

Strategic Message Planner: Life Enrichment Center

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Advertising Goal

To gain volunteers for the Life Enrichment Center

Client: Key Facts

- The Life Enrichment Center seeks to support and to maximize the quality of life, the functional abilities, and the mental and physical well-being of persons with developmental disabilities.
- The organization prides itself in having a person-centered, community-based approach toward providing the support necessary for each individual to enjoy a full and meaningful life within the community.
- The purpose of the Life Enrichment Center is to provide individuals with developmental disabilities, living in the Middle Georgia area, with the opportunity to meet individualized goals through Personal and Social Services. We provide these services by cultivating community partnerships with local and state colleges, civic and service organizations, and advocacy groups in order to provide a variety of community-based experiences and opportunities for participants.
- The Life Enrichment Center serves 78 clients with developmental disabilities in Milledgeville, GA.
- The Life Enrichment Center offers community access services such as learning independent living, home making and community survival skills, social skills development, and self-advocacy and self determination.
- They also offer supported employment services as well as art and music therapy.

Product: Key Features

What is the product?

- Volunteers, specifically female, Georgia College students
- Volunteers will donate their time and passions to the Life Enrichment Center
- Volunteers will learn from the “hands-on experiences and memories that will last a lifetime”
- Volunteers will be able to see the difference they are making in the lives of those at the Life Enrichment Center. An example of this would be volunteering in the music therapy department; this will allow volunteers sense the impact they are making on the lives of the people involved.

What is the purpose of the product?

- Up to 7.7 million people may have at least a mild developmental disability that affects their life in some way. One purpose would be to benefit the lives of the volunteers and the lives of those they work with and to also to empower individuals with developmental disabilities.
- The Life Enrichment Center was created to help support and maximize the quality of life, the functional abilities, and the mental and physical well-being of persons with developmental disabilities.
- Volunteers can help in a variety of ways. Volunteers are needed in the art and music therapy department as well as other services the Life Enrichment Center offers.
- One can also volunteer through programs such as Best Buddies and Creative Expressions.

What is the product made of?

- The products of the Life Enrichment Center are intangible by nature. The ingredients of this intangible product include but are not limited to: the time and passion given to the Life Enrichment Center by those who volunteer as well as the difference one makes in the lives of those at the Life Enrichment Center.

Who and What made the product?

- Due to the nature that the Life Enrichment Center is a non-profit organization volunteers are always needed.
- The executive director, Barbara Coleman, oversees the inter-workings of the Life Enrichment Center and its benefits to today's society.
- She is joined by staff, partners, and volunteers in their endeavour to create a day when the community embraces individuals with intellectual disabilities for their commonalities, and not their differences.
- Through partnerships with Hands on Milledgeville, Lockerly Arboretum, John Milledge Academy, The Union Recorder, Milledgeville/Baldwin Chamber of Commerce, the Oconee Greenway, and Georgia College, volunteers are given the resources needed to contact the Life Enrichment Center to volunteer or they may come to it directly.
- Specifically for Georgia College, volunteers can go through the Give Center, Best Buddies, and the Art & Music Therapy departments.
- The Give Center established consistency in volunteer expectations, background check run through public safety, Weblink provides volunteers with required paperwork, and volunteers enter programs ready for active service.

Target Audience

The target audience for these ads are Georgia College students, specifically females. One ad will be directed toward females not involved in Greek organizations and the other ad would be targeted towards those who are involved in Greek life. Those in the target audience have a passion to help others, specifically those with developmental disabilities. The age range is 18 to 22. Those in the target audience have a goal to empower those they will work with to see that they have purpose and can meet their personal goals regardless of any disability they may have.

This target audience does not have the income the Life Enrichment Center needs, therefore the volunteering of their time is more beneficial.

Product Benefits

- Those who come to the Life Enrichment Center will gain skills that could possibly lead to employment: You know that you were a vital role in empowering them.
- As a volunteer you will improve on certain skills and knowledge: This will take you far in life and you can also put it on your resume.
- Through volunteering you can gain community service hours: You can use those community hours towards classes or extra curriculars.
- The longer one volunteers with the Life Enrichment Center strong friendships will begin to form: As a volunteer you will gain friendships with those you work with.

Direct Competitors and Brand Images

Direct competitors are other non-profits looking for volunteers:

- Horse Dreams: The target audience may also want to volunteer at Horse Dreams to volunteer with children with developmental disabilities. However, at the Life Enrichment Center there are a variety of ways to get involved and work with the individuals that come there. Whereas at Horse Dreams, to work with the children you have to work with the horses.

Indirect Competitors and Brand Images

- Keep Baldwin Beautiful: The target audience could be drawn to volunteer with Keep Baldwin Beautiful to better the community they live in. However, when volunteering with the Life Enrichment Center you are making an impact on a person's life not just the environment.
- Soup Kitchen: The target audience may want to work at the Soup Kitchen because it is a more well known place to volunteer with. However, The Life Enrichment Center provides an environment where the volunteer work directly reflects in the attitudes of those people they are working with and they see their impact tenfold.

Product Brand Images

- **Current Brand Image:** The target audience does not know much about the Life Enrichment Center. Therefore, they do not know the need for volunteers.
- **Desired Brand Image:** The Life Enrichment Center and their volunteers work with adults with developmental disabilities to enjoy a full and meaningful life within the community. Those who work and volunteer at the Life Enrichment Center are rewarded with knowing that they empowered those who come to the Life Enrichment Center.
- **Brand Image Challenge:** The target audience is not fully aware of all that the Life Enrichment Center does. They are more aware of on campus organizations than off campus ones.

Strategic Message: The Promise

Volunteering at the Life Enrichment Center is rewarding because those who volunteer are empowering those with developmental disabilities.

Supporting Evidence: The Proof

- Lindsay Bridgers, a former Georgia College student, started as a volunteer at the Life Enrichment Center and is now the Visual Arts Coordinator for them.
- Community hours are gained through many organizations on and off Georgia College campus, such as Best Buddies.
- Through the help of volunteers, individuals who come to the Life Enrichment Center have gone on to win national awards for photography and placed at the Special Olympics. Thanks to the volunteers, individuals are also able to learn basic skills to allow them to live a more independent life.