and mental wellbeing."</p>
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Sample Email Template

Cancer Services of Grant County: Sherrie Stahl, Director of Operations sherriestahl@grantcountycancer.org

Dear Sherrie,

As the director of Thriving Grant County/Thriving Mill Township, I seek to connect resources with needs in Mill Township. My team and I admire what Cancer Services of Grant County provides for our community.

I am writing to you because Thriving Mill Township is seeking to bring in programming to our center in Gas City in the upcoming months. I've seen on your website the outreach programming you do and would love to have your organization come into our research center for one day monthly to present on healthy lifestyle and cancer prevention. We'll be welcoming families from our local community to attend.

I hope we can connect in the upcoming weeks. I look forward to partnering with your organization so that even more people in our community can connect with attainable, healthy living. We appreciate you and all that you do.

If you could email me back within the next week with your thoughts, I'd be most appreciative.

Sincerely,
Ashley Shirley



Thriving Needs Survey

What services would be most helpful to you. Please select rank them 1-7 with 1 being most helpful and 7 being least helpful.

- _____ Food (free meals, food bank, etc.)
- _____ Mental Health (counseling, grief care, etc.)
- _____ Physical Health (health checkups, personal training, etc.)
- _____ Childcare (care during work hours, weekend childcare, etc.)
- _____ Workforce development (work training, professional workshop, etc.)
- _____ Financial wellness (budgeting training, coupon programs, etc.)
- _____ Education (after school tutoring, literacy programs, etc.)

Notes: Put this on cards with your logo and have them printed at the door with someone handing them out and collecting them after they have been filled.

Program Announcement Strategy

Strategy for Thriving to announce programs and scheduled events

8 weeks before the event

- Ask partners, community leaders, and volunteers to join
- Establish the goal of the event
- Discuss the date and location of the event

6 weeks before the event

- Write the press release, blog post, and newsletter to announce the event
- Create posters and social media post content for the event

4 weeks before the event

- Communicate with partners, community leaders, and volunteers about the details of the event

3 weeks before the event

- Share with the media
 - a. Press release on the website for the community
 - b. Blog post
 - c. Newsletter

2 weeks before the event

- Communicate with partners for further promotion
- Poster in local business stores

Share your event with community calendars, churches, and community groups.

1 week before the event

- Use Social Outlets and Email
 - 1. Instagram & Facebook
 - a. Post a countdown on Instagram stories

The countdown sticker on Instagram Stories allows you to set an end



date and time.

- b. Post teasers with necessary details
 - Share relevant details in the time leading up to the event. Teaser help builds up the hype and can provide your audience members with helpful information
 - Share behind-the-scenes photos and videos of your venue, speakers, activities
- c. Create an event hashtag
 - To drive social activity
- d. Make a Facebook event that includes all the details your audiences will need
 - Be sure to create an eye-catching cover photo with a resolution of 1920 x 1080 pixels that evokes a feeling of excitement.
 - An attention-grabbing photo or a well-designed banner will encourage your attendees to share it with their friends.
 - Email
- e. Reach people without social media platforms

Day of event

- Go live on social media
- Create highlight videos/reels
- a. Creates summaries for people who couldn't come and gives people a taste of what they missed

Week after Event

- Run a post-event survey
- a. Asking for feedback with social media polling features is more informal. It makes it easy for people to respond. Keep in mind that this feedback won't be anonymous though.
- b. Create a post-event survey through a free platform like SurveyMonkey. You can also ask questions using poll stickers and emoji slider stickers in Instagram Stories.
- c. Compose thank you notes or emails for people who were involved in the event



Program & Event Timeline

Program & Event Timeline

Weeks Counting Down

Week 8

- Ask partners, community leaders, and volunteers to join
- Discuss the date and location of the event

Week 6

- Write the press release, blog post, and newsletter to announce the event
- Create posters and social media post content for the event

Week 4

- Communicate with partners, community leaders, and volunteers about the details of the event

Week 3

Share with the media

- Press release on the website for the community
- Blog post
- Newsletter



Appendix 8

Career Day & Professional Development Seminar

Initial Proposal

It is no secret that the cycle of poverty is a vicious one. It is challenging to break, leading people to see no way out. At Thriving Grant County/Mill Township, we focus on five specific areas, one being workforce development and career readiness. Helping people be more equipped to enter the workforce or a career will, in turn, lead them to brighter futures. One of the most effective ways to break the cycle is to offer hope to students at a young age.

Information provided from the Indiana Department of Education shows that 61.5% of students who attend R.J. Baskett Middle School are economically disadvantaged. Economically disadvantaged students are students who are on free/reduced lunch or come from low-income families. With 569 students, that's 350 students who are from low-income families. At Mississinewa High School, 53% of students, or 405, are considered economically disadvantaged. These numbers are alarming.

Therefore, I am proposing to host a career fair at R.J. Baskett Middle School and a professionalism workshop at Mississinewa High School. These events will encourage students to begin thinking about their future and show them opportunities they didn't know existed. It's critical to prepare the students for thinking about their future, whether that's college, or for many students who cannot afford it or hold the desire to go, the workforce.

The goal of this career fair at the middle school is that it will provide students with insight on what kind of job they can have after they graduate. Information about the professions will help them know if they need to pursue a college degree or some type of training instead, after high school. It will also give them knowledge going into high school of what classes they should take and areas on which they need to focus. A career day will give them something to consider and motivate them to take steps to reach their dreams. In addition to this, the career day will help students see how what they're learning in school can relate to career opportunities.

It is common for students who come from low-income families to not believe they can live a different life than their parents. However, a study done by the Ministry of National Education shows that career fairs help combat this mindset. Results of this study concluded that career days are effective in strengthening students' career decision-making and reducing their beliefs that there isn't a brighter future for them.

In the 2018 Mississinewa graduating class, 46 students were Century 21 Scholars, and 29 of them enrolled in college. Although there are no statistics on where the other 17 students went, it is likely they entered into the workforce. This shows the importance of preparing students not only for college, but the workforce as well, which is why a professionalism workshop is needed.

Our goal is to developing professional skills in students and give them a head start on what they need to know to go into the workforce or college. This workshop



is tailored toward seniors so the information is fresh in their minds when they graduate. In this workshop the students will build resumes, take a career test to see which profession suits their interests and skills the best, learn how to fill out Human Resource forms such as I-9's and W-4's, participate in a mock interview, and receive a professional headshot. All of these tactics will help students be more equipped whether they go to college or straight into the workforce.

Overall, Thriving Grant County/Mill Township seeks to provide ways for people to thrive and not just survive. One way to execute this is to help kids dream and in turn, reach those dreams. The schools need these events so that students, especially those who are economically disadvantaged, can see that there is an endless amount of opportunities they can pursue and give them hope for their future. Not just hope though, that there are tangible steps for them to take to better their future. The career day and professionalism workshop will help students learn more about whatever career they want to pursue and be more equipped for when they graduate.

A package of information is available should you want more specifics.

Ashley Shirley
Executive Director of Thriving Grant County/Mill Township



Career Day Info/Tentative Schedule

8th grade: 214 students, 4 groups of about 53 students per session

12:00 - speakers show up to set up

12:30-12:55 - session 1 (1st group of students)

12:55-1:00 - passing period

1:00-1:25 - session 2 (2nd group)

1:25-1:30 - passing period

1:30-1:55 - session 3 (3rd group)

1:55-2:00 - passing period

2:00-2:30 - session 4 (4th group)

*hand out evaluations after their session

Professional Workshop Info/Tentative Schedule

Seniors: 185 students

1 1/2 hour long workshop, 4 sessions

About 46 students a session

.

9:00-9:15: career test

9:15-9:40: resume building

9:40-9:55: HR forms

9:55-10:30: professional headshots/mock interview (when not taking headshot, students will have a short mock interview)

10:30-10:45: career test

10:45-11:10: resume building

11:10-11:25: HR forms

11:25-12:00: professional headshots/mock interview

12:00-12:15: career test

12:15-12:40: resume building

12:40-12:55: HR forms

12:55-1:30: professional headshots/mock interview

1:30-1:45: career test

1:45-2:10: resume building

2:10-2:25: HR forms

2:25-3:00: professional headshots/mock interview



Professionalism Workshop Resume Template

<https://www.canva.com/resumes/templates/>

Free

Various templates to choose from

Can edit on website

Downloadable

Samples in Google Drive

Career Test

<https://www.careerexplorer.com/assessments/>

Takes approximately 20 minutes to complete

Gives compatible careers with your personality and skills

Example of test question & results below (it's not downloadable)

Email Proposal to Mississinewa High School

Dear (insert name here),

As the Executive Director at Thriving Mill Township, one of my main goals at Thriving is to enhance professionalism and encourage workforce development through the school system.

To help accomplish this, I propose hosting a professionalism workshop at your high school. This workshop would be for the seniors and would be an hour and a half long, with four different sessions.

Our goal is to get students to start developing professional skills and get a head start on what they need to know to go into the workforce or college. This workshop will teach them how to build a resume, fill out HR forms, provide them with a professional headshot, and a mock interview.

I think this could be greatly beneficial to the students so they know how to prepare for life after high school, especially for the 53% of students who are economically disadvantaged. This demographic of students are most likely to follow in their parents' footsteps, but our desired outcome of this workshop is that it will provide them with skills and knowledge so that they don't have to.

I will follow up in two weeks by ____ (date) to see if this is something Mississinewa High School would be interested in and discuss further details.

Thanks so much,



Mock Interview Questions

- Tell me about yourself.
- Walk me through your resume.
- How did you hear about this position?
- Why do you want to work at this company?
- Why do you want this job?
- Why should we hire you?
- What can you bring to the company?
- What are your greatest strengths?
- What do you consider to be your weaknesses?
- What is your greatest achievement?
- Tell me about a challenge or conflict you've faced at school, and how you dealt with it.
- Tell me about a time you demonstrated leadership skills.
- Tell me about a time you made a mistake.
- Tell me about a time you failed.
- What are you looking for in a new position?
- What type of work environment do you prefer?
- How do you deal with pressure or stressful situations?
- What do you like to do outside of work?
- How do you stay organized?
- How do you prioritize your work?
- What are you passionate about?
- What motivates you?
- What are your pet peeves?
- How do you like to be managed?
- Do you consider yourself successful?
- Where do you see yourself in five years?
- How do you plan to achieve your career goals?
- What are your career aspirations?
- What's your dream job?
- What makes you unique?
- What should I know that's not on your resume?
- What would your first few months look like in this role?
- What are your salary expectations?
- What do you think we could do better or differently?
- When can you start?
- How many tennis balls can you fit into a limousine?
- If you were an animal, which one would you want to be?



Career Day

Email to professionals

Dear _____,

As the Executive Director at Thriving Mill Township, I am putting on a career day at R.J. Baskett Middle School for _____ (date and time)..

Some students at Mississinewa expressed interest in your profession. Would you be interested in serving the community by once again attending a career day in the Mill Township area and sharing about your job, what is needed to have a job like yours, and any advice you might have for students who want a career like you have?

Please let me know if you have any interest in participating by ____ (date). I would love to be able to expose the students to your profession!

If you have any questions let me know!

Best,
Ashley Shirley

School proposal: R.J. Baskett Middle School

Dear (insert name here),

As the Executive Director at Thriving Mill Township, one of my main goals at Thriving is to enhance professionalism and encourage workforce development through the school system.

To help accomplish this, I propose hosting a career day at your middle school. The career day would last two hours and would include approximately thirty professionals.

Our goal is to get younger students to consider their interests after high school so they go into high school knowing what classes they need to take and areas on which they need to focus. This career day will give them something to consider and motivate them to take steps to reach their dreams. It will also help students see how what they're learning in school can relate to career opportunities.

We believe it may be especially beneficial to the 63% of students that are economically disadvantaged, because it'll allow for them to see new career opportunities that they may not have known to be an option before and show them they can have a better future.

I will follow up in two weeks by ____ (date) to discuss your interest level and give further details.



Thanks so much,
Ashley Shirley

Career Day Interest Inventory

First and Last Name (please write legibly): _____

Grade: _____

On a scale of 1 (most interested) to 21 (least interested), rank your interest in learning more about the following professions.

- _____ Photographer/Videographer
- _____ Nurse
- _____ Policeman
- _____ Computer Programmer
- _____ Social Worker
- _____ Animal Caretaker
- _____ Graphic Designer
- _____ Armed Services
- _____ Event Planner
- _____ Lawyer
- _____ Accountant
- _____ News Reporter
- _____ Dentist
- _____ Engineer
- _____ Welder
- _____ Mechanic
- _____ Electrician
- _____ Flight Attendant
- _____ Firefighter
- _____ Realtor
- _____ Hair Dresser

Talking Point Ideas for Professionals

(Greeting individualized),

We are excited that you have agreed to be a part of our first Career Day at R.J. Bassett Middle School on _____(date). Our enthusiasm continues to mount as we look forward to this exciting opportunity for our students. As we have talked with you, we detect that the “wheels are rolling” and that many of you are already brainstorming and thinking about the most effective way to share your profession in this particular setting. If there is any way that we can be of assistance to you, please don’t hesitate to email or call us.

Our primary goal is to share current information with our students to relay to them a



realistic picture of “life after high school/college.” We thought that these general topic areas might help you focus your comments to best achieve that goal. Not all suggestions are applicable to every situation; we share them with you only as a starting point.

- What jobs are available in today’s market in your area?
- What training is necessary for these jobs?
- What room is there for advancement within your field?
- What is the salary range for this profession? Does this salary vary in other states?
- What can students do in high school to help prepare them to enter this field?
- If you have been in this field a number of years, has it changed?
- What personal qualities and characteristics do you feel are important for a person to possess to be successful in this line of work?
- What are some of the “perks” of your job?
- Why do you consider your job satisfying?
- Obviously, there are difficulties to overcome and bad days to endure. Share with students the obstacles and disadvantages of your line of work in terms of both your professional and personal life.

Best,
Ashley Shirley

Thank you Cards to Volunteers

Thank you for giving your time to come and speak to R.J. Baskett Middle School. Your insight will not only inspire them but direct them to a clearer path for their future. We greatly appreciate you teaching your _____ skills to the students today and all the time you have put into speaking. Thank you for coming today.



Career Day Evaluation

Career Day Evaluation

Please mark the corresponding space with your answer.

Class Standing: ____

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
This event taught me about different career choices.					
The speakers presented information in ways that were easy to understand.					
I would benefit from hearing more about different jobs while at Mississinewa.					
The length of the presentations was good.					
I am clearer about what kind of career I am interested in.					
I am more confident that I can find a job I like after high school/college					
I enjoyed career day.					
This event met my expectations.					



