



Strategic Integrated Plan Book

Working Towards a Brighter Future



TABLE OF CONTENTS

- Introduction and Background.....3
 - Client History.....3
 - Client Mission, Product/Service Overview, Competitors Overview.....4
 - Industry Insights/Trends.....8
 - Client Social Media/Website Presence.....9
 - Problem Statement, Campaign Objectives.....10
- SWOT Analysis.....10
 - Strengths, Weaknesses, Opportunities, Threats.....10
- Discussion of Key Publics.....11
- Public/Audience Research Findings and Analysis.....12
- Goals & Objectives.....14
- Messaging Strategies.....15
- Strategies & Tactics.....17
- Implementation Plan.....19
 - Event details.....19
- Evaluation.....25
- Timeline.....31
- Budget.....34
- Appendix.....35
- Media List.....54
- Team Biographies.....55

INTRODUCTION & BACKGROUND

Client History

Refugee and Immigrant Self-Empowerment (RISE) is a 501(c)(3) nonprofit organization based in Syracuse, New York. The organization has three offices: Northside Syracuse, Southside Syracuse and Buffalo. The goal of the organization is to help refugees and immigrants in Onondaga County to become economically independent and acclimated to American society by providing high-quality programs and resources.

Before the organization was known as RISE, it was called the Somali-Bantu Community Association (SBCA). The SBCA was founded in 2004 to provide a sense of community and support for Somali Bantu refugees in the Syracuse area. In 2015, the SBCA was renamed RISE after expanding its services to the larger refugee and immigrant communities. Today, the organization has 27 staff members and serves over 400 families from more than 25 different nations. In 2020, RISE helped place 184 clients into jobs (Refugee & Immigrant Self-Empowerment, 2020). The majority of the clients were either Somali, Nepali or Burmese. 56 percent of the organization's income came from grants, with the rest coming from home health care management and direct public support and fundraising (Refugee & Immigrant Self-Empowerment, 2020). Operating expenses made up 65 percent of total expenses (Refugee & Immigrant Self-Empowerment, 2020). Program expenses made up 26 percent and administrative expenses made up 9 percent in 2020 (Refugee & Immigrant Self-Empowerment, 2020).

Competitors of RISE include other refugee and immigrant organizations in upstate New York. Competitors include Refugee Alliance of Greater Syracuse Interfaith Works, Hopeprint, Inc., Immigrant Refugee Youth Association of Onondaga County, New American Women's Empowerment, Refugee Assistance Program and PEACE, Inc. Religious groups and organizations such as churches are also competitors because they often offer resettlement services and support as well.

RISE runs several programs for clients of different age groups. Some of the programs address employment needs such as resume polishing, job application, cover letter writing, interview preparation, etc. The organization also provides academic support for younger clients, encouraging health, fun and social interaction to enrich their lives at school and home.

RISE hosted its 3rd Annual Night Nations Fundraiser on April 22, 2021. It is one of the most important events to raise funds to continue providing helpful programs and activities that improve refugees' and immigrants' life in the United States. Due to the COVID-19 outbreak, this event was held completely virtual.

RISE has posted the event information on its webpage and every social media channel they have, including Facebook, Instagram, and YouTube channel. Besides, RISE has barely coverage and promotion through paid media. RISE uses a lot of storytelling in its event description. The overall tone when communicating with the public and its audience is lighthearted and encouraging.

From the social media perspective, RISE has received attention from various social media platforms. RISE has 703 followers on Instagram (@syracuserise) with about over 15 likes on average per post. Some content even received 50-100 likes. RISE's Instagram page has been tagged about 70 times by diverse local organizations, including Onondaga Community College, Everson Museum, and the Syracuse Inner Harbor.

RISE's Facebook page has 1,129 followers and 1,012 likes with several interactions with followers. RISE's YouTube channel has 31 subscribers currently with 0-18 likes and two comments on average for each video. The LinkedIn page has 56 followers.

RISE brings significant benefits to the local refugee and immigrant communities in their past efforts. According to RISE Annual Report 2020, they organized seven major services and programs,

including Employment Services, Bridging Case Management Services, Care Management, SyRAP Agricultural Program, Individual Development Account Program (IDA), Youth Education/Youth Professionalization Program, and Women's Empowerment Initiative. RISE overall served clients from over 17 nations in 2020. Among all clients, 184 clients have been placed in jobs, and 1,618 clients got advice from Bridging Case Management Services. Additionally, 268 people have enrolled in the Care Management Program with a \$52,240 total billing profit by the end of October 2020. SyRAP Agricultural Program helped 32 farmers grow their fresh produce which harvested over 10,712 lbs crops with \$3,321 income. IDA program served 117 clients in the past year. 30 clients have purchased vehicles, and one of them bought a house with the help of IDA. Besides, 170 students have participated in the education program, and 20 students have enrolled in college. Approximately 100-150 student volunteers have been involved, and 30-40 education institutions have donated RISE. Women's Empowerment Initiative provides services to 15 clients.

Moreover, driven by RISE, the fundraising event "ANight of Nations" fundraising is now in its third year. With the promotion and endorsement of RISE, the fundraising event will be kept holding and welcome donations for helping more the refugee and immigrant communities.

Client Mission

Mission Statement

The mission of Refugee and Immigrant Self- Empowerment (RISE) is to advocate and promote self-sufficiency through employment, education, social support, and economic independence for members of the refugee and immigrant communities in Onondaga County, NY.

Vision Statement

All refugees and immigrants are empowered to become economically independent and productive members of society who enrich their new community while maintaining their cultural identity.

Value

- 1) Respect
- 2) Inclusiveness
- 3) Collaboration
- 4) Integrity

Product/Service

Refugee and Immigrant Self-Empowerment (RISE) is located in Syracuse, New York and is currently open Monday through Friday from 9 a.m. to 2 p.m. It is a nonprofit organization that aims to help refugees and immigrants in Onondaga County to become economically independent and well accommodated into American society by providing high-quality resources from different areas.

RISE runs several programs for refugees and immigrants from different age groups to fulfill their personal goals. They assist with employment needs such as resume polishing, job application, cover letter writing, interview preparation, etc. They also provide academic support for younger age audiences, encourage health movement, play, and social interaction to enrich their school life.

Competitors Overview

1) InterFaith Works

Mission: "InterFaith Works affirms the dignity of each person and every faith tradition, builds racial and

religious equity, and creates bridges of understanding among us.”

Vision: “InterFaith Works builds bridges of understanding to affirm the dignity of all people in Central New York. Working with the different faith communities and the diversity of the region’s people, we address deeply embedded social divisions. Informed and influenced by the values and ethics of the faith traditions, we work with the community to find common ground on its issues. Using the tools of interfaith and cross-cultural dialogue, we create life-changing experiences that lead to actions for the creation of a more equitable and loving community.”

- Since 1976 (45 years)
- Nonprofit organization
- Services: 1) conversations among diverse groups of 8-15 people. 2) provides education, employment preparation, mental health services, community navigation and immigration services to refugees and immigrants.

Marketplace Presence

- Offline
 - Print
 - Radio
 - TV
- Online
 - Webpage
 - E-newsletter
- Social
 - Instagram
 - Facebook
 - Twitter
 - YouTube
 - LinkedIn

InterFaith Works - Brand Audit Spectrum

- InterFaith Works’ affirms the dignity of all individuals in Central New York, it aims to create bridges of understanding among all people.
- Interfaith Works is active in both modern and traditional media. They have news coverage for major events and also keep a consistent posting frequency on social media channels.
- InterFaith Works focuses on building long-term relationships with its clients through cross-cultural dialogue events.
- InterFaith Works communicate with the public in a mature and serious way.
- InterFaith Works offer services regionally.

2) People’s Equal Action and Community Effort (PEACE), Inc.

Mission: Helping people in the community realize their potential for becoming self-sufficient

Vision: Incorporated in 1968, PEACE, Inc. is a non-profit community-based organization with the mission of helping people in the community realize their potential for becoming self-sufficient. PEACE, Inc. believes in the strength of the human spirit and is dedicated to changing lives by teaching people how to help themselves and support those around them. To this end, PEACE, Inc. provides a continuum of services for the entire family from infants to the elderly. The majority of individuals we serve have incomes placing them at or below the Federal Poverty Guidelines.

- 1971 became a 501(c)(3)

- Office located at South Salina Street in Syracuse
- Programs: Big Brothers Big Sisters (BBBS), Head Start & Early Head Start, Energy & Housing Services, Family Resource Centers, Foster Grandparents, Frank DeFrancisco Eastwood Community Center, Free Tax Prep, Senior Nutrition Program and Senior Supports

Marketplace Presence

- Offline
 - Flyers/Brochures
- Online
 - Webpage
 - Newsletter
- Social
 - Facebook
 - Twitter
 - Instagram
 - Youtube
 - Pinterest

PEACE, Inc. Brand Audit Spectrum

- PEACE, Inc. emphasizes offering services and support to individuals and their families to help uplift community members on a personal level
- Some of the organization’s web and media content is colorful and modern however there are also other pieces of content that are more information-driven and simple
- The organization’s programs and services focus on forming long-term relationships with community members
- Web and media content has a balance between serious and lighthearted tones, depending on the subject matter
- PEACE, Inc. is a regional organization based in Syracuse, New York

3) Hopeprint

Mission: Unifying diverse communities rich in culture and connectedness to prosper in place.

Vision: We envision that resettled refugees, and the neighborhoods in which they live, would be a people of hope, empowered to thrive, collectively forming a unified community rich in culture and connectedness that prosper in place.

- Nonprofit Organization
- The collaborative community in North Syracuse includes a 30-block portion bordered by N Salina St, E Division St, Park St, and Kirkpatrick St in the 13208 zip code. Kansas City’s community is located along the river at the Kansas State’s side. Besides, the St. Louis Patch Neighborhood and the Ghana Refugee Camp are under construction.
- Services: Family Empowerment Programs, including Hopeprint Littles, iCAN, iCREATE, Force, Ventures, Global Citizens Cohort and Homework, Her Village, and Steps to Thrive.

Marketplace Presence

- Offline
 - Spotify
- Online
 - Webpage
 - Blog

- Online News-Press
- Social
 - Facebook Page
 - Instagram - two separate pages: @hopeprint and @hopeprint—kids
 - Twitter

Hopeprint - Brand Audit Spectrum

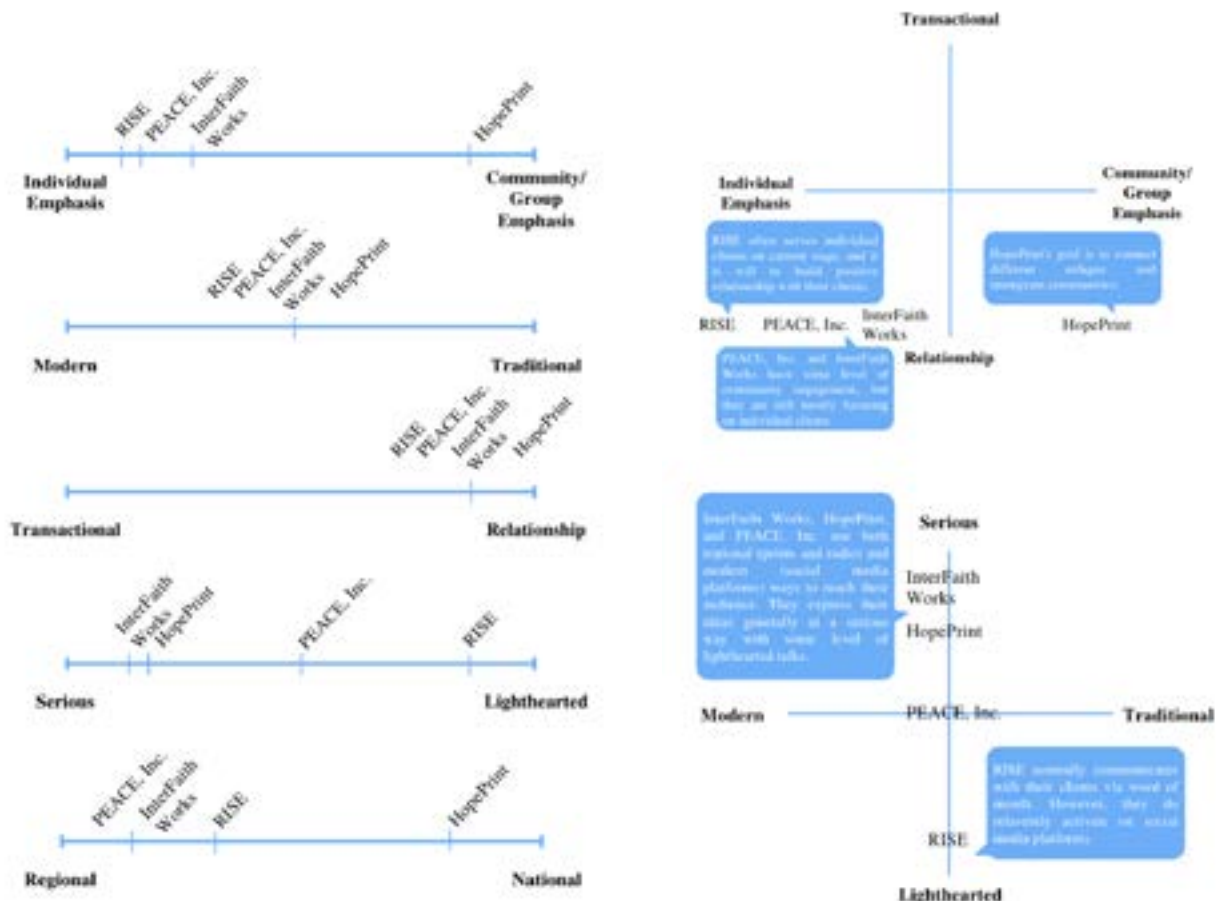
Hopeprint focuses on gathering and resettling refugee communities with diverse cultural backgrounds to create and prosper the collaborative neighborhood.

Hopeprint is not heavily involved in social media platforms. The Facebook and Instagram pages are more active than Twitter, and the frequency of posts on Facebook and Instagram page @hopeprint are almost several times per day. Another Instagram page, @hopeprint—kids, posts about once a month. However, it is unique that Hopeprint has recently created a Spotify playlist that contains songs from different regions of the world to promote their program “Walk the World”. The Twitter account has not been updated since last year.

Hopeprint is involved with the local community, such as Syracuse University and the Center for New Americans Refugee Resettlement Program to establish long-term relationships and build the bridge between the collaborative neighborhood and the local community.

Hopeprint communicates with the public and clients in a serious way to stimulate public interest in participation.

Hopeprint has two established locations, including Syracuse Northside Neighborhood and Kansas City Cathedral Neighborhood. They have also launched the St. Louis Patch Neighborhood in Fall 2021, and the Ghana Ampain Refugee Camp and the Ellemabelle District are upcoming in 2023.



Industry Insights/Trends

Today, there are nearly two million nonprofit organizations in the United States. Since the outbreak of the Covid-19 around the world, the whole nonprofit industry was going through an unprecedented time. Organizations had to work remotely, cancel the fundraising plan, and adjust everything to be virtual. Inevitably, the negative impact of Covid-19 on the whole nonprofit industry is huge. According to the statistics from BDO's Compensation Surveys, 35% of nonprofit organizations experienced an increase in demand for services with fewer resources. One of the biggest challenges that every organization is facing, whether their mission is to focus on charity, science, religion, or education, is to get fundraising from other sources to serve the public interest. Fundraising events and any in-person activities were forced to be closed in consideration of safety.

New trends have been created under this severe circumstance. Many nonprofit organizations choose to switch to virtual working conditions and move their events entirely online. Virtual fundraising then became a popular tactic to keep the nonprofits functioning under the pandemic influences. Moreover, the power of social media and digital marketing helped nonprofits promote and spread information to a larger audience group.

On the other hand, switching to virtual working environments has some downsides. It changed the way we communicate with each other, and it is easy to make the donor feel disconnected and less engaged while talking in front of the camera. Although the statistics show an increase in demand for donations due to the pandemic, it's crucial to make the conversation direct and effective.

Refugee and Immigrant Situation:

According to the UNHCR Global Trends Forced Displacement Report, about 82.4 million people have been forcibly displaced around the world, and more than a quarter of them are refugees (31.4%) (Global Trends Forced Displacement in 2020, n.d.).

Even though the United States is not one of the top five countries that host the largest number of refugees, there were over 11,800 people who came to the United States last year as refugees in 2020 for resettlement. Texas, Washington and Ohio are the top three states which have been resettled the most refugees in 2018 (U.S. Refugee Resettlement, 2020).

Most refugees have been forced to leave their homeland because of war, persecution and violence, and most countries with a great number of refugees tend to be developing countries that only have limited resources for citizens to settle. Political instability in some countries contributes to the high number of refugees each year. For instance, the number is set to rise

further as the United States withdraws from Afghanistan and the Taliban seize power. Therefore, the number of refugees admitted to the United States is likely to rise significantly in the future.

Additionally, immigration is also a significant topic for the United States' current society. According to the 2016 Yearbook of Immigration Statistics, a total of 1.18 million legal immigrants have been admitted to the United States (Yearbook of Immigration Statistics 2016, 2017). Although most immigrants are legal, nearly a quarter are unauthorized immigrants. With the rising number of immigrants in the United States, the research done by Gibson and Jung (2006) predicts that the United States foreign-born population may reach 78 million by 2065, which will account for about 88% of the population growth in the United States. Thus, it is crucial to pay attention to the immigrant situation.

Insights and Trends of Refugee and Immigrant Organization:

With the rising number of refugees and immigrants coming into the United States and looking for better and more stable lives, nonprofit organizations which are focusing on refugee and immigrant affairs play significant roles in this current social situation. A large number of people arriving in the United States under the Covid-19 pandemic are bound to create additional challenges for these charitable organizations, including less in-person communications and activities, inconvenient remote contact, inability to effectively and frequently advertise organization in diverse ways, and difficulty to

find volunteers to help organize operations.

However, due to the unstable political situation around the world, the problem of refugees and immigrants will be a long-lasting phenomenon, which means the demands for help from such organizations will be constant. Additionally, the Covid-19 outbreak has led to the increased use of various social media platforms and searching online sources. This presents the opportunity for refugee and immigrant nonprofit organizations to promote their work using various digital channels.

Client Social Media/Website Presence

Website Presence:

The main color scheme RISE used on their official website is blue and black. Under the RISE logo on the top left corner of the page, there's a navigation bar that could lead viewers to the page they want to read. Moreover, RISE puts navigation titles of their programs, upcoming events, get involved, and all contact information together on the top navigation bar. On the top right corner of the page, there is a big donation button for people who are willing to donate to the organization. The overall design is direct and clear which provides so much convenience for people to gather information.

Under the navigation bar, RISE put large images of refugees and immigrants participating in activities and events. Scrolling down to the bottom of the page, viewers can see RISE mission statement and what they are pursuing from helping refugees and immigrants through various programs and services. They also put some statistical numbers on the page including the number of clients placed into jobs, percentages of receiving a job offer after interviews, etc.

The website page contains introductory information about RISE, but it does not have blog posts that provide discussions and insights about this industry and the current situation.

Facebook Presence:

The RISE Facebook is the organization's most successful social media platform. The page has 1,129 followers and 1,012 likes. Posts average around 8 likes and 0-1 comments. The latest post was from August 31, 2021. The page has a relatively consistent posting schedule of about 4-7 posts per month.

The main content of posts revolves around newsletters and event promotion. Visuals include graphics and photos of individuals/groups of the communities that RISE works with. Graphics advertising events do not have a clear theme, each one is relatively unique for each event. In the past, the organization has also posted informational graphics regarding different career and financial tips.

Instagram Presence:

RISE has two Instagram pages, @syracuserise and @rise.ed. The @syracuserise page posted its first post on Oct. 13, 2017, with 703 followers and 85 posts in total. As the frequency of posting is about once a month, the page is not relatively active. The frequency of posting is not consistent, it can range from several posts a month to none. Instagram likes per post can reach 50 to over 100 likes. The @rise.ed page has in total 31 posts with 184 followers, and the last post was in June.

It is impressive that the main Instagram page has been tagged by other organizations, including Onondaga Community College, Everson Museum and The Syracuse Inner Harbor, around 70 times. It shows that RISE has some involvement with the local community to promote its programs.

The content of posts is mainly centered around monthly newsletters and events promotions. The posts are normally short without hashtags. The graphics are more about clients and the event's themes, which are vivid but lack consistency. Several posts contain original graphic designs regarding important dates of events.

YouTube Presence:

YouTube is the least active platform compared to all social media platforms RISE is currently

using. There are 31 subscribers to the channel and most videos have about one to two hundred views on average. They have posted 12 videos in total from April 22, 2016, when RISE opened their YouTube channel. Looking at their uploading frequency, it is showing a decreasing trend since 2016. There were five videos uploaded in 2016, four videos in 2017, and two videos in 2019. The latest video they uploaded to the channel was in April 2021, which is about five months ago.

Most of their videos are two to four minutes short interviews about refugees who have now started their career at RISE, sharing their stories while living at the refugee camp and how their lives have been changed after coming to the United States along with support from RISE.

All videos receive no more than 10 likes, except the latest one which is about RISE 3rd Annual Night of Nations Virtual Fundraiser has 18 likes. Comments are also rare under each video, about 0 to 2 on average.

Positioning

RISE is an organization that is solely focused on the success of refugee and immigrant families in Onondaga County. It wants to be seen as an open and welcoming community where people can find help for whatever they might need. The goal is to help people adjust to life in the U.S. while also honoring their cultural origins. RISE is an organization run by refugees, for refugees.

Problem Statement/Communication Issue

RISE's primary public relations issue is being able to effectively increase awareness of the organization both in and out of the community that it serves. The organization needs to establish clear channels of communication to communicate with potential clients and in addition to larger, local communities.

Campaign Objectives

Campaign objectives include increasing awareness of the organization in addition to also boosting awareness of the local immigrant and refugee population in Onondaga County. The campaign initiatives should be aimed to educate residents of Onondaga County about the local immigrant and refugee population as well as the work that RISE does to support these groups. The campaign should also work to improve social media activity and involvement as a way to further increase awareness and raise money for the organization.

SWOT ANALYSIS

Strengths

- Diverse staff
- A variety of more than six career and educational programs offered
- Three distinct offices (2 Syracuse, 1 Buffalo) available to help clients in each area
- Resources to help refugees and immigrants beyond the initial 90 day transition period
- Specific programs targeted towards youth
- 100 percent success rate with Citizenship Program
- Ability to relate to and understand clients, "run by refugees, for refugees"

Weaknesses

- Difficulty to reach refugees in the Central New York area.

- Lack of sponsorship for the programs
- Lack of recognition from government entities.
- Insufficient funds from donors.
- The programs are not well known in the general public (public awareness)

Opportunities

- More refugees and immigrants may enter the country because of the unstable situation around the world.
- Community involvement
- “Giving Day” - November 31st.
- Increasing awareness among potential clients using print advertising (flyers).
- Government support (funding)
- Expanding programs and services geographically to serve more communities (Buffalo NY office)

Threats

- The Central and West New York area has many similar-focused organizations, such as Community Wide Dialogue and Interfaith Works- Center for New Americans.
- Most refugees are unable to access technologies and social media channels.
- Lack of effective communication because of the clients’ potential language barrier.

DISCUSSION OF KEY PUBLICS

1) Immigrant and refugee individuals and families in Onondaga County

According to CNYVitals, 117 new refugees arrived in Syracuse in 2020 (2021). During the past decade, over 7,000 refugees have moved to Syracuse (CNYVitals, 2021). Additionally, 12.9 percent of the population in Onondaga County was foreign-born (Data USA, 2021). RISE serves around 400 refugees from over 25 nations. Given that the mission of RISE is to help immigrant and refugee populations in Onondaga County, this key public is the top priority in campaign efforts. Specifically, the adult population is a key audience for the organization’s employment, education, social support, and economic independence resources. RISE also has programs specifically catered towards youth and women.

2) Current and potential donors

Given the fact that RISE is a non-profit organization, it relies heavily on donations for the services it provides. Maintaining relationships with current donors in addition to finding new donors is crucial to the success of the organization. Donors will most likely be from Onondaga County and be passionate about helping local immigrant and refugee communities.

3) The general population of Onondaga County

According to Data USA, Onondaga County had a population of 461,000 people with a median age of 39.4 and a median household income of \$61,577 in 2019 (2021). Onondaga County’s main ethnic group is White (76.4%). Three of the other largest ethnic groups are Black or African American (10.8%), Asian (3.76%) and Multiracial (3.33%) (Data USA, 2021). As one of the organization’s main goals is to raise awareness about refugee and immigrant communities, residents outside of those groups are also key publics to be communicated with during campaigns. Given the fact that RISE is a community-based organization and most of its work is in Onondaga County, it is important for the local community to be aware of the group and who it is serving.

PUBLIC/AUDIENCE RESEARCH FINDINGS

Introduction

Communicating with refugee and immigrant populations can be challenging - language barriers, no accessibility to technology devices and the Internet, religious differences - all these factors make it difficult to establish and maintain contact with refugees. Additionally, misinformation online may make the communication between refugees and organizations inefficient. According to United Nations High Commissioner for Refugee (UNHCR), a range of misleading information on social media platforms cause the reduction of UNHCR's communication efficiency because staffs have to repeat the explanation of the same questions to refugees over and over again (The UN Refugee Agency, n.d.). Therefore, it is important to find a way to increase two-way communication with refugees. The communication between Refugees and Immigrant Self-Empowerment (RISE) and its clients mostly relies on word of mouth. In order to make the final campaign more targeted, we need to figure out how RISE's employees can reach out to refugees in detail before starting the strategic planning.

Another target audience that is significant to RISE is potential donors. RISE is a 501(c)(3) nonprofit organization whose fund is mainly based on government support and donations from the public. Therefore, research is necessary to understand the potential motivations donors may have for donating money to a refugee-affairs-based organization.

Research questions

Interviews with RISE employees

The goal of our interviews was to determine the refugee and immigrant communities' major communication, living and media habits, including how employees and social workers reach out to the refugees and immigrants communities, refugees and immigrants living patterns, and whether refugees and immigrants tend to use social media platforms or not. Our interviewees consisted of heads of four different departments at RISE, including the Agricultural Department, Education Department, Home Health Department, and Community Engagement and Marketing Department. The purpose of the interviews was also to understand employees' concerns at this time regarding how to reach out to more refugee and immigrant communities and develop the Buffalo center.

IQ1: *What is your role in the organization and how did you get involved with RISE?*

IQ2: *What are all of the ways that you find/contact your clients?*

IQ3: *How have you observed that refugee and immigrant communities interact internally?*

IQ4: *Where do these groups congregate? / Where do they generally live?*

IQ5: *Which programs receive the most positive feedback/are the most popular?*

Survey Research

The purpose of the survey research was to get opinions of RISE from potential donors and anyone but students, and whether RISE is well-known among other competitors who also focus on refugees and immigrants' affairs. Our short survey had been posted on Syracuse University students' LinkedIn profiles for responses from various backgrounds' participants. The purpose of this survey was also to understand potential donors' motivations for donating and getting involved with a nonprofit organization.

RQ1: *What is your awareness of RISE (Refugee and Immigrant Self Empowerment)? <https://www.syracuserise.org/>*

RQ2: *What is your awareness of InterFaith Works? <https://www.interfaithworkscny.org/>*

RQ3: *What is your awareness of Catholic Charities of Onondaga County (CCOC)? <https://www.ccoc.us/>*

RQ4: *What factors do you consider when deciding to donate to a non-profit?*

RQ5: *List other non-profit organizations you've donated to in the past.*

RQ6: *Which donation option are you more likely to consider?*

RQ7: *Select your level of interest in a monthly giving program.*

RQ8: *In a giving program, how much would you be willing to donate per year?*

Methodology

Interviews with RISE Employees

Our team reached out to four members of the RISE staff to set up interviews via Zoom. Interviews were set up with the directors of the agricultural department, education department, home health department, and community engagement and marketing department. The Zoom interviews were informal and followed a conversational format. Interviews lasted approximately 25-45 minutes. Each session was recorded and transcribed (see Appendix).

Survey Research

The General Public Survey was created by Team One in the format of a Google Form. The survey was posted on the team member's LinkedIn accounts and targeted individuals who are not college students. The survey included eight questions regarding organizational awareness and likeliness to donate to certain causes. A total of nine survey responses were collected.

Public Analysis

According to CNYVitals, 117 new refugees arrived in Syracuse in 2020 (2021). During the past decade, over 7,000 refugees have moved to Syracuse (CNYVitals, 2021). Additionally, 12.9 percent of the population in Onondaga County was foreign-born (Data USA, 2021). RISE serves around 400 refugees from over 25 nations. According to CNYVitals, language populations with the lowest levels of language proficiency include Vietnamese, Chinese, other Asian-languages and Arabic (2021). The majority of refugees in Onondaga County that have arrived since 2007 were from Burma.

Key Findings

1) The use of social media varies widely among clients

From our research, we have found that the use of social media varies mainly based on age demographics among the refugee and immigrant populations that RISE serves. Elderly clients are rarely ever using any form of social media or technology. Based on her own observations, the head of home health says particularly Burmese teenagers are highly active on Snapchat and Instagram (Appendix, Interview #3). The education department also uses social media including Facebook and WhatsApp to connect with their 14-18 age groups (Appendix, Interview #2). This is mainly out of necessity since clients often constantly change their cell phone numbers so social media has become a more reliable contact method for younger age groups. Currently, the organization's social media platforms are not being heavily utilized, mainly due to the lack of content from in-person programming. Content used to be mainly centered around featuring pictures of programs and events (Appendix, Interview #4). However, the organization's most successful form of communicating is still by word of mouth and inter-community connections. "The kids tend to be our biggest advertisers. A lot of times they'll bring a friend for tutoring and then that friend is in the program or, you know, we might run a workshop and they want to bring these friends." - Meghan, Education Department Head.

2) Cultural barriers prevent clear communication with certain groups

RISE serves a very diverse group of individuals from very different backgrounds. Each group

has its own unique dynamic and communication style. There are also various social and political aspects within these groups that affect relationships. For example, certain groups tend to be less trusting of the help being offered by the organization. Varying levels of English and general education also play a large role in trust. The head of the agricultural department identified groups such as the Burmese and Bhutanese as generally being less trusting (Appendix, Interview #1). She identified groups from the Congo as being generally more participatory and open, based on her own observations and experiences (Appendix, Interview #1). The main way that RISE communicates with clients with lower levels of English is through interpreters. Interpreters are key to getting people involved in programming, this is especially seen in the different farming initiatives.

“So there's a lot of misunderstandings with that [in reference to Deaf New Americans] and so I wish that there is a way that we could communicate better with them to help understand what it is that we are doing that might seem a little offensive that we don't even realize.” - Brandy, Agricultural Department Head.

3) Individual, local donors are not aware of the organization

Based on survey results, the general public of Syracuse isn't aware of RISE as an organization and is not extremely interested in donating. The participants indicated that they are more interested in giving one-time donations of around \$100 if they choose to participate in charity. Historically, RISE has heavily relied on grants for funding of its programs (Appendix). However, grants can be very strict with funding and specific rules must be followed (Appendix, Interview #2). Grant money does not cover all of the needs of the organization and its clients.

“We never turn anyone away, so half of our program is supporting youth that don't even count for grants, and then the youth who do count, we don't have enough to even count for our grants.” - Meghan, Education Department Head.

Conclusions

Among all interviews we conducted with different departments at RISE, most representatives expressed the difficulties of reaching refugee communities, especially the Somali community, since they have inconsistent living environments and often move around the city. Unlike other organizations' communication tools with their audience, RISE is barely using social media to connect with their clients because the use of social media varies among different age groups.

Creating a strategic communications plan to reach more refugee and immigrant groups through community ambassadors or teen ambassadors while still utilizing word-of-mouth communications will help improve relationships with the organization. More volunteers from diverse backgrounds are also needed. Increasing awareness of the organization among potential individual and local donors in order to provide better facilities and services to the clients can be achieved through developing a stronger social media presence. Additionally, creating a strategic social media plan to reach more refugee teens, donors, and general community members will be extremely important.

GOALS & OBJECTIVES

Goal 1: Reach more refugees and immigrants located in the Central New York area.

- Reach at least 60% of refugee and immigrant communities located in the Central New York area by May 2022
- Increase website leads by 20% by May 2022.

Goal 2: Increase awareness among refugees and immigrants about RISE's services and programs.

- Result in an increase of clients by 20% by May 2022.

- See an increase in overall attendance at programs of at least 10% by May 2022.
- See at least double participation in the women’s empowerment program by May 2022.

Goal 3: Increase public engagement and attention through different channels (offline and online)

- Gain the attention of at least 3 media outlets (written media coverage & broadcast pieces) by the end of December 2022.
- Maintain a weekly frequency of social media updates (Instagram, Twitter, Facebook).
- Create an online application form for potential clients and post it on online channels before the end of February 2023, and receive at least 20 responses by the end of September 2023.

Goal 4: Build awareness about RISE’s work and impact among the local Syracuse community.

- Partner with at least one other non-profit organization in Syracuse to cross-promote programs and services by January 2023.
- Generate at least one in-person event in the local refugee and immigrant neighborhood by January 2023.
- Host at least 2 information sessions in local communities (Somalis & Burmese) by March 2023.

Goal 5: Acquire new individual donors to fund high-quality services to refugees and immigrants.

- Result in an increase of at least 2% more donors by December 2022.
- Engage with at least 30 potential donors by December 2022.
- Host fundraising event on “GivingTuesday” on November 30, 2022

Goal 6: Strengthen partnerships with churches to help refugees address their concerns and increase participation in different programs

- Partner with at least one church of refugee faith to collaborate on program presentations to build refugees' trust in RISE.
- Home Health Department and Education Department co-hosts at least 3 lectures and events on the importance of physical and mental health and religion by the end of December 2022.

MESSAGING STRATEGIES

Summary

The goal of the campaign is to emphasize the importance of trust and relationship building both internally and externally for the organization. The central message of this campaign highlights the two-way relationship between RISE and its clients. We have created four separate messaging strategies that are specifically tailored to each of our audience personas: middle-aged women immigrants/refugees, teenage clients ages 14-18, donors, and potential volunteers. All messages have the common theme of emphasizing peoples’ individual significance and impact on the organization using the words “your” or “yourself”.

Message #1: Key Public - Middle Aged Women Immigrants/Refugees

1. Message: “Make Yourself Settled”

The strategy is to create an emotional appeal to the audience. We use the word “settled” to emphasize the emotions that they experience. We want them to feel like we understand their frustration and seek connection with them. Through our services, they will no longer feel frustrated about their future. Our message should be clearly presented with straightforward sentences and also our contact information so they can easily reach out to us.

2. Message format/delivery method:

This group has mixed social media habits. The best delivery method, considering their habit of consuming information in traditional ways compared to social media channels, is through posters and handouts. It will be easier for us to deliver our message directly on a poster handout at different places

that they frequently visit such as Walmart, CVS, and Dollar General. The target audience can notice the posters as they walk into the store or at the checkout counter. Posters should be simple and eye-catching, we need to avoid using bright colors to make them feel we are less truthful, we can simply use our brand color blue, as the psychology research shows that blue is the color of truth and wisdom and it's the most stable color.

Message #2: Key Public- Teenagers 14-18 years old

1. Message: "Your Future, Our Mission"

The strategy is to emphasize to teenagers, especially from age 14-18, that RISE can help them achieve their future goals, which is strong and shows the willingness of RISE to take the responsibility to help teenagers adapt to American society. Feature stories of previous participants are the key to stimulating teenagers' confidence and hope that they will have role models to encourage them and make them believe that they can be as successful as previous clients once they participate in RISE programs.

2. Message format/delivery method:

The most significant difference between the general public and teenagers is whether or not they are active on social media platforms. According to RISE's employees' observation, refugees and immigrants from the 14-18 age group are highly active on social media platforms, so platforms such as Snapchat, Instagram, Facebook and WhatsApp are the key components to gaining attention from teenagers. The social media posts should include survey pools for teenagers to determine what help they need the most right now, feature stories of previous successful teenage clients, and upcoming activities, especially for teenagers. Owned media is an effective way to promote that contributing previous successful teenager clients stories with emotional detail to describe how these students achieved their goals with the help of RISE can draw the attention of potential clients. Blogs can also help recap activities and events that RISE has done for teenagers to provide potential clients with a clear idea of what they will get from the program.

Message #3: Key Public - Donors

1. Message: "Your Support Will Change Lives"

This strategy is straightforward and to the point. Messaging targeted towards this key public will emphasize the lives that are being positively impacted through RISE's support. Human interest stories will be key to creating an emotional appeal. Potential donors also need to be clearly presented with details about the organization and be directed to where to find more information.

2. Message format/delivery method:

Social media is a key component to gaining trust. Having an active social media presence helps show that the organization is truly active in the community. Social media posts should include personal stories of clients and employees, sharing any success stories or inspirational moments in short posts on Instagram and Facebook. Images should also be people-focused. Paid advertising would also be beneficial for advertisements on Instagram. Partnering up with religious organizations to host events such as churches are also an option to create connection within the community. Churches who choose to support their community through service may have congregation members who are potential donors.

Message #4: Key Public - Volunteers

1. Message: "Do You Know Where You're Needed?"

The strategy for this message is to provide a clear call to action that grabs the target audience's attention. Further messaging will clearly explain what RISE is and its mission to empower refugees and immigrants living in the Central New York area. Messaging will also clearly state what the organization needs, volunteers with a willingness to help others and who ideally can also speak other languages. "Does that sound relatable? You are needed here."

2. Message format/delivery method:

College students are often looking to get more involved with local organizations. However, much of the time they do not know where to look. Bringing RISE to the Syracuse University campus is a great way to reach this audience. RISE can partner with the International Relations department in the Maxwell School of Citizenship to host a speaker event regarding the realities of refugees and immigration today to raise awareness of the organization among students. Additionally, posters asking for volunteers can be put up in major academic buildings on campus. Posters should be simple, graphically designed, and colorful. Additionally, social media posts on Instagram can be used to drive engagement. Instagram posts should promote interaction by inspiring comments or reposts through relatable and timely content about current issues.

STRATEGIES & TACTICS

Strategy 1: Introduce RISE programs and services to the refugee and immigrant communities through offline promotion so that they can benefit from services.

- 1) Hand out flyers in the neighborhoods of refugees and immigrants at least biweekly.
- 2) Put ads both on the side and inside of buses twice a month.

Strategy 2: Increase the website traffic and overall performance by optimizing the website design and content to increase organization recognition.

- 1) Post blogs around RISE or clients' stories and demonstrate how RISE has helped people in the past.
- 2) Embedded YouTube videos RISE has created on the website as well.

Strategy 3: Inform refugees and immigrants through in-person meetings about how RISE can support and help them.

- 1) Generate info sessions every week at local communities in the Central New York area.
- 2) Place handouts in places such as Walmart, CVS, and Dollar General so they can take one with them as they walk into the store or at the checkout counter.

Strategy 4: Create a welcoming environment and encourage the attendance by actively staying connected to the refugee and immigrant group through in-person events and activities.

- 1) Launch monthly parties that welcome clients to participate with the brand color confetti and decoration at the place.
- 2) Send follow up emails or letters to clients and appreciate their participation.
- 3) Send out surveys weekly to clients to ask for feedback on the service and suggestions for improvement.

Strategy 5: Educate women and youth to overcome difficulties of understanding gender roles and any other questions they may have.

- 1) Partner with local schools and launch education sessions about gender and sex twice a month.
- 2) Launch events monthly that encourage women and youth to share their stories with each other and answer questions and provide emotional support to them.

Strategy 6: Promote programs and feature successful clients on various platforms to increase the awareness of RISE and attendance at programs.

- 1) Contact local paper newspapers (The Post-Standard, The Stand South Side News, and Syracuse New Times, etc.) to write human-interested-orientated feature stories about previous Clients success stories under the community section.
- 2) Invite local broadcast TV stations (WSYR, Spectrum News 10, WSTM, WTVH and WCNY, etc.) to cover ongoing events and programs.

Strategy 7: Keep active on social media to enhance exposure and attract younger audience's participation.

1) Create a social media content calendar for various platforms' social media posts. Content includes links to weekly eNewsletter, upcoming events announcements, "clients spotlight" (stories of clients), and events update and recap.

2) For Instagram specifically, conduct polls and fun activities, for example, "one day with RISE" instagram story takeover to target younger generations to get involved.

Strategy 8: Create a platform for potential clients to reach out to RISE directly after they explore webpage or other platforms to avoid losing potential clients because of the tedious contact process.

1) Create online applications, list services and programs that clients have potential interests in the application for them to choose in detail. Attach the link of the online application at the end of introduction of each program.

2) Post application form links on social media platforms' bio section, and lead potential clients to the online application form on RISE website to finish the application process.

Strategy 9: Collaborate with other organizations to expand the reach to audiences and also provide clients additional services and benefits.

1) Write pitch to potential partner organizations (Providence Services, etc.)

2) Participated in seminars held by other nonprofit organizations and co-hosted information sessions with them, so as to gain potential customers of RISE from customers of other organizations.

Strategy 10: Collaborate with other organizations to expand the reach to audiences and also provide clients additional services and benefits.

1) Write pitch to potential partner organizations (Providence Services, etc.)

2) Participated in seminars held by other nonprofit organizations and co-hosted information sessions with them, so as to gain potential customers of RISE from customers of other organizations.

Strategy 11: Introduce services and programs offered by RISE to clients by holding seminars to help them understand and select the right programs and be aware that RISE can offer services regarding various demands.

1) Organize offline information sessions in refugee and densely populated areas (North and South Syracuse). Before the seminars start, hand out flyers to the local communities to call for more participation. The seminars should include detailed information regarding services RISE offered, and potential clients can apply for programs directly after information sessions.

2) Advertise events in the local newspaper, including content that will be mentioned during the information sessions, and benefits participants will receive after attending the seminars.

Strategy 12: Promote donations through a straightforward donation process online and in-person. Utilize donor messaging using "Your Support Will Change Lives."

1) Create an online donation option that is clearly visible and accessible on the organization's website. Ensure that the donation page clearly gives options for giving and what the money is going to. Use wording like "your \$100 gives Samaya the chance to take the SATs" to emphasize direct impact.

2) Buy ads on Facebook and Instagram that promote donations. Ads should be people-focused and emphasize the impact of support. Have ads directly link to the donation page on the website.

Strategy 13: Host an "international dinner" fundraiser that highlights different foods from the various cultures of clients. Use it as an opportunity to also educate the community of different cultures. Fee paid upfront and then attendees can sample foods. Host event at a local community center. Utilize donor messaging using "Your Support Will Change Lives."

1) Pitch event story to local news outlets including Syracuse.com and the Daily Orange.

2) Post about the event on owned and earned media channels, including the website and social media channels. Digital flyers should be colorful and feature graphically designed images of the different dishes that will be featured. Keep messaging fun and lighthearted.

Strategy 14: Use digital fundraising to raise money for the organization through the telling of personal stories of clients and staff members. Utilize donor messaging using “Your Support Will Change Lives.”

1) Create a video that highlights some stories of clients and staff. Video should be brief, max 5 minutes and also give a quick overview of RISE as an organization. Video clips should be clean and follow a documentary style.

2) Take photos focused on people. Use these photos to promote the event on social media. Captions should include short stories about the people in each photo and have a call to action to donate via the “GivingTuesday” platform.

Strategy 15: Partner with Catholic Charities to host an event to reach out to more refugee and immigrant families to increase awareness for the organization before December 2022. Events should be held at the Catholic Charities office and aim to help inform individuals and families about resources that they have access to. Part of the “Make Yourself Settled” messaging initiative.

1) Promote attendance at events through the distribution of flyers and posters in neighborhoods, at the RISE office, and Catholic Charities office. Use straight forward messaging with clear, concise language on materials that align with the organization’s original branding.

2) Choose 3-5 spokespersons who regularly attend RISE programs to act as ambassadors and spread information about the event via word-of-mouth to promote attendance at the event.

Strategy 16: Mainly connecting with youth in regards to physical, mental and sexual health through interactive events that foster important conversations. This is part of the “Your Future, Our Mission” messaging that encourages self-care and planning for the future.

1) Invite guests from Syracuse University basketball or football teams to speak at the event.

2) Promote events using social media channels such as FaceBook, Instagram and WhatsApp. Social media posts should be colorful and emphasize any “perks” of attending the event (i.e. free food).

3) Work with counselors at schools to promote the event and hand out flyers to students. Flyers should be straightforward and visually appealing.

IMPLEMENTATION PLANS

Events List

1. Info Session (Goal 2, Objective 1, Tactic 1)

Concept development

The purpose of this event is to put a spotlight on RISE, introducing our programs and services to the public. It is a great opportunity to make a lasting impression on our potential audiences and gain exposure to the community.

Planning and Strategy

What- Open meeting

When- start on the week of 02/07/2022, conduct the info session once a month, 1-1.5 hour

Where- RISE Office Location

How- Facilitated by at least three staff member and translators if needed

Target audiences- Refugee and immigrant, potential donors, volunteers and general public.

Implementation

Leading up to the event

- Social media (Instagram and Facebook) posts with information about the info session. Texts should be lighthearted and encouraging, graphics should be simple with eye-catching color.

should be lighthearted and encouraging, graphics should be simple with eye-catching color.

- Handouts/Flyers can be placed in places such as grocery stores, schools and RISE offices.

Day of Event

- Create a welcoming and friendly environment by providing free food and refreshment for participants.
- Have participants sign in with just names and email/phone numbers.

Deliver a clear and interactive presentation.

Follow up for Event

- Have participants fill out feedback survey before leaving
- Send event follow up email/letter

Evaluation

- Number of participants (aim for 5-10)
- Feedback survey
- How many participants attended future RISE events

2. Client Parties (Goal 2 Object 2 Tactic 1)

Concept development

The purpose of the event is to show our appreciation to clients who trust and support us. It is a great opportunity to highlight our mission and needs, and develop a long-term relationship that could result in attendance at our next event or a donation.

Planning and Strategy

What- Cocktail Party

When- March 13, 2022, 2-2.5 hours

Where- RISE Office Location

How- Leadership team, volunteers, board members, and staff members should attend the event.

Target audiences- Donors.

Implementation

Leading up to the event

- Social media (Instagram and Facebook) posts with information about the event. Texts should be sincere and welcoming, graphics should be simple with eye-catching color.
- Send invitation emails to clients

Day of Event

- Create a fun and comfortable environment by providing food and drink.
- Have participants sign in with just names and email/phone numbers.
- Keep the event interactive and engaging.

Follow up for Event

- Have participants fill out feedback survey before leaving.
- Send a thank you letter to each person who attended.

Evaluation

- Number of participants
- Feedback survey

- Participants number at the next event

3. Health, gender, and sex youth sessions (Goal 2 Object 3 Tactic 1)

Concept development

Health, gender, and sex are topics that may not be frequently mentioned in refugee and immigrant communities. The purpose of the event is to create a comfortable and safe space for teenagers to discuss topics to increase the awareness of health, gender, and sex and provide accessibility to refugee and immigrant youth if they need help. This is also an opportunity to introduce RISE programs and expand the demographics for programs to help encourage participation.

Planning and Strategy

What- Small group conversations

When- Twice a month starting April 2022, 1-hour conversations

Where- Local schools (Cicero-North Syracuse High School, Nottingham High School, Institute of Technology at Syracuse Central, etc.)

How- Facilitated by at least one staff member for event coordinate (contact schools and other external communication) and one staff member for event topics preparation, and translators if needed

Target audiences- High-school-age students from refugee and immigrant communities

Implementation

Leading up to the event

- Flyers/posters at local schools' bulletin boards with information regarding the program and event. Flyers are also available at RISE offices and stores in local refugee and immigrant communities.
- Social media (Instagram and Facebook) posts with information about the event. Graphics should be simple, lighthearted and to the point, with eye-catching color.
- Encouraging past participants to advertise via word of mouth, including mentioning to students who participated in the Education Initiatives program regularly.

Day of Event

- Create a welcoming, informal environment by providing snacks and setting up chairs in a circle to increase ease of communication.
- Have participants sign in with just their name and email/phone number.
- Have staff members introduce themselves and have a list of conversation topics ready. Set guidelines at the beginning of the session to promote thoughtful and not hurtful discussion. Let the conversation flow naturally but also make sure everyone is comfortable.
- Introduce programs and conversation groups regarding the education and health programs at RISE.

Follow up for Event

- Have participants fill out feedback survey before leaving.
- Send event follow-up email/letter to local schools and ask for feedback from students.

Evaluation

- Number of participants (aim for 5-10)
- Feedback survey
- Feedback from teachers at local schools

4. Women Empowerment Program Youth Conversations (Goal 2, Objective 3, Tactic 2)

Concept development

This event seeks to expand the women empowerment program to also engage youth in

important conversations around gender and power. This is an opportunity to expand the demographics for the program to help encourage participation.

Planning and Strategy

What- Small group conversations

When- Once a month starting May 2022, 1-1.5 hour conversations

Where- RISE Office Location

How- Facilitated by at least one staff member and translators if needed

Target audiences- Women ages 40-50 and youth ages 16-21

Implementation

Leading up to the event

- Social media (Instagram and Facebook) posts with information about the event. Graphics should be simple and to the point, with eye-catching color.
- Flyers/posters in the RISE offices with information regarding the program and event
- Encouraging past participants to advertise via word of mouth.

Day of Event

- Create a welcoming, informal environment by providing snacks and setting up chairs in a circle to increase ease of communication.
- Have participants sign in with just their name and email/phone number.
- Have staff members introduce themselves and have a list of conversation topics ready. Set guidelines at the beginning of the session to promote thoughtful and not hurtful discussion. Let the conversation flow naturally but also make sure everyone is comfortable. .

Follow up for Event

- Have participants fill out feedback survey before leaving
- Send event follow up email/letter

Evaluation

- Number of participants (aim for 5-10)
- Feedback survey
- How many participants attended future RISE events

5. “Let’s Talk” Health Event with Syracuse University (Goal 6, Objective 2)

Concept development

Maximize external collaborations with Syracuse Universities and catholic charities to increase participation with youth and promote discussions around physical and mental wellbeing.

Planning and Strategy

What- Interactive event with Syracuse University basketball team players with support from catholic charities

When- July 7, 2022, 2-3 hour

Where- Manley Field House training facilities

How- Donation of catholic charities transportation resources to get participants from center locations to the event location, donation of the players’ time and facilities

Target audiences- Youth ages 10-18

Implementation – event details, marketing

Leading up to the event

- Post on social media platforms (Facebook and Instagram) using colorful graphics and straightforward messaging, highlighting the “perks” of attending the event.
- Flyer distribution in neighborhoods and in RISE locations starting at least two weeks before the event.
- Encourage partners to also post about the event and tag RISE.

Day of Event

- Coordinate with catholic charities to provide transportation from RISE centers to Manley field house.
- Have interactive activities set up including games to engage participants.
- Have speakers from the team and Syracuse University BeWell give talks toward the end of the event.
- Encourage posting on social media with the hashtag #RISEletstalk.

Follow up for Event

- Have participants fill out feedback survey before leaving
- Send event follow up email/letter

Evaluation

- Number of participants (aim for 20-30)
- Feedback survey

6. “A Taste of Our Roots” (Goal 5, Objective 2)

Concept development

Bring the Syracuse community together to celebrate diversity in the local refugee and immigrant population through food. The goal is to create an interactive event that is approachable and gives the opportunity to raise awareness and money for the organization.

Planning and Strategy

What- International Dinner Fundraiser

When- Weekend in May 2022, 4-9 p.m.

Where- Syracuse Northeast Community Center

How- Rent out community space for one evening (\$200). Tickets for the event are \$20 for adults and \$10 for children ages 5-18. Children under the age of 5 gain free admission.

Target audiences- General Syracuse community and potential donors

Implementation

Leading up to the event

- Ticketing page on the website for people to buy tickets online before the event. Collect names and email addresses as part of registration.
- Coordinate with the community center
- Seek food donations from local businesses like Syracuse Cooperative Market to use for the event and buy whatever ingredients are needed
- Post on social media using brand coloring and images to capture attention

Day of Event

- Offer ticket sales at the door,
- Have various tables set up featuring different foods homemade by clients representing different cultures/regions

- Lively music playing to promote a positive atmosphere
- Have a RISE booth set up with information about the organization and its program with donation opportunities

Follow up for Event

- Request that guests fill out feedback survey before leaving
- Send event follow up emails

Evaluation

- Number of guests (aim for 100 for an estimated \$1,500 profit)
- Feedback survey of food booth participants
- Feedback from attendees
- How many participants donated again in the future

EVALUATION

Strategy	Rationale	Tactics	Evaluation
<p>Goal 1: Reach more refugees and immigrants located in the Central New York area. Public: Refugees and immigrants</p>			
<p>Objective 1: Reach at least 60% of refugee and immigrant communities located in the Central New York area by May 2022.</p>	<p>It is crucial for RISE to introduce its services and programs to more refugees and immigrants located in the Central New York area to help them adapt to American society and become financially independent.</p>	<p>Tactic #1: Hand out flyers in the neighborhoods of refugees and immigrants at least biweekly. Tactic #2: Put ads both on the side and inside of buses twice a month.</p>	<ol style="list-style-type: none"> 1) Measure the number of handouts/flyers placed in the neighborhoods of refugees and immigrants that have been taken from people who passed by. 2) Track the number of people who reach out to RISE by email, phone call, or simply walk-in. 3) Record the number of attendees at RISE events.
<p>Increase the website traffic and overall performance by optimizing the website design and content.</p>	<p>Website traffic is important in promoting the brand. The more people visit the website, the more potential clients RISE will have. This not only includes refugee and immigrants, but also donors, volunteers, and people from the general public who are interested in RISE programs and services.</p>	<p>Objective #2: Increase website leads by 20% by May 2022.</p> <p>Tactic #1: Post blogs around RISE or clients' stories and demonstrate how RISE has helped people in the past. Tactic #2: Embedded YouTube videos RISE has created on the website as well.</p>	<ol style="list-style-type: none"> 1) Measure the audience's reach and impact (using Google Analytics). 2) Measure the number of people who contact RISE through the Contact Us page. 3) Identify the traffic sources (where are they coming from? What keywords are working?) 4) Measure conversion rates

Strategy	Rationale	Tactics	Evaluation
<p>Goal 2: Increase awareness among refugees and immigrants about RISE's services and programs</p>			
<p>orm refugees and immigrants through in-person meetings about how RISE can support and help them.</p>	<p>In-person meetings allow participants to get a deeper dive into the organization. It is a perfect chance for RISE to get in touch with more audiences, and attendees can ask questions about the organization and get to know the organization's goals and practices.</p>	<p>Objective 1: Result in an increase of clients by 20% by May 2022.</p> <p>Tactic #1: Generate info sessions every week at local communities in the Central New York area.</p> <p>Tactic #2: Place handouts in places such as Walmart, CVS, and Dollar General so they can take one with them as they walk into the store or at the checkout counter.</p>	<p>1) Measure the number of handouts/flyers placed in grocery stores that have been taken from people who passed by.</p> <p>2) Measure the number of people who reach out to RISE by email, phone call, or simply walk-in.</p> <p>3) Measure the number of attendees at RISE events</p> <p>4) RISE can ask attendees to fill out a feedback survey to determine if the info session is helpful and their possibility to attend next time.</p>
<p>Create a welcoming environment and encourage attendance by actively staying connected to the refugee and immigrant group through in-person events and activities.</p>	<p>Objective #2: See an increase in overall attendance at programs of at least 10% by May 2022.</p> <p>In-person meetings allow participants to get a deeper dive into the organization. It is a perfect chance for RISE to get in touch with more audiences, and attendees can ask questions about the organization and get to know the organization's goals and practices.</p>	<p>Tactic #1: Launch monthly parties that welcome clients to participate with the brand color confetti and decoration at the place.</p> <p>Tactic #2: Send follow-up emails or letters to clients and appreciate their participation.</p> <p>Tactic #3: Send out surveys weekly to clients to ask for feedback on the service and suggestions for improvement.</p>	<p>1) Measure the number of handouts/flyers placed in grocery stores that have been taken from people who passed by.</p> <p>2) Measure the number of people who reach out to RISE by email, phone call, or simply walk-in.</p> <p>3) Measure the number of attendees at RISE events</p> <p>4) RISE can ask attendees to fill out a feedback survey to determine if the info session is helpful and their possibility to attend next time.</p>
<p>Provide educational help to women and youth to overcome difficulties of understanding gender roles and any other questions they may have.</p>	<p>Objective #3: See at least double participation in the women's empowerment program by May 2022.</p> <p>It is important for RISE clients who have different cultural backgrounds to understand their sex and gender roles. Through interactive activities, art projects, and guest speakers, women and youth have chances to learn the new culture and talk about shared unique experiences or obstacles.</p>	<p>Tactic #1: Partner with local schools and launch education sessions about gender and sex twice a month.</p> <p>Tactic #2: Launch events monthly that encourage women and youth to share their stories toand answer questions and provide emotional support to them.</p>	<p>1) Measure the number of attendees at the event each week.</p> <p>2) RISE can promote the event through social media channels each week and evaluate its performance by looking at shares, comments, and click-throughs.</p> <p>3) Send out the post-event survey each week to determine the sentiments of attendees.</p>

Strategy	Rationale	Tactics	Evaluation
<p>Goal 3: Increase public engagement and attention through different channels (offline and online)</p> <p>Objective 1: Gain the attention of at least 3 media outlets (written media coverage & broadcast pieces) by the end of December 2022.</p>	<p>Stories from people who have similar backgrounds and experiences with other refugees and immigrants can call on more actions easily, and publishing stories across the platform allows more potential clients to see it. Thus more people learn about programs.</p>	<p>Tactic #1: Contact local paper newspapers (The Post-Standard, The Stand South Side News, and Syracuse New Times, etc.) to write human-interested-orientated feature stories about previous Clients' success stories under the community section.</p> <p>Tactic #2: Invite local broadcast TV stations (WSYR, Spectrum News 10, WSTM, WTVH and WCNY, etc.) to cover ongoing events and programs.</p>	<p>1) Measure the number of people who reach out to RISE by email, phone call, or simply walk-in.</p> <p>2) Track the viewing rate of RISE feature stories on various platforms, including the article clicking rate, comments under video stories and other media coverages.</p> <p>3) Measure the number of attendees at later RISE events.</p>
<p>Keep active on social media to enhance exposure and attract a younger audience's participation.</p>	<p>The continuous exposure of content can ensure that the company is always presented in front of the audience, thus increasing the familiarity and awareness of our company. The younger audience is the majority in using social media platforms, so consistently posting interesting topics on social media platforms can attract more teenagers' attention and gain potential project participants.</p>	<p>Objective #2: Maintain a consistent frequency of social media updates (Instagram, Twitter, Facebook).</p> <p>Tactic #1: Create a social media content calendar for various platforms' social media posts. Content includes links to weekly eNewsletter, upcoming events announcements, "clients spotlight" (stories of clients), and events update and recap.</p> <p>Tactic #2: For Instagram specifically, conduct polls and fun activities, for example, "one day with RISE". Instagram story takeover to target younger generations to get involved.</p>	<p>1) Measure the followers on social media platforms including Instagram, Facebook, Youtube and LinkedIn.</p> <p>2) Measure the number of likes, comments and retweets on social media platforms, see if audiences are more engaged or not.</p> <p>3) RISE can send out surveys and feedback forms on social media platforms, such as Instagram stories and Facebook links to know what kind of content clients are interested in.</p> <p>4) Measure the number of people who reach out to RISE by email, phone call, or simply walk-in.</p> <p>5) Measure the number of attendees at RISE events that have been</p>
<p>Objective #3: Create an online application form for potential clients and post it on online channels before the end of February 2023, and receive at least 20 responses by the end of September 2023.</p>	<p>Make the online application form accessible on RISE website and link it to various social media platforms' biography, and potential clients can send out interests toward programs and feedback directly after they explore information. If the application form is not easy to complete or find, potential clients may not apply for it because of the hassle.</p>	<p>Tactic #1: Create online applications, list services and programs that clients have potential interests in the application for them to choose in detail. Attach the link to the online application at the end of the introduction of each program.</p> <p>Tactic #2: Post application form links on social media platforms' bio section, and lead potential clients to the online application form on RISE website to finish the application process.</p>	<p>1) Measure the online application forms responses RISE has received</p> <p>2) Measure the number of people who reach out to RISE by email, phone call, or simply walk-in.</p> <p>3) RISE can ask for feedback when new clients are signing up, including where they got our information, and whether the online application form is accessible enough.</p>
<p>Create a platform for potential clients to reach out to RISE directly after they explore webpage or other platforms to avoid losing potential clients because of the tedious contact process.</p>			

Strategy	Rationale	Tactics	Evaluation
<p>Objective 1: Partner with at least one other non-profit organization in Syracuse to cross-promote programs and services by January 2023.</p> <p>Collaborate with other organizations to expand the reach to audiences, and also provide clients additional services and benefits.</p>	<p>Partnering with other organizations to host events can channel their clients to our organization to expand our audience. It allows us to do resource placements with other organizations and receive more creditably.</p>	<p>Tactic #1: Collaborate with local organizations (Providence Services, etc.) that focus on helping new Americans find jobs to cross-promote employment-related programs. RISE can offer guidance to find job opportunities to other organizations and gain additional resources from them.</p> <p>Tactic #2: Participated in seminars held by other nonprofit organizations and co-hosted information sessions with them, so as to gain potential customers of RISE from customers of other organizations.</p>	<p>1) Measure the number of people who reach out to RISE by email, phone call, or simply walk-in.</p> <p>2) Measure the number of attendees at RISE events after hosting the collaborative session with other local organizations.</p> <p>3) Track the mentions on social media platforms by other organizations or potential clients.</p> <p>4) RISE can send out surveys for feedback to know potential clients' thoughts and demands and to make improvements for the next event.</p>
<p>Host events to attract potential clients, increase awareness of RISE, and help clients build trust with RISE</p>	<p>Direct lectures and publicity on local communities can demonstrate the organization's sincerity in caring and helping clients. Giving lectures in communities can avoid the trouble of commuting for potential clients and attract more people to participate in activities. Somalis and Burmese are two of the largest communities of refugees and immigrants, and they may have more potential clients.</p>	<p>Objective #2: MGenerate at least one in-person event in the local refugee and immigrant neighborhood by January 2023.</p> <p>Tactic #1: Organize events for refugee and immigrant communities to pick fruit from nearby farms, and promote other upcoming events of RISE during the events.</p> <p>Tactic #2: Create a holiday calendar to list important festivals from different refugee and immigrant cultures. Hold events regarding various festivals and invite refugees and immigrants to participate.</p>	<p>1) Measure the number of handouts/flyers placed in grocery stores that have been taken from people who passed by.</p> <p>2) Measure the number of people who reach out to RISE by email, phone call, or simply walk-in.</p> <p>3) Measure the number of attendees at RISE events</p> <p>4) RISE can ask attendees to fill out a feedback survey to determine if the info session is helpful and their possibility to attend next time.</p>
<p>Introduce services and programs offered by RISE to clients by holding seminars to help them understand and select the right programs and be aware that RISE can offer services regarding various demands.</p>	<p>Direct lectures and publicity on local communities can demonstrate the organization's sincerity in caring and helping clients. Giving lectures in communities can avoid the trouble of commuting for potential clients and attract more people to participate in activities. Somalis and Burmese are two of the largest communities of refugees and immigrants, and they may have more potential clients.</p>	<p>Objective #3: Host at least 2 information sessions in local communities (Somalis & Burmese) by March 2023.</p> <p>Tactic #1: Organize offline information sessions in refugee and densely populated areas (North and South Syracuse). Before the seminars start, hand out flyers to the local communities to call for more participation. The seminars should include detailed information regarding services RISE offered, and potential clients can apply for programs directly after information sessions.</p> <p>Tactic #2: Advertise events in the local newspaper, including content that will be mentioned during the information sessions, and benefits participants will receive after attending the seminars.</p>	<p>1) Measure the number of handouts/flyers placed in grocery stores that have been taken from people who passed by.</p> <p>2) Measure the number of people who reach out to RISE by email, phone call, or simply walk-in.</p> <p>3) Measure the number of attendees at RISE events</p> <p>4) RISE can ask attendees to fill out a feedback survey to determine if the info session is helpful and their possibility to attend next time.</p>

Strategy	Rationale	Tactics	Evaluation
Goal 5: Acquire new individual donors to fund high-quality services to refugees and immigrants			
Objective 1: Result in an increase of at least 2% more donors by December 2022.			
<p>Promote donations through a straightforward donation process online and in-person.</p>	<p>1) Potential donors are more likely to donate if the donation process is easy. 2) Donors also need to be made aware that their money is being used for the good of the clients. People like to see that their generosity is making a difference so being specific is beneficial.</p>	<p>Tactic #1: Create an online donation option that is clearly visible and accessible on the organization's website. Ensure that the donation page clearly gives options for giving and what the money is going to. Use wording like "your \$100 gives Samaya the chance to take the SAI's" to emphasize direct impact. Tactic #2: Buy ads on Facebook and Instagram that promote donations. Ads should be people-focused and emphasize the impact of support. Have ads directly link to the donation page on the website.</p>	<p>1) Track and compare the number of donations made through the online platform to those made in person. 2) Track and compare the number of donations made through the designated donation page and those made previously online. 3) Include survey question at end of the donation form to ask for preferred donation method (monthly, yearly, likelihood to donate again). 4) Send out surveys at a later date to donors and ask about satisfaction with their donation (do they think that their donation made a difference?).</p>
Objective #2: MEngage with at least 30 potential donors by December 2022.			
<p>Host an "international dinner" fundraiser that highlights different foods from the various cultures of clients. Use it as an opportunity to also educate the community of different cultures. Fee paid upfront and then attendees can sample foods. Host an event at a local community center.</p>	<p>The event provides an approachable way for the local community to learn about immigrants and refugees. This exposure will help increase awareness and support for the work that RISE does.</p>	<p>Tactic #1: Pitch event story to local news outlets including Syracuse.com and the Daily Orange. Tactic #2: Post about the event on owned website and social media channels, including the flyers should be colorful and feature graphically designed images of the different dishes that will be featured. Keep messaging fun and lighthearted.</p>	<p>1) Track the number of participants and money made. 2) Have a satisfaction survey at the end of the event/send it out at a later date via email for participants to fill out. 3) Track the number of people in attendance at different times throughout the night to see engagement rates. 4) Track engagement rates on social media (number of likes, increase in followers, number of shares). 5) The number of news outlets that picked up the event.</p>
Objective #3: Host fundraising event on "GivingTuesday" on November 30, 2022			
<p>Use digital fundraising to raise money for the organization through the telling of personal stories of clients and staff members.</p>	<p>Donors are motivated by story-based messaging. Creating an emotional appeal is key to increasing donations. Using stories is also a great way to communicate impact.</p>	<p>Tactic #1: Create a brief video, max 5 minutes, that gives a quick overview of RISE as an organization. Video clips should be clean and follow a documentary style. Tactic #2: Take photos focused on people. Use these photos to promote the event on social media. Captions should include short stories about the people in each photo and have a call to action to donate.</p>	<p>1) Track number and type of donations. 2) Track engagement rates on social media (number of likes, increase in followers, number of shares). 3) Follow up with donors at a later date with a survey to get a sense of their satisfaction with their donation and preferred donation methods.</p>

Strategy	Rationale	Tactics	Evaluation
<p>Goal 5: Strengthen partnerships with churches to help refugees address their concerns and increase participation in different programs</p> <p>Objective 1: Partner with at least one church-based organization to collaborate on program presentations to build refugees' trust in RISE.</p> <p>Partner with Catholic Charities to host an event to reach out to more refugee and immigrant families to increase awareness for the organization before December 2022. Events should be held at the Catholic Charities office and aim to help inform individuals and families about resources that they have access to.</p>	<p>1) Catholic Charities was identified as one of the "competitors" of RISE. Transforming competition into collaboration helps expand reach and impact while having the support and resources that are needed.</p> <p>2) Catholic Charities has access to families and individuals that RISE is trying to reach.</p>	<p>Tactic #1: Promote attendance at events through the distribution of flyers and posters in neighborhoods, at the RISE office, and Catholic Charities office. Use straightforward messaging with clear, concise language on materials that align with the organization's original branding.</p> <p>Tactic #2: Choose 3-5 spokespersons who regularly attend RISE programs to act as ambassadors and spread information about the event via word-of-mouth to promote attendance at the event.</p>	<p>1) Track increase in clients after collaboration events.</p> <p>2) Use feedback surveys to track client satisfaction and sentiment.</p> <p>3) Track number of participants at events and how they heard about the event (flyer, through a friend)</p> <p>4) Track demographics of participants (age, gender, country of origin)</p>
<p>Objective #2: Home Health Department and Education Department co-hosts at least 3 lectures and events on the importance of physical and mental health and religion by the end of December 2022.</p> <p>Mainly connecting with youth in regards to physical, mental and sexual health through interactive events that foster important conversations.</p>	<p>Internal and external collaborations expand the current reach of programs and promote cohesive messaging. The strategy aims to give extra support and important information to youth.</p>	<p>Tactic #1: Invite guests from Syracuse University basketball or football teams to speak at the event.</p> <p>Tactic #2: Promote events using social media channels such as Facebook, Instagram and WhatsApp. Social media posts should be colorful and emphasize any "perks" of attending the event (i.e. free food).</p> <p>Tactic #3: Work with counselors at schools to promote the event and hand out flyers to students. Flyers should be straightforward and visually appealing</p>	<p>1) Track number of youth participants and event participants</p> <p>2) Track engagement rates on social media (number of likes, increase in followers, number of shares). Also, use social media for sentiment tracking.</p> <p>3) Track the number of flyers sent out</p> <p>4) Use feedback survey to track youth audience satisfaction with the event.</p> <p>5) See if the number of participants in RISE youth events increases.</p> <p>6) Staff in the education department can have conversations with youth to evaluate their opinions about the event.</p>

TIMELINE

Goals	Objectives	Date	Event	Channel/Type of Content
February				
Goal 02: Increase awareness among refugees and immigrants about RISE's services and programs	Result in an increase of clients by 20% by May 2022.	Week of Feb. 7, 2022	General Info Sessions	
		Monday, Feb. 7		Instagram
		Tuesday, Feb. 8		Facebook
		Wednesday, Feb. 9		Newsletter
		Thursday, Feb. 10		News Release/Pitch
				Flyer/Handout for general organizational services
				Bus Advertisement for general organizational services
		Friday & Saturday, Feb. 11,12		Hold Info Session at RISE's Offices (Northside and Southside)
Goal 02: Strengthen partnerships with churches to help refugees address their concerns and increase participation in different programs	Promote attendance at events through the distribution of flyers and posters in neighborhoods, at the RISE office, and Catholic Charities office. Use straight forward messaging with clear, concise language on materials that align with the organization's original branding.	Week of 02/14/2022	Info Session with Local Catholic Charities	
		Monday, Feb. 14		Instagram
		Tuesday, Feb. 15		Facebook
		Saturday & Sunday, Feb. 19,20		Flyer/Handout
				Hold the event at Catholic Charities of Onondaga County

March			
Goal 02: Increase awareness among refugees and immigrants about RISE's services and programs	See an increase in overall attendance at programs of at least 10% by May 2022.	Week of 03/08/2022	Client Parties
		Tuesday, Mar. 8	Instagram
		Wednesday, Mar. 9	Facebook
		Sunday, Mar. 13	Flyer/Hanout for client parties
		Tuesday, Mar. 15	Email invitation to clients
			Hold Client Parties at RISE's Offices
			YouTube
April			
Goal #2: Increase awareness among refugees and immigrants about RISE's services and programs	See at least double participation in the women's empowerment program by May 2022.	Week of 04/04/2022	Health, Gender and Sex Youth Sessions
		Tuesday, Apr. 5	Instagram
		Wednesday, Apr. 6	Facebook
		Tuesday, Apr. 12	Flyer/Handout for more info
		Thursday, Apr. 14	Hold the session at local schools
			YouTube
May			
Goal 02: Increase awareness among refugees and immigrants about RISE's services and programs	See at least double participation in the women's empowerment program by May 2022.	Week of 05/02/2022	Women and Youth Conversations
		Tuesday, May. 3	Instagram
		Wednesday, May. 4	Facebook
		Saturday, May. 7	Flyer/Handout
			Hold the event at RISE's Offices
			YouTube
Goal 05: Acquire new individual donors to fund high-quality services to refugees and immigrants	Engage with at least 30 potential donors by December 2022.	Week of 05/23/2022	International Dinner
		Monday, May. 23	News Release/Pitch
		Tuesday, May. 24	Facebook
		Wednesday, May. 25	Instagram
		Sunday, May. 29	Flyer/Handout
			Hold the event at Syracuse Northeast Community Center

July			
<p>Goal 06: Strengthen partnerships with churches to help refugees address their concerns and increase participation in different programs</p>	<p>Home Health Department and Education Department co-hosts at least 3 lectures and events on the importance of physical and mental health and religion by the end of December 2022.</p>	Week of 07/04/2022	"Let's Talk" w/ Syracuse Basketball
		Monday, Jul. 4	Instagram
		Tuesday, Jul. 5	Facebook
		Wednesday, Jul. 6	News Release/Pitch Flyer/Handout
		Thursday, Jul. 7	Hold the health event at the Manley Field House Training Facilities
September			
<p>Goal 01: Reach more refugees and immigrants located in the Central New York area</p>	<p>Increase website leads by 20% by May 2022.</p>	Week of 09/05/2022	Client Story
		Tuesday, Sep. 6	Blog post
		Wednesday, Sep. 7	YouTube
November			
<p>Goal 05: Acquire new individual donors to fund high-quality services to refugees and immigrants</p>	<p>Host fundraising event on "GivingTuesday" on November 30, 2022.</p>	Week of 11/22/2022	GivingTuesday Event
		Tuesday, Nov. 22	Blog post
		Wednesday, Nov. 23	News Release/Pitch
		Thursday, Nov. 24	Instagram Facebook
		Wednesday, Nov. 30	YouTube Poster
General Promotion			
<p>Goal 05: Acquire new individual donors to fund high-quality services to refugees and immigrants</p>	<p>Result in an increase of at least 2% more donors by December 2022.</p>	General Promotion	Donation Event
			Website donation page Facebook Ads

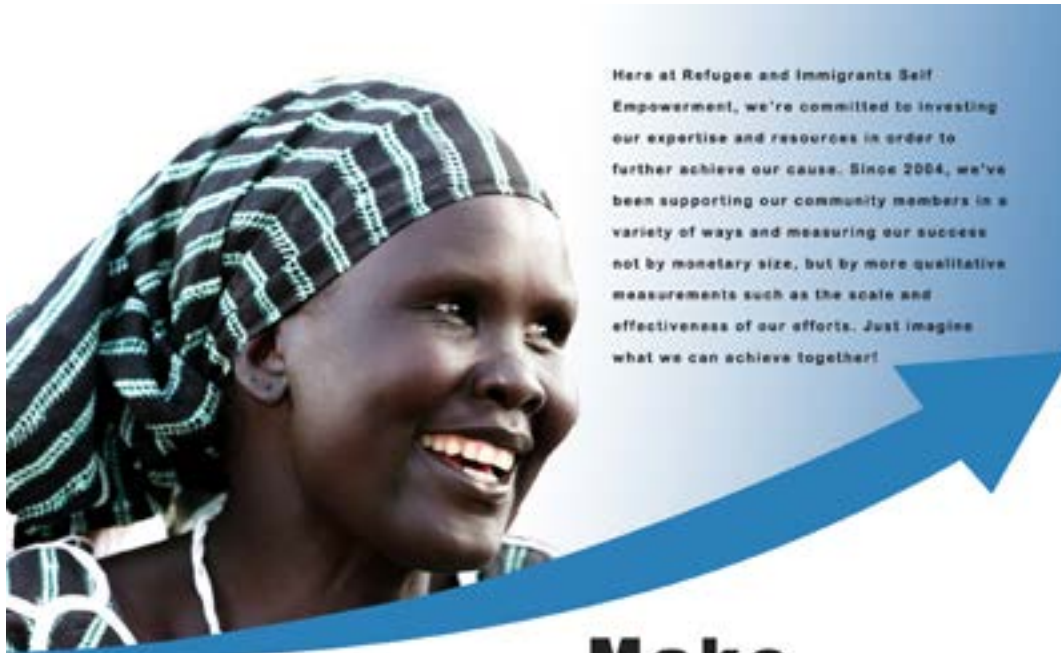
BUDGET

Event/Program/Initiative	Items	Material Costs	Agency Rates (\$250 per hour)
General Program Promotion	Flyers, bus ads	Printing costs - \$10 Bus ads for 2 months - \$500	Content creation - \$500
General Info Sessions	Flyers, event (space, refreshments, etc)	Printing costs - \$10 Event - \$50	Content creation - \$250
Client Parties	Event (space, refreshments, etc), letters, surveys	Event - \$150	Content creation - \$500
Women and Youth Sessions School Health Sessions	Event (space, refreshments, etc), flyers	Printing costs - \$10 Event - \$50	Content creation - \$250
International Dinner Fundraiser	Event (space, refreshments, etc), flyers, press release	Printing costs - \$15 Event - \$500	Content creation - \$750
Donation Requests	Facebook and Instagram Ads	\$0.20 to \$2 per click ~ \$25	Content creation - \$250
Catholic Charities Partnership	Event (space, refreshments, etc), flyers	Printing costs - \$10 Event - \$50	Content creation - \$250
"Let's Talk" w/ Syracuse Basketball	Event (space, refreshments, etc), flyers, surveys, transportation	Printing costs - \$10 Event - \$100 (rely on donations from Catholic Charities and Syracuse University)	Content creation - \$500
"GivingTuesday"	Video, photography, social posts		Content creation - \$750
		Total= \$1,490	Total= \$4,000
			\$5,490-4,000
			Total= \$1,490

APPENDIX

Goal 01 - Objective 01: Reach at least 60% of refugee and immigrant communities located in the Central New York area by May 2022.

- Hand out flyers in the neighborhoods of refugees and immigrants at least biweekly.



Here at Refugee and Immigrants Self Empowerment, we're committed to investing our expertise and resources in order to further achieve our cause. Since 2004, we've been supporting our community members in a variety of ways and measuring our success not by monetary size, but by more qualitative measurements such as the scale and effectiveness of our efforts. Just imagine what we can achieve together!

Make Yourself SETTLED



Individual Development Account Program • Education Initiatives ENL
Adult & Youth Ages 6-25 • Case Management & Employment Services •
SyRAP Agricultural Program • Care Management



Contact: (315)214-4480
info@syracuserise.org

Goal 01 - Objective 01: Reach at least 60% of refugee and immigrant communities located in the Central New York area by May 2022.

- Put ads on the outside of buses and bus stops twice a month.



Goal 01 - Objective 02: Increase website leads by 20% by May 2022.

- Post blogs around RISE or clients' stories and demonstrate how RISE has helped people in the past.

Blog/Letter

Post on the organization website, also submit to syracuse.com letters for the reader's page (letters@syracuse.com). Make sure to provide links to the other source on the respective pages.

To the Editor,

Did you know that many refugee resettlement agencies withdraw support after 90 days? Three months is hardly enough time to find comfort and security after your life has been completely uprooted. Our refugee population isn't something that we can just put to the side and forget about, they need our continued support.

According to CNYVitals, 117 new refugees arrived in Syracuse in 2020 (2021). During the past decade, over 7,000 refugees have moved to Syracuse (CNYVitals, 2021). At Refugee and Immigrant Self-Empowerment (RISE), we serve over 400 refugee and immigrant families in Syracuse and Buffalo. We get a front seat to the challenges that these individuals and families must overcome. RISE offers a variety of different services, ranging from education and agriculture to job and financial assistance. However, there is only so much we can do without the larger general population's support.

We ask you to check-in on your neighbors. Check-in on your community. Extend a welcoming hand to those who are trying to make themselves comfortable in a new environment. A little goes a long way. If you are looking for ways to support, contact us at info@syracuserise.org or (315) 214-4480.

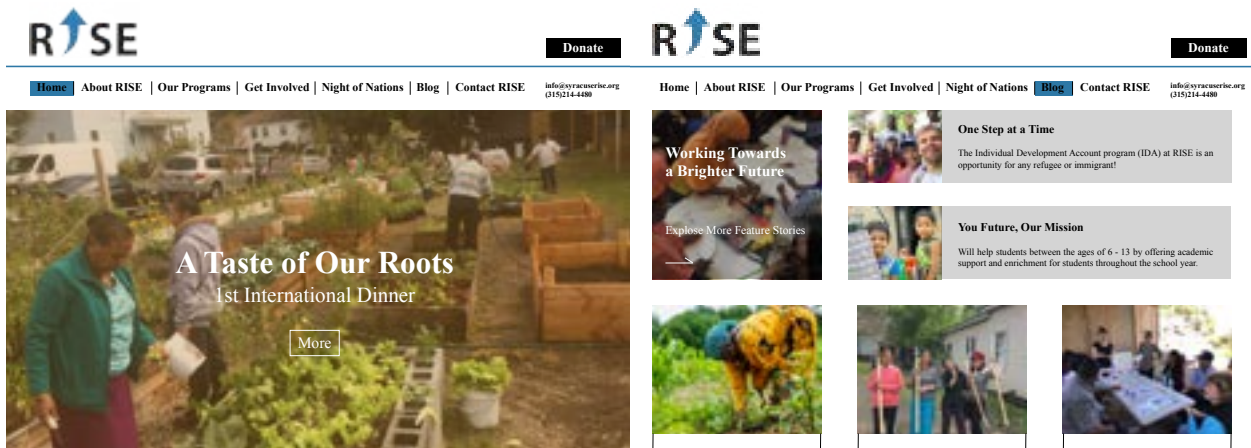
To learn more about RISE and the local refugee and immigrant population, visit refugeecandimmigrant.org

Sources

People: Cny vitals. CNY Vitals |. (2021, August 18). <https://cnyvitals.org/people/>.

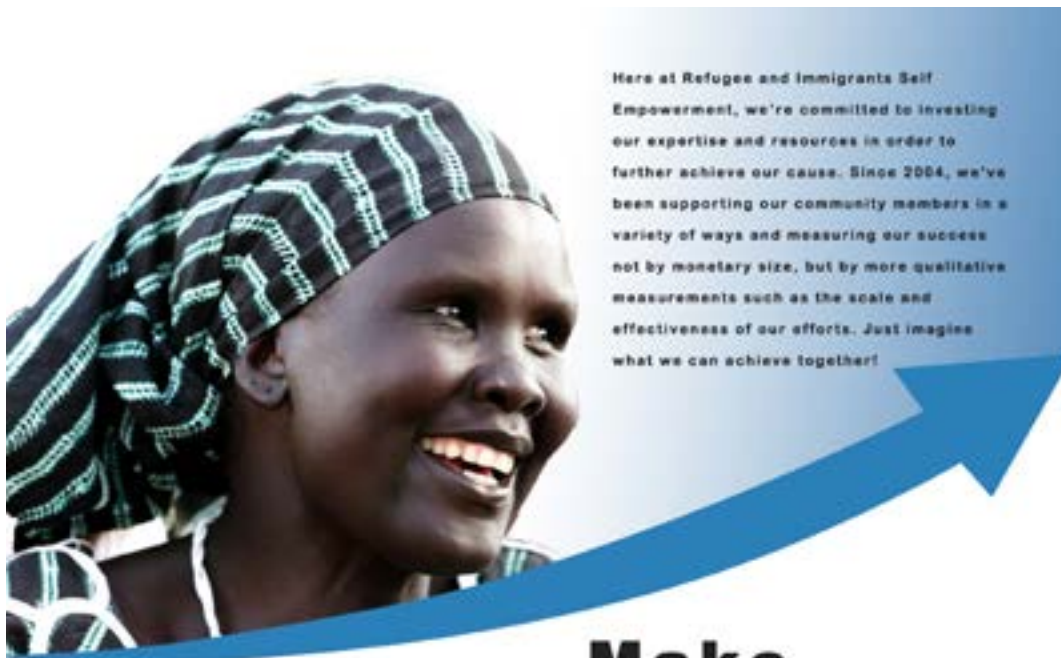
Goal 01 - Objective 02: Increase website leads by 20% by May 2022.

- Embedded YouTube videos and blogs RISE has created on the website as well.



Goal 02 - Objective 01: Result in an increase of clients by 20% by May 2022.

- Place handouts in places such as Walmart, CVS, and Dollar General so they can take one with them as they walk into the store or at the checkout counter.



Here at Refugee and Immigrants Self Empowerment, we're committed to investing our expertise and resources in order to further achieve our cause. Since 2004, we've been supporting our community members in a variety of ways and measuring our success not by monetary size, but by more qualitative measurements such as the scale and effectiveness of our efforts. Just imagine what we can achieve together!

Make Yourself SETTLED



Individual Development Account Program • Education Initiatives ENL
Adult & Youth Ages 6-25 • Case Management & Employment Services •
SyRAP Agricultural Program • Care Management



Contact: (315)214-4480
info@syracuserise.org

Goal 02 - Objective 02: See an increase in overall attendance at programs of at least 10% by May 2022.

- Send follow up emails or letters to clients and appreciate their participation.



Event Follow Up Email

Hello!

Thank you for attending (insert program/event name). We appreciate your participation and hope that you benefited from attending. RISE is always here to support you and we hope that you will continue to attend our programs in the future.

We encourage you to take a few moments to fill out this quick survey so we can continue to develop our programs to best suit your needs: <https://forms.gle/gxDNn3JrTUNvBDVn6>

Check out our website and social media for updates and more information:

www.refugeeandimmigrant.org

Facebook: @syracuserise

Instagram: @syracuserise

Youtube: RISE

Call (315) 214-4480 or email us (info@syracuserise.org) with any questions or concerns. You can also visit us at one of our three offices.

Southside office

302 Burt St, Syracuse, NY 13202

Northside Office

710 Kirkpatrick St, Syracuse, NY 13208

Buffalo Office

3411 Delaware Ave suite 204, Kenmore, NY 14217

Best regards,
RISE Staff

Goal 02 - Objective 02 (Cont.): See an increase in overall attendance at programs of at least 10% by May 2022.

- Send follow up emails or letters to clients and appreciate their participation.

Event Follow Up Letter

Hello!

Thank you for attending (insert program/event name). We appreciate your participation and hope that you benefited from attending. RISE is always here to support you and we hope that you will continue to attend our programs in the future.

A friendly reminder of some of the different programs that we offer to our clients:

1. Education Initiatives
2. Individual Development Account (IDA) Program
3. Case Management & Employment Services
4. SyRAP Agricultural Program
5. Care Management

Check out our website and social media for updates and more information:

www.refugeeandimmigrant.org

Facebook: @syracuserise

Instagram: @syracuserise

Youtube: RISE

Call (315) 214-4480 or email us (info@syracuserise.org) with any questions or concerns. You can also visit us at one of our three offices.

Southside office
302 Burt St, Syracuse, NY 13202

Northside Office
710 Kirkpatrick St, Syracuse, NY 13208

Buffalo Office
3411 Delaware Ave suite 204, Kenmore, NY 14217

Best regards,
RISE Staff

Goal 02 - Objective 02: See an increase in overall attendance at programs of at least 10% by May 2022.

- Send out [surveys](#) weekly to clients to ask for feedback on the service and suggestions for improvement.

The image shows a screenshot of a Google Forms survey titled "Feedback Survey". The survey is in English and is being taken by a user with the email address jzhan157@g.syr.edu. The survey content includes a greeting, a question about the most recent event attended, a question about the program that hosted the event, and a question about whether the event or program was helpful/beneficial. The survey is displayed on a light purple background.

Feedback Survey

Hello! Thank you for attending RISE events, we would love to hear more about your experience so we can continue to develop our programs to best suit your needs. Please take about 5-10 minutes to fill out this quick survey, if you need a translator please let our office staff know.

jzhan157@g.syr.edu (not shared) [Switch account](#)

What event did you attend most recently?

Your answer _____

Which program hosted this event?

- Education Initiatives
- Individual Development Account (IDA) Program
- Case Management & Employment Services
- SyRAP Agricultural Program
- Care Management
- Other: _____

Was this event or program helpful/beneficial?

Yes

Goal 02 - Objective 03: See at least double participation in the women's empowerment program by May 2022.

- Launch events monthly that encourage women and youth to share their stories with each other and answer questions and provide emotional support to them.

**WOMEN AND YOUTH
EMPOWERMENT**

Overcome Difficulties Understanding Gender Roles

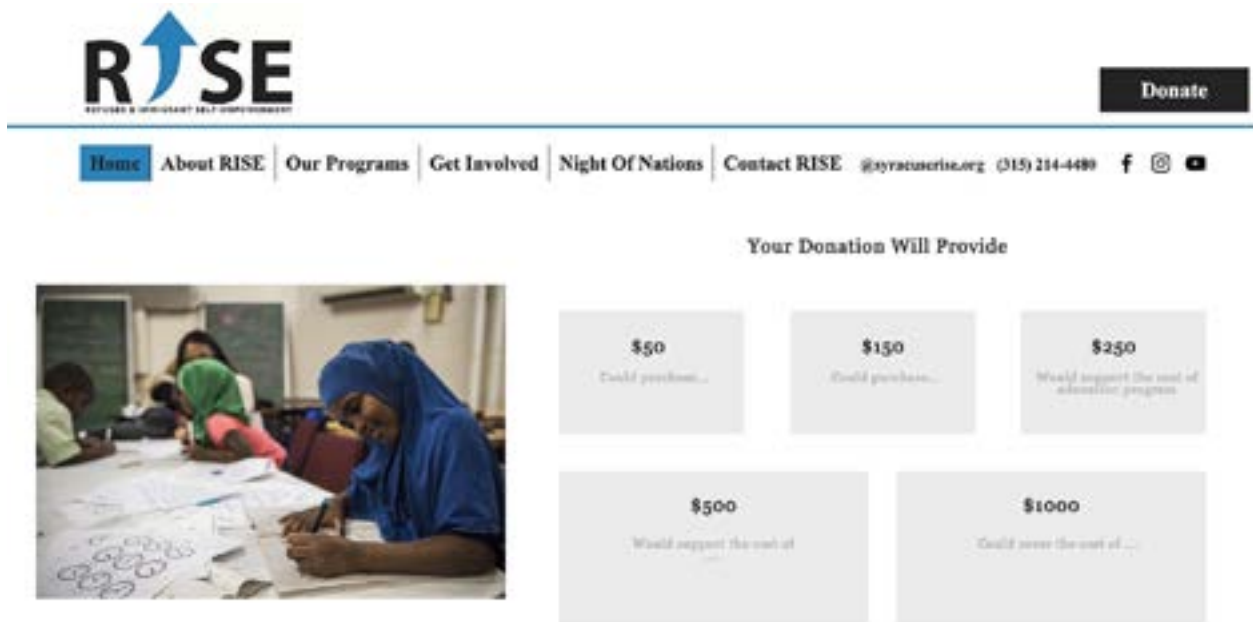
MAY 8, 2022
Location: RISE Office

RISE
RISERISE & COMMUNITY YOUTH EMPOWERMENT

For more info: (315)214-4480 | info@syracuserise.org

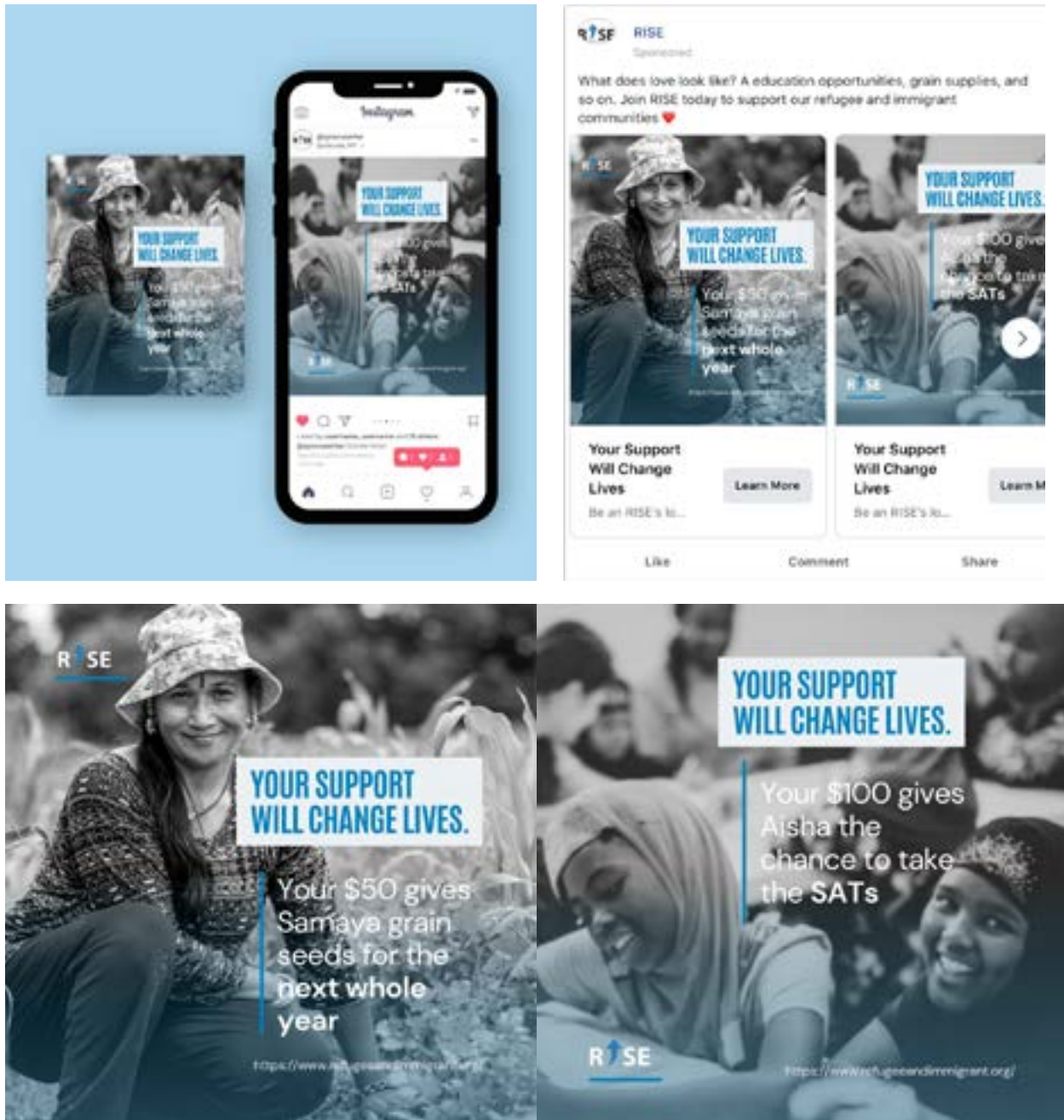
Goal 05 - Objective 01: Result in an increase of at least 2% more donors by December 2022.

- Create an online donation option that is clearly visible and accessible on the organization’s website. Ensure that the donation page clearly gives options for giving and what the money is going to. Use wording like “your \$100 gives Samaya the chance to take the SATs” to emphasize direct impact.



Goal 05 - Objective 01: Result in an increase of at least 2% more donors by December 2022.

- Buy ads on Facebook and Instagram that promote donations. Ads should be people-focused and emphasize the impact of support. Have ads directly link to the donation page on the website.



Goal 05 - Objective 02: Engage with at least 30 potential donors by December 2022.

- Pitch event story to local news outlets including Syracuse.com and the Daily Orange.



RISE Pitch & News Release

Email Pitch for International Dinner

Subject: Local Refugee Organization Hosts Multicultural Food Event

To: (contact from media list)

Hi (reporter's name),

My name is Fran Hradil and I am the director of development for the Refugee and Immigrant Self-Empowerment (RISE) organization. RISE is a nonprofit organization that has been working to support and uplift the refugee and immigrant communities in central and upstate New York since 2004.

I am writing to inform you about our upcoming fundraising event. We will be hosting "A Taste of Our Roots" at Syracuse Northeast Community Center. The event will take place on May 29, 2022, and feature a variety of different cultural foods representing the diversity of the populations that we serve. Tickets for the event are \$20 for adults and \$10 for children ages 5-18. Children under the age of 5 gain free admission. All proceeds go to funding the various programs that RISE offers.

Please let me know if you are interested in covering this event and/or have any questions about the organization. I have attached our event graphic to this email and you can find more information using the link below.

Sincerely,
Fran Hradil

<https://www.refugeeandimmigrant.org>

Goal 05 - Objective 02 (Cont.): Engage with at least 30 potential donors by December 2022.

- Pitch event story to local news outlets including Syracuse.com and the Daily Orange.

To: (Contact from media list)

Subject: Local Refugee Organization Hosts Multicultural Food Event



For Immediate Release, May 23, 2021

RISE Will Host Community Fundraiser Featuring Diverse Foods and Perspectives

SYRACUSE, New York -- The Refugee and Immigrant Self-Empowerment (RISE) non-profit organization will bring the Syracuse community together to celebrate diversity in the local refugee and immigrant population through food on May 29, 2022.



Image of RISE client harvesting from garden taken by Zach Kraemer

"A Taste of Our Roots" is being held at the Syracuse Northeast Community Center and will feature foods from the local refugee and immigrant community. The event is open to the general public. Tickets for the event are \$20 for adults and \$10 for children ages 5-18. Children under the age of 5 gain free admission. All proceeds go to funding the various programs that RISE offers.

"This is a great opportunity to get to know an often overlooked group in our community. Our clients come from extremely diverse backgrounds and we are excited to be able to showcase them in a way that is accessible to the Syracuse community," said Executive Director Haji Adan.

Formally the Somali-Bantu Community Association (SBCA), RISE has been serving refugees and immigrants in upstate and central New York since 2004. The event will feature foods from the organization's diverse client base, including African and middle eastern cuisines. The dinner event will be set up like a fair, with a variety of tables that attendees can sample food from.

"At RISE, we offer a variety of different services, ranging from education and agriculture to job and financial assistance. Our programs are made possible through government grants and the generosity of donors. We hope that this event will help showcase the importance of the work that we do," said Fran Hradil, Director of Development.

For more information regarding RISE and event registration, visit <https://www.refugeeandimmigrant.org> or email info@syracuserise.org.

Goal 05 - Objective 02: Engage with at least 30 potential donors by December 2022.

- Post about the event on owned and earned media channels, including the website and social media channels. Digital flyers should be colorful and feature graphically designed images of the different dishes that will be featured. Keep messaging fun and lighthearted.



Goal 05 - Objective 03: Host fundraising event on “GivingTuesday” on November 30, 2022.

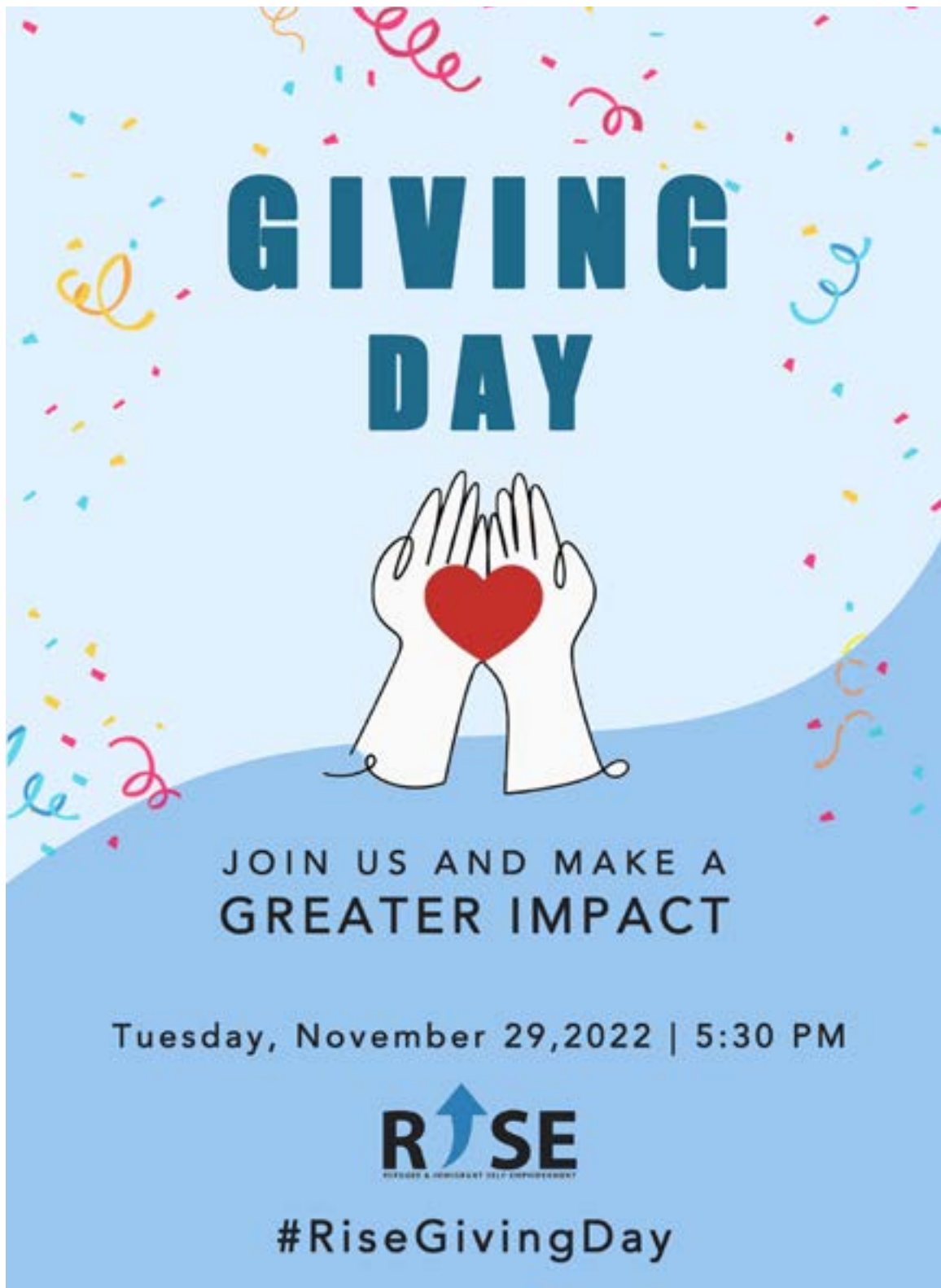
- Create a [brief video](#), max 5 minutes, that gives a quick overview of RISE as an organization. Video clips should be clean and follow a documentary style.

**We are Refugee and Immigrant
Self-Empowerment (RISE)**

a non-profit organization
based in Syracuse, NY

(upbeat music)

Goal 05 - Objective 03: Host fundraising event on “GivingTuesday” on November 30, 2022 (Posters & Flyers).



Goal 06 - Objective 01: Partner with at least one church of refugee faith to collaborate on program presentations to build refugees' trust in RISE.

- Promote attendance at events through the distribution of flyers and posters in neighborhoods, at the RISE office, and Catholic Charities office. Use straight forward messaging with clear, concise language on materials that align with the organization's original branding.

**MAKE YOURSELF
SETTLED**

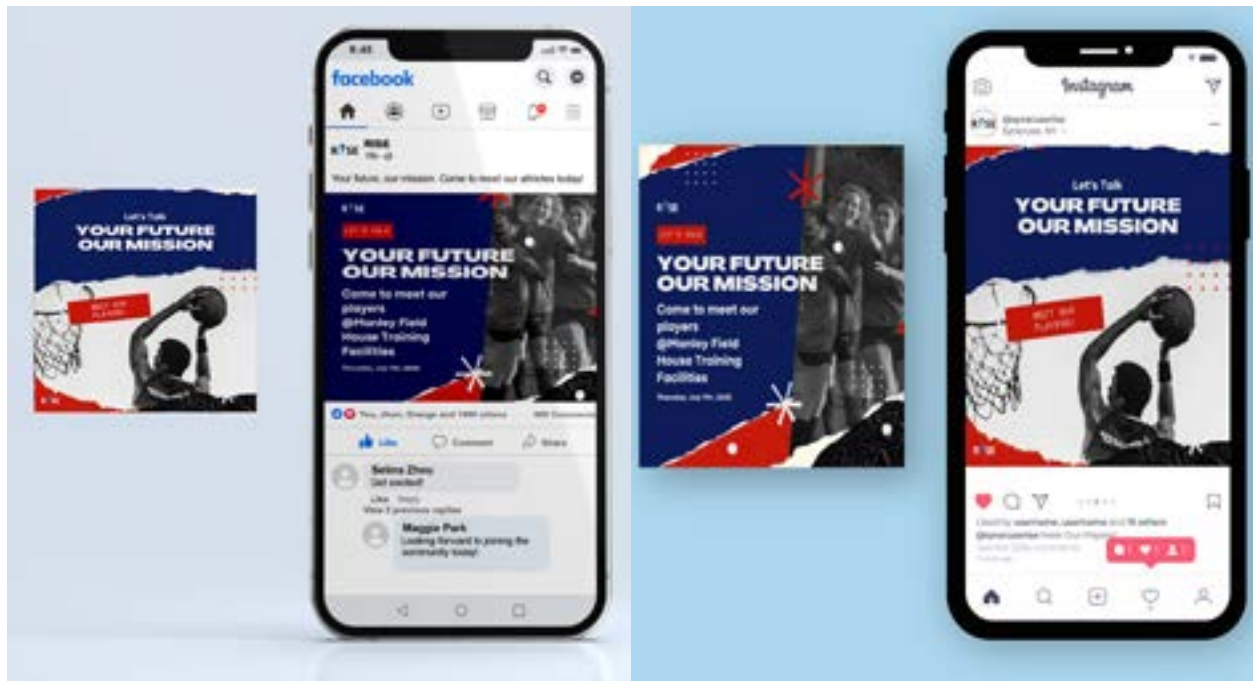
Together, we are helping you to be economically independent and feel secured about your future

**SATURDAY, FEBRUARY 19TH
1654 WEST ONONDAGA STREET
SYRACUSE, NY 13204**

For more info: (315)214-4480 | info@syracuserise.org

Goal 06 - Objective 02: Home Health Department and Education Department co-hosts at least 3 lectures and events on the importance of physical and mental health and religion by the end of December 2022.

- Promote events using social media channels such as FaceBook, Instagram and WhatsApp. Social media posts should be colorful and emphasize any “perks” of attending the event (i.e. free food).that align with the organization’s original branding.



Goal 06 - Objective 02: Home Health Department and Education Department co-hosts at least 3 lectures and events on the importance of physical and mental health and religion by the end of December 2022.

- Work with counselors at schools to promote the event and hand out flyers to students. Flyers should be straightforward and visually appealing.



MEDIA LIST

Publication Name	Website	Journalist/ Contact	Position	Email	Mailing Address
The Post Standard	www.syracuse.com	Patrick Lohmann	Reporter/writer	plohmann@syracuse.com citynews@syracuse.com features@syracuse.com	220 S. Warren St., Syracuse NY 13202
The Daily Orange	www.dailyorange.com	Emily Steinberger	Editor-in-chief	editor@dailyorange.com	230 Euclid Avenue, Syracuse, NY 13210
Syracuse New Times	www.syracusenewtimes.com	Reid Sullivan	Associate editor	editorial@syracusenewtimes.com rsullivan@familytimes.biz	1415 W. Genesee St., Syracuse, N.Y. 13204
The Catholic Sun (contact minimum 2 weeks in advance)	www.thecatholicsun.com	--	--	news@thecatholicsun.com	240 East Onondaga St. Syracuse, N.Y. 13202
CNY Central (WSTM WSTQ WTVH)	www.cnycentral.com	--	--	news@cnycentral.com	1030 James St Syracuse, NY 13203
Spectrum News- Central NY	https://spectrumlocalnews.com/nys/central-ny/ https://spectrumlocalnews.com	--	--	younews@charter.com	815 Erie Blvd. East, Syracuse, NY 13210
WAER	www.waer.org	Chris Bolt	News Director	cbolt@syr.edu	795 Ostrom, Syracuse, NY 13244-4610.
WRVO	www.wrvo.org	---	--	news@wrvo.org	7060 State Route 104 Oswego, New York 13126

TEAM BIOGRAPHIES



Whitney Welbaum

Originally from Blacksburg, Virginia, Whitney Welbaum is a student at Syracuse University studying public relations with minors in anthropology and Spanish. Some of her work for the RISE campaign included audience research, tactic formulation, strategic writing and material organization.



Jalynn Zhang

Born in China, Jalynn Zhang is a senior pursuing a bachelor's degree in Public Relations and Psychology at S.I. Newhouse School of Public Communications at Syracuse University. She is passionate about strategic communications and crisis management, and seeking a career path related to strategic communication.



Selina Zhou

Selina Zhou is currently a senior student studying Public Relations at S.I. Newhouse School of Public Communications at Syracuse University. She is interested in discovering and experiencing new trends and technologies on social media platforms and she is hoping to utilize her PR skills in this project to help the RISE increase awareness among general public.



**Strategic Integrated
Plan Book**
from
PRL 425 PR Cases & Campaign
Prof. Hatem
Fall 2021

PR Theory

