

Vitality Corp



Endless Giving

WELCOME TO VITALITY! WE ARE HERE TO MAKE CREATIVITY, STRATEGY, AND INNOVATION CONVERGE TO BRING SUCCESS TO YOUR FUTURE BRANDS! WE ARE HERE AND READY TO REVITALIZE YOUR COMPANY'S PRESENCE AND PROVIDE COMPREHENSIVE SOLUTIONS TO FIT YOUR UNIQUE NEEDS AND DESIRES. VITALITY CORP IS COMPRISED OF A TEAM OF INDIVIDUALS WHO BELIEVE IN THE POWER OF SYNERGY, WHERE COLLABORATION FUELS CREATIVITY, AND COLLECTIVE EFFORTS PROPEL US TOWARDS ACHIEVING EXTRAORDINARY RESULTS! WELCOME TO A JOURNEY WHERE VITALITY MEETS INNOVATION AND WHERE YOUR COMPANY'S SUCCESS AND LIVELINESS ARE OUR ULTIMATE GOALS.

Marketing Team



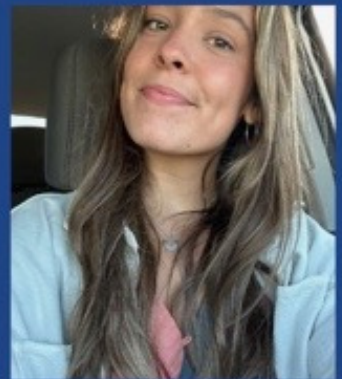
Elise Moreno



Mia Hieb



Charlotte Okar



Savannah Ames



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Situation Analysis

About one billion people globally live with disabilities, and around 80 percent of them reside in developing countries (Nations, U.) Recognizing that there was an obvious need for increased wheelchair accessibility for people with disabilities worldwide, especially in developing countries. Dr. Don Schoendorfer founded Free Wheelchair Mission in 2001. This non-profit organization seeks to enrich the lives of people in these developing countries by bringing them hope, dignity, community, and freedom at the sight of their very own wheelchair.

Free Wheelchair Mission has effectively motivated tens of thousands of first-time givers in recent years, as well as proving their understanding of the importance of the company establishing trust among its donors. However, one of the challenges for many charities is to create sustainable and ongoing relationships, resulting in monthly recurring gifts. Approximately 85% of new donors contribute only once or twice, with only 15% giving three or more times. This leads many charities like Free Wheelchair Mission to rely on one-time donations and seasonal marketing campaigns and events.

Here at Vitality, our goal is to expand the base of donors giving monthly by adding at least 600 new Mobilizers, which should provide \$2M in additional funding by 2025. After conducting primary and secondary research, our team has found that Free Wheelchair Mission has been experiencing a loss of consistent funding from recurring donors and a lack of mid-level & base donors (young people). In addition, Free Wheelchair Mission has a weak following on social media platforms like Instagram and TikTok. Increasing the number of recurring donors is pivotal in escalating and improving the company's revenue, which is what Free Wheelchair Mission grapples with.

Improvement begins nationwide, with parents encouraging children to understand the importance of consistently giving back to those who are less fortunate. Teaching the fundamental Christian value of giving back not only changes people's lives but also fosters a sense of community, compassion, and interconnectedness that goes beyond individual actions and extends to the bettering of society as a whole.

On the other hand, non-profit organizations like Free Wheelchair Mission have advantages in specific target markets over profit-based companies. Free Wheelchair Mission also has high emotional branding, making it worth a donor's time and money. Within the emotional branding aspect, we

analyzed a cause for parents to teach their children that the opportunities they are handed in life are plentiful compared to those whom Free Wheelchair Mission assists.

We have conducted a SWOT analysis to investigate areas of further penetration. The situation analysis process involves assessing a firm's recent past, current status, and future prospects, taking into account both internal and external factors that affect the organization's marketing plans. This appraisal is typically summarized in a SWOT analysis, which stands for Strengths, Weaknesses, Opportunities, and Threats. The objective is to identify the critical factors that impact the firm's strategy, leverage its strengths, address its weaknesses, capitalize on opportunities, and mitigate potential threats.

S.W.O.T Analysis



- **Strengths**

- Comprised of excelling in first-time donations, a large range of product inclusivity, cost-effective strategies, and holding the emotional upper hand aspect compared to non-emotional-focused companies

- **Weaknesses**

- Lack of returning donors, a deficiency in young donors, and the inability to grab attention through popular platforms like Instagram and TikTok
- Despite these weaknesses, there is potential to increase branching out to the younger population as Free Wheelchair Mission holds high exposure over other competitors with thousands of emotional-based articles and testimonials circulating the internet

- **Opportunities**

- Increase the social media following of younger generations by better-incorporating families with events centered around church communities
- The emotional aspects have a significant impact on shaping the attitudes and behaviors of new generations
- “Why do children show prosocial behavior from such an early age? To date, prosocial behavior in children has primarily been explained in terms of intrinsic motivations such as empathy, other-regarding preferences, or a desire for fair outcomes. Under this view, children want to help others because they are motivated by that person’s needs. Other psychologists have suggested that prosocial behavior in infants and young children may also be driven by other motivations, such as wanting to prove oneself to be a useful and cooperative in-group member—i.e., wanting to present oneself favorably to others” (Leimgruber KL., 2012)

- **Threats**

- Including other non-profit competitors within our target market
- technological advancements that affect the effectiveness of previous marketing strategies within Free Wheelchair Mission



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Donor Analysis

Our Target Audience

Our target demographic comprises of middle-aged adults residing across the United States who are youth pastors and want to expose their youth group members to diverse cultures and facilitate their learning about people who are less fortunate. When children are educated about different cultures, they develop a greater sense of comfort and acceptance towards these differences as they grow older.

Adults recognize that by exposing their children to different cultures, they are not only fostering empathy and reducing prejudice but also equipping them with essential skills to thrive in a diverse world with Christian values. Cultural competence is becoming increasingly important in various

aspects of life, from social interactions to career opportunities, and parents understand the value of preparing their children to navigate these multicultural environments effectively.

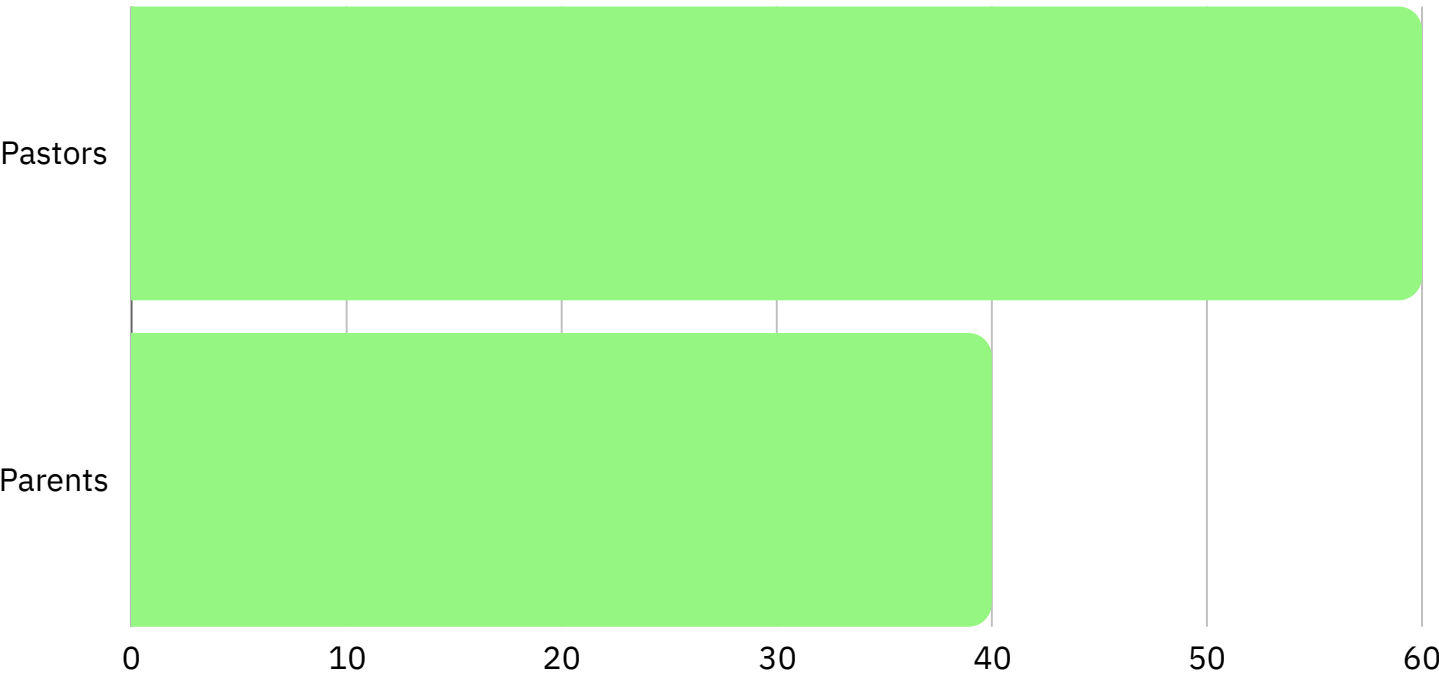
This demographic also overlaps with the audience of Free Wheelchair Mission, based in San Diego, California. These pastors, parents, and other middle-aged adults are inclined to donate annually as their children excel in fundraising efforts and grasp the value of supporting a non-profit organization like the Free Wheelchair Mission.

Segments & Research Results

Simulated Research Gathering

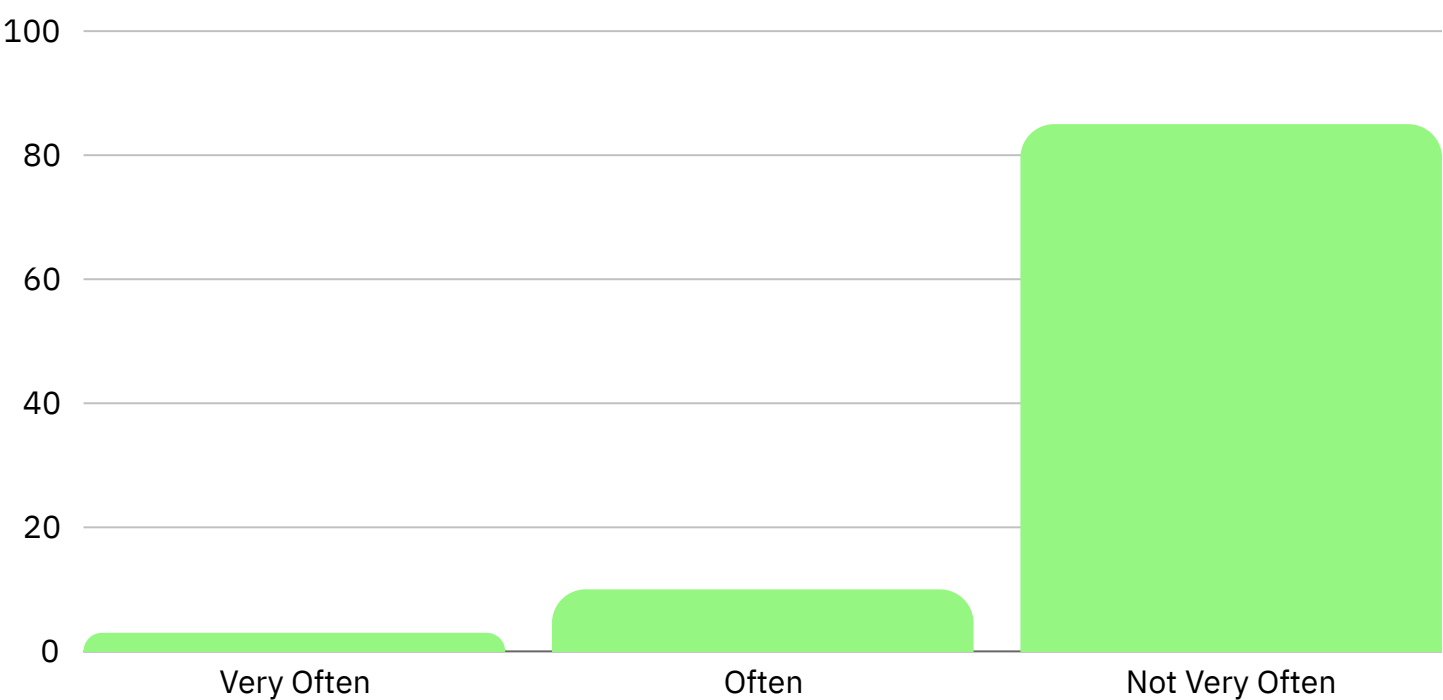
- In order to promote our marketing strategy, we will implement multiple surveys and informal interviews with the youth pastors and parents within the Non-denominational churches across the country
- We asked questions at Matthew United Church to gather pieces of information on the following topics including:
 - Do the youth pastors and parents understand the implications and mobility challenges that people around the world (and even children) face, and do they have the initiative to support these individuals?
 - Gather survey results asking about their initiative into the topic and how inclined they will be to donate on a recurring basis
 - Ask them if they are interested in allowing their children to participate in an interactive fundraising challenge relating to the issue at hand

Percentages of How Many Times Pastors or Parents of One Church Have Donated to a Charitable Organization in the Last Month



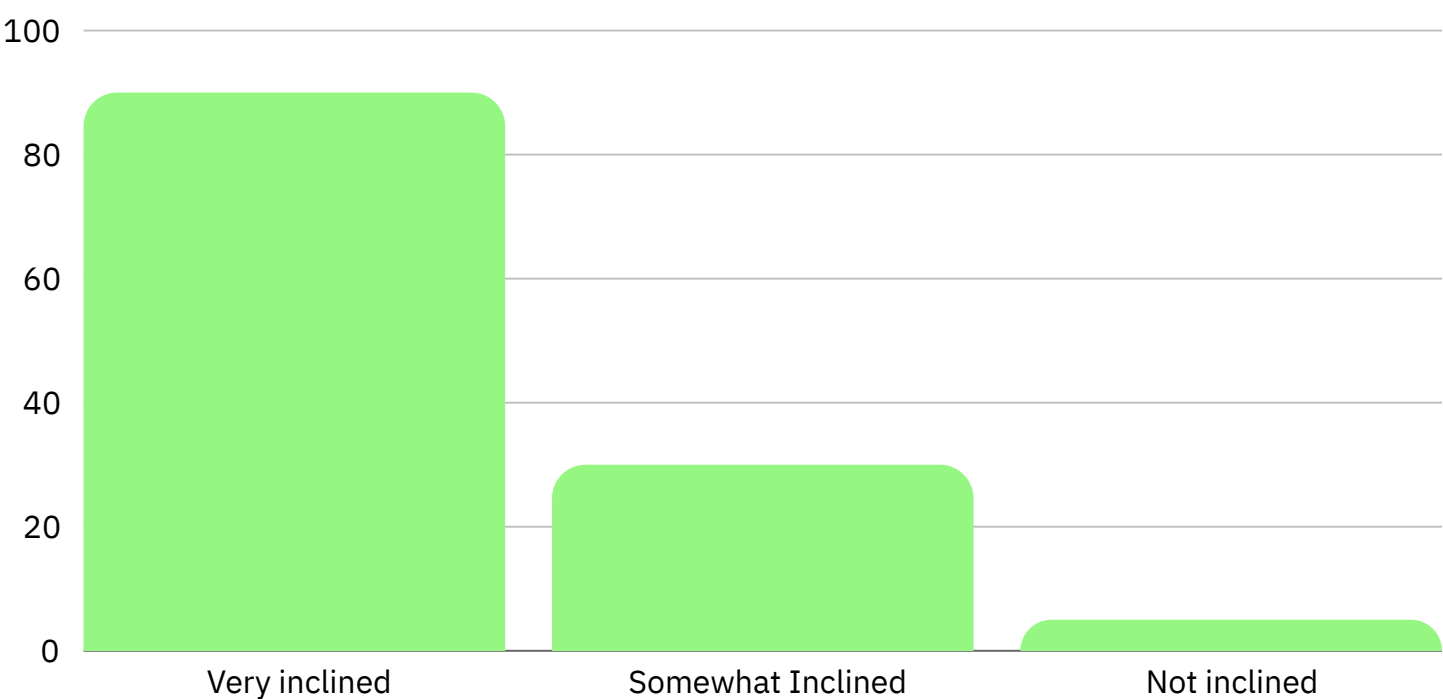
Survey Response Data

How Often Do You Think About People Facing Mobility Challenges Around the World?



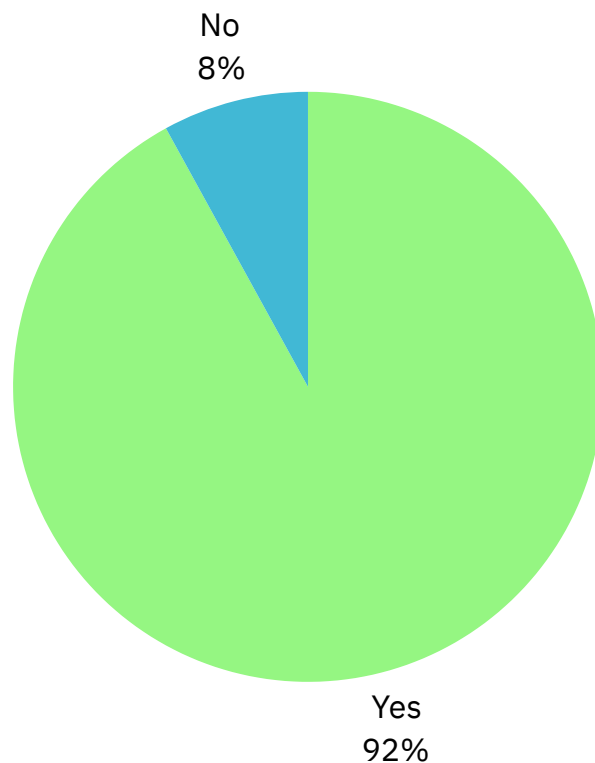
Only 3% of parents, pastors, and children we surveyed have thought about people facing these challenges very often in their lives, while 85% said they do not think about the challenges often at all.

How Inclined Are You to Donate to a Charitable Organization on a Recurring Basis that Supports These People?



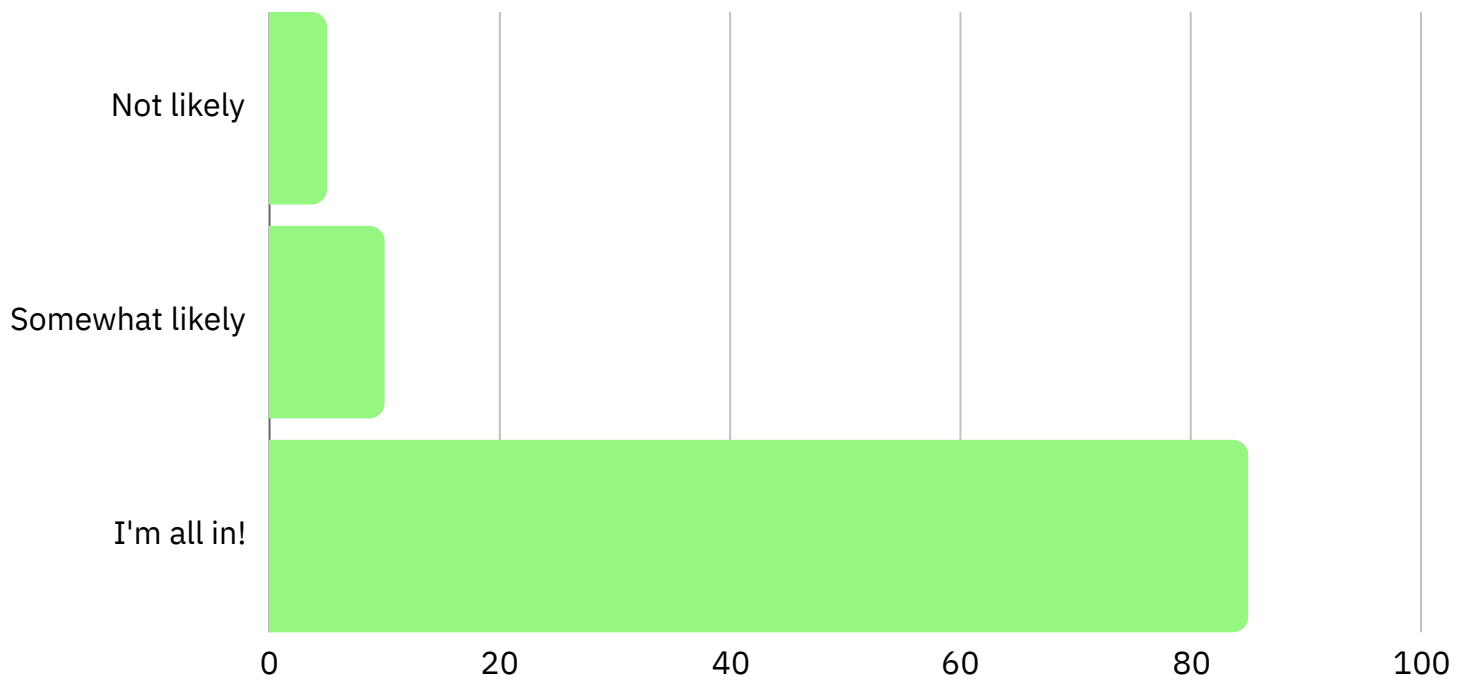
90% out of 100% of respondents from this Church said that they are inclined to donate to a charitable organization even though many do not think about the challenges people in developing countries face.

Would You be Interested in your/the Children of the Church Participating in an Interactive Challenge that Teaches them the Importance of Endless Giving and Educates them on Societal/Physical Challenges People Face in Developing Countries?



92% of respondents are already showing an interest in making sure the children of their church learn about this matter.

How likely are you to become a mobilizer (recurring donation contributor for Free Wheelchair Mission) to the top charitable organization that specializes in helping people in developing countries by providing them with transportation?



As you can see, 85% of pastors, parents, and children from this Church were very passionate about recurring giving to Free Wheelchair Mission after taking our short survey, which opened their minds to the transportation challenges people face around the world and realizing the importance of teaching their kids the importance of giving on a repeating basis.

Personas to Target

Persona One



Sarah Wang

Gender: Female

Age: 35 years old

Location: The Heart of Philadelphia

Parental Status: Married, and has one daughter

Household Income: \$105,000 a year

Interests and Affinities:

- Active Parent
- Delights in exploring diverse cultures and is involved in her children's elementary school
- Enjoys advocating and fundraising for causes that are close to her heart
- Participates in educational fundraising programs

By Sarah Wang

"Every community, culture, and cause has its own story waiting to be heard"

Allow us to introduce you to Sarah Wang, a 35-year-old mom who is residing in the heart of Philadelphia. She delights in exploring diverse cultures and is involved in her children's elementary school. Growing up in South Philadelphia, Sarah often experienced firsthand youth who struggled to form connections with the community based on trust and love. She enjoys advocating and fundraising for causes that are close to her heart. Sarah is particularly passionate about supporting

initiatives that promote accessibility and inclusivity, seeing her children being supportive of children who are less fortunate than them, and learning the importance of giving back to communities who grew up less fortunate than them. Through participating in educational fundraising programs, Sarah seeks to instill in her children a deep appreciation for diversity and empathy toward others. She values experiences that are not only entertaining but also enriching and meaningful. Our marketing strategy, which will create accessible environments and empower individuals with disabilities, will resonate strongly with Sarah. By highlighting the organization's impactful work and its significance in fostering a more inclusive society, we aim to inspire Sarah and her family to become advocates for accessibility and social change while also sharing the Free Wheelchair Mission organization with her church community.

Persona Two



Gabriel Rodriguez

Gender: Male

Age: 40 years old

Location: Southern California

Parental Status: Married, and has two children

Household Income: \$88,000 a year

Interests and Affinities:

- Being active and hiking in his free time
- Going to the beach
- Spending time with family
- Volunteering as assistant coach at his son's school
- Being a youth pastor at his local church

By Gabriel Rodriguez

"True fulfillment is not what we accumulate for ourselves, but in what we give back to others"

Our secondary persona is Gabriel Rodriguez, a youth pastor in California who is forty-years-old, and married with two kids. He has a bachelor's degree from the University of Southern California and majored in religious studies. Gabriel is passionate about staying active and loves to go hiking around the trails in his community. He also loves spending time with his family, going to the beach, and volunteering as an assistant coach at his son's high school. His personal connection to the Free Wheelchair Mission stems from growing up with a younger brother, Ian, who was diagnosed with Progressive Muscular Atrophy at a young age. Because of this, Gabriel witnessed his younger brother's struggles firsthand and how big of an impact the access to a wheelchair had on him. This caused him to have a strong, empathetic perspective for others in the same position and has made him an advocate for disability rights and inclusion. As a youth pastor, he wants to emphasize to his students the importance of giving to those less fortunate than you and making it a habit in their everyday lives.

Competitors and Positioning Strategy

The main competitors for the *Free Wheelchair Mission* include the following organizations. There is the:

- Wheelchair Foundation
- Devices 4 the Disabled
- Free Foundation (for rehabilitation equipment endowment)
- Wheelchairs for Warriors
- Wheelchairs 4 Kids

All of these organizations have similar goals, but the *Wheelchair Foundation* would be our biggest competitor. This is because their aspirations in increasing global awareness for the needs and abilities of people with physical disabilities, is very similar to our own.

Our Positioning strategy is going to include both a mission-centric position, and a position of affordability/accessibility. Firstly, our mission is to provide free wheelchairs to (mainly) developing countries around the world while putting emphasis into the durability and simplicity of our products, allowing easy-access to all. Conversely, the Wheelchair Foundation's focus is directed towards both developing and developed countries, which means that many of the wheelchairs produced are going to stay within the United States, or go towards other developed countries around the world. Secondly, the affordability and function of the product is another large playing point. The cost of manufacturing the wheelchairs in the *Wheelchair Foundation* is approximately \$200 US dollars, where in contrast the *Free Wheelchair Mission's* wheelchairs manufacturing cost is approximately \$96 US dollars. With this large price differentiation, the *Free Wheelchair Mission* is able to produce a significantly higher quantity of wheelchairs and increase their global reach exponentially.

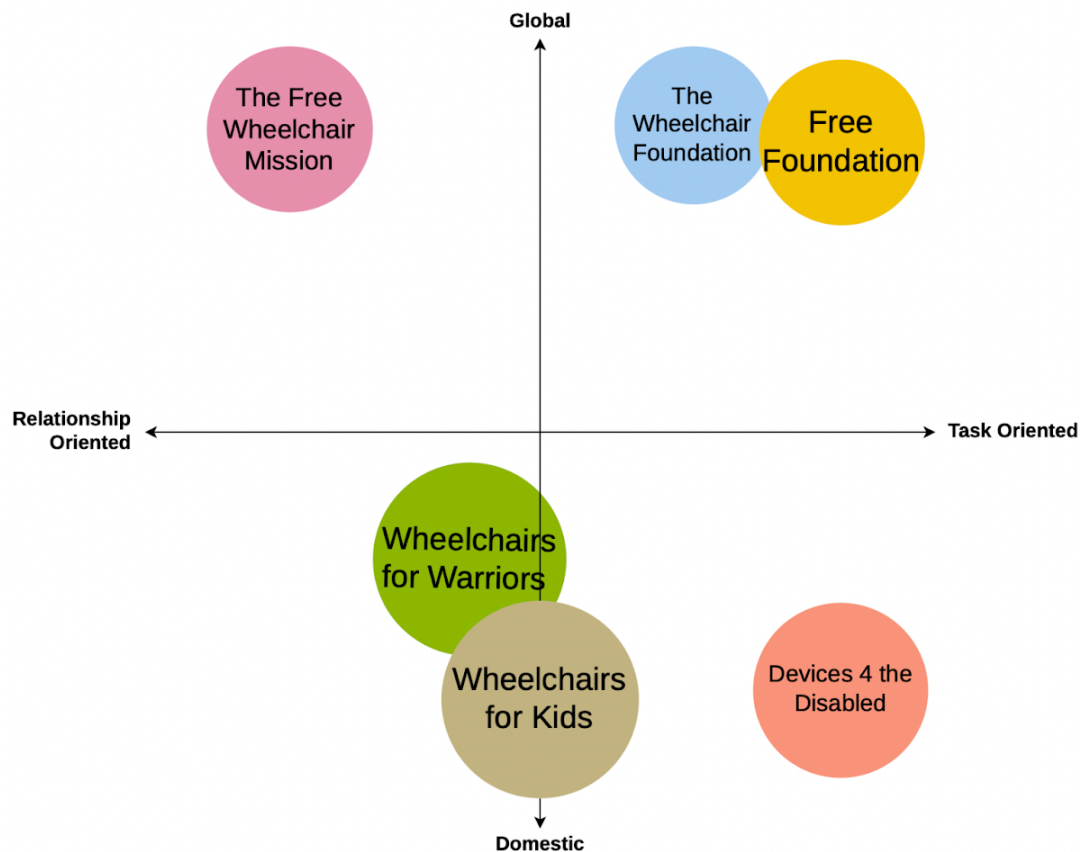
Perceptual Map

For our perceptual map we're going to look at where all of the direct competitors fall compared to The Free Wheelchair Mission in regards to the following items:

1. Is the organization: GLOBAL VS DOMESTIC.
 - a. To connect it to our cause, in the context of Free Wheelchair Mission's target market, "Global" refers to organizations that focus on providing wheelchair accessibility solutions to developing countries worldwide. While, "Domestic," on the other hand, pertains to organizations that primarily serve individuals within a specific country or region in particular. Our idea of the "Build a Wheelchair Challenge," encourages participants to construct wheelchair-like contraptions, which are essential mobility aids. Hence, the participants are contributing to a global cause by supporting Free Wheelchair Mission's efforts to provide mobility solutions to underprivileged communities worldwide while also emphasizing the global impact of accessibility and encouraging participants to take action.
2. Are the competitors: RELATIONSHIP ORIENTED VS TASK ORIENTED.
 - a. For "Relationship Oriented" organizations, they prioritize building strong connections and meaningful relationships with Mobilizers, recipients, and other stakeholders. These organizations focus on fostering a variety of things including – empathy, trust, and long-term engagement. In contrast, "Task Oriented" organizations are more focused on achieving specific objectives such as distributing wheelchairs, providing rehabilitation services, and more. While the challenge is a global focus in terms of its impact and objectives, it is implemented domestically within the United States. Youth groups across the nation participate in the challenge to build mobility devices using materials provided by Free

Wheelchair Mission. These activities take place within local communities, churches, and youth organizations, allowing participants to engage directly with the project and its goals.

By doing this, we want to figure out the best alternatives and methods for fundraising and come up with a fun goal that the kids can work towards, prices, etc.



Overall Goals for Customers

Our aim is to cultivate a loyal donor base among the youth and teach the importance of giving back. By implementing our market strategy, which involves annual marketing campaigns at non-denominational churches, we aim to encourage youth pastors to become recurring donors, year after year. Introducing children to programs that encourage learning about different cultures and the diverse challenges faced by various countries can significantly expand their knowledge and understanding of the world. Such programs provide valuable opportunities for children to gain insights into global issues and foster a deeper appreciation for cultural diversity. We understand the significance of ongoing support for our organization and strive to inspire middle-aged donors who are committed to making a lasting impact on the lives of individuals worldwide. Our approach underscores the importance of not just acquiring donors but also retaining them. To encourage more youth pastors and parents to donate yearly, it's important to understand what motivates them to donate in the first place and why they continue to do so. Through effective marketing, we seek to

connect with individuals who share our passion for creating positive change and provide them with opportunities to contribute to our cause consistently.



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Marketing Strategy



“Endless Giving: Youthful Hearts, Global Impact” - A Non-denominational Church Competition for Youth Groups

“Research shows that giving back helps boost a kid's self-esteem, instills a sense of empathy and establishes a lifelong commitment to being a positive force in their communities. It can motivate them to take on positive projects in the future and mold them to be compassionate and empathetic” (FOX43 Newsroom).

Overview:

“Endless giving: Youthful hearts, global impact” is a competition hosted by Free Wheel Chair Mission across the U.S that encourages faith based youth groups to get together to build a moving contraption similar to a wheelchair. Free Wheel Chair mission will provide youth pastors with various materials to build a moving contraption with a program that contains videos, testimonials, and visuals to create an educational and devotional project that faith based youth groups can follow. To compel youth group leaders to join this nation wide competition we will show how this program will teach faith based youth groups important values on giving back. This will also be something youth group leaders will want to do with their youth groups because it is an engaging and fun activity that they can do together! To entice the youth to get excited and motivated to complete this competition, we will utilize social media specifically Tik Tok and Instagram to connect competing youth groups across the nation utilizing #rollingtwordsendlessgiving. The goal of social media is to get the youth excited and engaged, this will also be a platform to who free wheel chair mission chooses at the winner of best moving contraption. After the youth creates their moving vehicle, our hopes is for them to present at their local church (explaining their journey in making the contraption and how it taught them values) and gather fundraise donations, whichever group gets the most donations wins a prize.

The Competition “Endless Giving: Youthful Hearts, Global Impact”

- Free wheelchair is going to target Non denominational Youth Groups highlighting the transformative impact of providing mobility to individuals in need and emphasize the role that youth can play in making a difference. Utilize vibrant visuals, compelling stories, and youth-friendly language to capture their attention and inspire action.
- Educational Outreach: Develop educational materials and resources that can be shared with youth groups, schools, and community organizations. These resources should provide information about the global need for mobility assistance, the work of Free Wheelchair Mission, and how youth can get involved through fundraising initiatives. Offer interactive presentations, videos, and discussion guides to engage youth in learning about the cause.
- Youth Ambassador Program: Establish a Youth Ambassador Program where Youth Pastors can follow a program that gets kids to gather donations for Wheelchair Mission within their communities, specifically there churches, emphasizing the importance of giving back and how it connects to Christianity. The importance of this program is not only monetary, by getting kids involved in a fun and exciting program/challenge they will be inspired to not only give back to

the less fortunate but the program will have a everlasting impression on the youth and hopefully form the value and importance of tithing within them. This program will successfully teach the youth to not only be followers of christ, but also create the possibility for these children and their families to be lifelong givers

- Social Media Engagement: To make the youth engaged, Free wheelchair mission will utilize social media to not only connect with participating youth groups, but allow competing youth groups to see how This will allow youth groups to be competitive which will provide a fun and driven fundraiser. To accomplish this Free Wheelchair mission will utilize Tik Tok to share short “reels' ' on what youth groups are doing around the world. This will not only get competitors connected but will also reach a wider audience receiving a more global recognition.
 - Why using social media will be very successful: In 2014 the viral “Ice bucket challenge” consisted of people (predominantly children) pouring a bucket of ice over their head to raise awareness of ALS. The challenge encouraged nominated participants to be filmed having a bucket of ice water poured on their heads and then nominating others to do the same. A common stipulation is that nominated participants have 24 hours to comply or forfeit by way of a charitable financial donation. This viral event raised over 115 million dollars
- Creative Fundraising Challenges: Following the format of the viral ice bucket challenge, youth groups will be presented with the facts and success of the challenge and will be proposed with a way their youth group can create a feasible, safe, and profitable challenge that they can start within their own community.

data supporting that Christian leaders are most likely to STAY donors of christian organizations compared to normal people



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Product

In order to emphasize the importance of giving to youth nationwide and kickstart our fundraising opportunities, we are going to create packages to be sent out to youth pastors for children participating in the “Build a Wheelchair” challenge. These packages are specifically designed in order to fully equip the children with everything they will be needing, so they can fully engage in this meaningful endeavor. They will contain a variety of items that will give both direction, provide the needed materials, and keep safety as a forefront. The product-package components are comprised of a variety of items, including:

☐ A Wheels and Axles Kit

- a. This is going to be comprised of four wheels and two axles per kit to allow the construction of a singular moving contraption per youth group. The wheels and axles are going to be durable and able to support/withstand the movement and weight of the wheelchair.



☐ Kid-Safe Miscellaneous Tools:

- a. Included are a variety of tools required for basic construction, including a screwdriver, wrench, pliers, a pencil, safety goggles, and gloves. (Youth leaders will be on hand to help the kids with these tools to ensure safety and given an informational session on how to assist the children. No child will be allowed to handle these tools without adult supervision and assistance; Hammer and nails will be provided in a separate package to the Youth Group leaders, and the children can tell them where they want to use said equipment in their wheelchair.)



☐ Instructional Packet:

- a. Included is a how-to video/printable guide that assists the kids and youth pastors during the construction process. This will not only explain the basic construction of the frame of the wheelchair, but will also include various safety instructions for the youth pastors, supervising

adults, and the children as well. Additionally, there will be educational videos accessible through a digital code and testimonials/visuals showcasing examples of wheelchairs that have been made. These being included will become an inspiring and motivating component of the project, allowing those receiving the packages to see these success stories and encourage them to be fully engaged.



☐ Promotional Materials

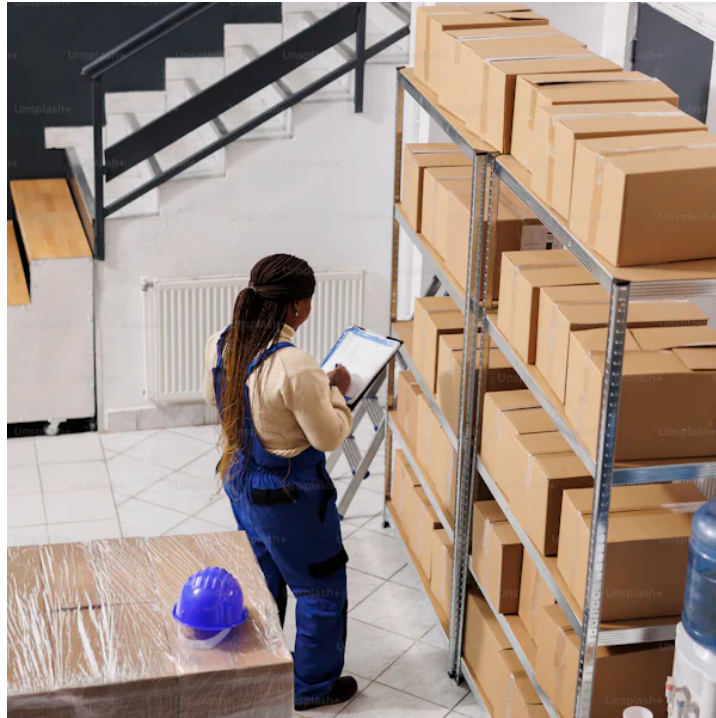
- a. The promotional aspect of the package will include both brochures/flyers showcasing the challenge, information on the fundraising aspect of the project, and more. These printed materials will further allow all parties involved to spread information about the competition to the local communities, churches, and congregations. This allows us to reach a wider target audience, spread awareness, and overall help us recruit more participants for the challenge while encouraging fundraising efforts.



☐ Packaging and Shipping Materials

- a. The packaging is going to include a large cardboard box/container, along with packaging materials like bubble wrap (or packing peanuts) to prevent anything from being damaged during transportation. Another aspect includes the shipping label and instructions, which will

ensure a safe and effective journey in order for all participants to receive their needed items for the challenge.



☐ **Stickers and artistic materials:**

- a. This will allow the participants to customize their wheelchairs quickly, and give them design ideas relative to the theme. This hands-on activity is simple and effective for sparking enthusiasm and excitement for the challenge and making it their own. It'll help foster individuality, and encourage collaboration from others to put their resources together for their team to accomplish the goal.



Place

Non-Denominational Churches Across the United States are our targeted place for the promotion and marketing of our Endless Giving Challenge.

Here's why:

Engaged Community: Members of churches frequently comprise a committed and engaged group of people who are enthusiastic about changing the world for the better. These people may be more inclined to take part in volunteer work or fundraising initiatives since they are frequently open to possibilities to support humanitarian causes.

Shared Values: The missions and values of churches, such as social justice, charity, and compassion, are frequently shared by nonprofit organizations. You can draw on these common ideals and encourage people to support the cause by encouraging the church community to sponsor a nonprofit.

Trust and Credibility: Churches are seen as reliable organizations in their communities, and a nonprofit group may gain credibility by receiving their support. A church can assist foster a sense of trust and confidence among its members by endorsing a nonprofit, thus sending a message that the cause is worthy of support.

Access to Resources: Meeting rooms, volunteer networks, and communication channels (such as bulletin boards, newsletters, and announcements during services) are among the resources that churches frequently have available. These tools can be helpful in raising awareness of a nonprofit and enlisting the congregation's support.

Platform for Outreach: Churches offer a venue for reaching out to a variety of people, such as visitors, fellow members of the congregation, and the general public. Nonprofits can reach a wider audience and increase awareness of their goal and impact by utilizing religious events, services, and programs.

Generosity: Generosity is a virtue that churches frequently foster in their congregants. Churches can give their members the chance to show their compassion and improve the lives of others by supporting nonprofit organizations through advocacy, charitable giving, and volunteer work.

Churches may already have relationships in place with other companies, organizations, or community groups. A nonprofit organization can use these collaborations to broaden its scope, gain access to more resources, and encourage a sense of community support and involvement by working with a church.

In general, churches may be very helpful in advancing nonprofit organizations by creating a caring and involved community, connecting with common ideals, giving access to resources, serving as a venue for outreach, encouraging giving, and assisting in community partnerships.

Potential Churches:

Largest Non-denominational Churches: (AL, OH, TX, FL, CA, GA, NV, WA, NM, CO, TN, NC)

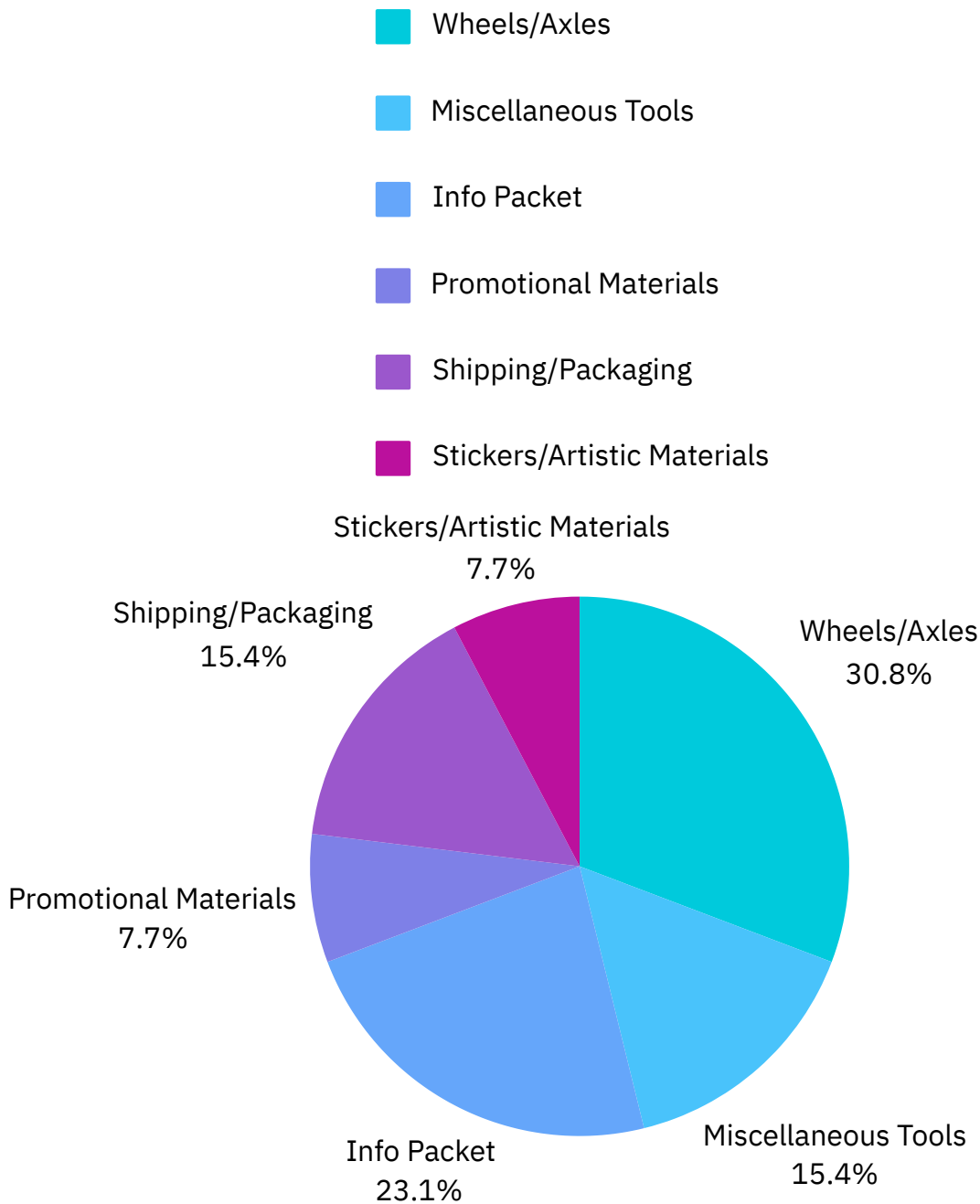
- Church of the Highlands (Birmingham, AL) - 60,000 members
- Lakewood Church (Houston, TX) - 45,000 members

- Crossroads Church (Cincinnati, OH) - 35,253 members
- Christ Fellowship Church (Palm Beach Gardens, FL) - 32,500 members
- Saddleback Church (Lake Forest, CA) - 30,000 members
- Gateway Church (South lake, TX) - 25,805 members
- North Point Ministries - (Alpharetta, GA) - 23,000 members
- Central Christian Churches (Henderson, NV) - 21,055 members
- The Rock (Liberty Station) - 19,000 members
- 12th Stone Church (Lawrenceville, GA) - 17,000 members
- Christ the King Community Church (Burlington, WA) - 17,000 members
- Ministerio Internacional El Ray Jesús (Miami, FL) - 16,800 members
- Calvary Church (Albuquerque, NM) - 15,000
- New Life Church (Colorado Springs, CO) - 15,000 members
- World Outreach Church (Murfreesboro, TN) - 15,000 members
- World Overcomer's (Durham, NC) - 15,000 members
- Community Bible Church (San Antonio, TX) - 14,791 members
- The Rock Church and World Outreach Center (San Bernardino, CA) - 14,550 members
- The Church of Eleven22 (Jacksonville, FL) - 14,473 members
- Seacoast Church (Charleston, SC) - 14,000 members

Price

The prices provided below are estimates based on typical costs of similar items and services. However, because of the price of materials it's imperative to buy in bulk to minimize costs and stay within our budget.

Total estimated cost per challenge box: \$65



1. Wheels and Axles Kit

- Price per kit (including four wheels and two axles) comes out to \$20
- Our Source/Supplier: McMaster-Carr, which is a brand that offers a wide range of high quality wheels and axles for many different contraptions.

2. Kid-Safe Miscellaneous Tools

- Price per set (including screwdriver, wrench, pliers, pencil, safety goggles, gloves) comes out to \$10
- Source: Lakeshore Learning specializes in educational toys, materials, and kid-safe tools for as sorts of construction activities.

3. Instructional Packet

- Price per packet (including how-to video/printable guide, digital access code for educational videos, testimonials/visuals): \$15
- Source: The brand Printivity, who provides printing services for educational materials, including - how-to guides, brochures, and flyers.

4. Promotional Materials

- Price per set (including brochures/flyers): \$5
- Source: Vistaprint who offers customizable printing services for promotional materials such as brochures, flyers, etc.

5. Packaging and Shipping Materials

- Price per package (including large cardboard box/container, bubble wrap or packing peanuts, shipping label and instructions): \$10
- Source: Supplier: Uline, a leading supplier of packaging materials, shipping supplies, and more.

6. Stickers and Artistic Materials

- Price per set (including assorted stickers and artistic materials): \$5
- Source: Supplier: Oriental Trading which offers a large selection of stickers and artistic materials suitable for children's crafts and projects.

To reach our potential churches, we will be focusing on bulk discounts with suppliers to optimize the costs of your materials. Furthermore, we will be leveraging existing partnerships with other businesses and faith-based organizations to minimize the costs further. Since we were given a budget of 76,000, we need to allocate resources effectively to leverage various fundraising channels. Overall, careful cost-management and efficient utilization of resources is key for the “Build a Wheelchair” Challenge.

Promotion

Info booth Following the service, an info booth will be set up in the church lobby where individuals can delve deeper into the mission of the Free Wheelchair Mission. Attendees will have the opportunity to engage with representatives from the mission, hear firsthand accounts of the life-changing impact of donations, and gain insight into the activities and educational aspects involving the youth groups. The booth will be stocked with informative pamphlets, compelling photographs, and merchandise, all aimed at fostering a personal connection with the Free Wheelchair Mission through the stories and information provided.



Bulletins every week before the service In the church bulletin distributed to attendees upon entry, we're excited to announce the inclusion of information about the Free Wheelchair Mission and opportunities for the church community to engage with this meaningful cause. Additionally, we will provide details on the activities and learning objectives of our youth groups during their weekly meetings. A convenient barcode will be included for quick access to more information about the organization and how to contribute. This initiative offers attendees a chance to gain insight into the organization prior to further engagement.



- Flyer Advertisements at selected Churches for our Information Sessions catered towards Youth Pastors and leaders:

These flyers will be spread around the entrance of our targeted churches. Flyers can be strategically distributed to reach a targeted audience, such as youth pastors and members of youth groups. By focusing our efforts on this demographic, we will increase the likelihood of reaching individuals who are passionate about making a difference in their church communities. Information sessions may include presentations, workshops, or discussions that highlight valuable resources, such as materials for the kids to build their chairs and a how-to on how to help the kids out. Information sessions can inspire and encourage youth pastors in their calling and ministry work. Hearing from experienced speakers, sharing stories of success and impact, and engaging in meaningful discussions can reignite passion and vision for serving young people and the keenness for giving on a consecutive basis.



**YOUTH PASTORS:
INTERESTED IN
BECOMING A
MOBILIZER?**

Through continuous giving, we have the opportunity to make a sustained and meaningful difference in the lives of countless individuals and families. Every donation, no matter how small, adds up to create a ripple effect of positive change that extends far beyond our immediate reach.

As youth pastors, you play a pivotal role in shaping the hearts and minds of the next generation. We urge you to seize this opportunity to instill in our youth the values of empathy, compassion, and generosity. Together, let's inspire a culture of continuous giving that transforms lives and builds a brighter future for all.

Join Vitality Corp. for an Information Session:

- ✓ HELP KIDS UNDERSTAND THE IMPORTANCE OF CONTINUOUS GIVING
- ✓ OPPORTUNITY TO LEAD KIDS IN AN INTERACTIVE AND FUN CHALLENGE THAT ASSISTS PEOPLE IN NEED OF CONTINUOUS MOBILIZING THROUGH FREE WHEELCHAIR MISSION

FOR MORE INFO:

Visit Our Website and Free Wheelchair Mission's Website
www.vitalitycorp.com
freewheelchairmission.org

- Flyer Advertisements at selected Churches for our Information Sessions catered towards parents:

These flyers will also be spread around the entrance of our targeted churches. Churches often serve as hubs of community activity, bringing together diverse groups of individuals. Flyers in these spaces can effectively reach a broad audience, including congregants and visitors, fostering a sense of communal responsibility and encouraging active participation in charitable initiatives. Many religious teachings emphasize the importance of generosity, compassion, and service to others. Flyers promoting giving back within church spaces serve to reinforce these values, reminding parents of these children our interactive activity is targeted towards, of their moral obligations to support those in need and contribute positively to society. Information sessions catered towards parents can help inform the parents as to why our cause is so important and allow them to open their own hearts to the cause while demonstrating to them how much fun their kids will have during an interactive challenge based on being aware of those less fortunate and exploring the practice of giving back consistently.

Curious About Raising Socially Conscious Kids?

Join us for information sessions
in the recreation room!



Every
Saturday and
Sunday this
month @3pm

- Learn about our brand new interactive youth program!
- Centered towards inspiring kids to learn the importance of giving
- Get the chance to impact lives for the rest of yours!
- Our new program is focused upon an exciting team-based challenge for your kids to develop a sense of social awareness and endless generosity



Visit:

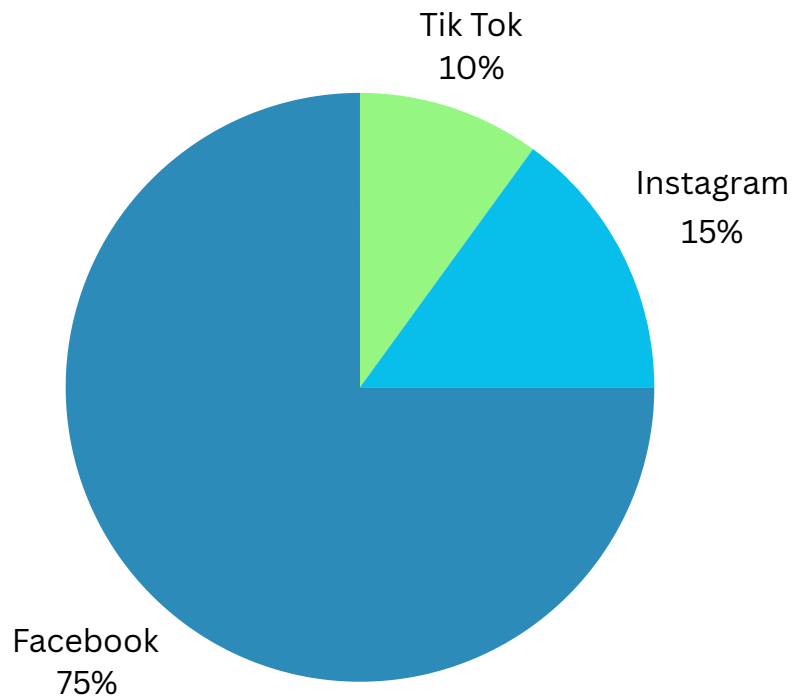
freewheelchairmission.org
For more information

**Rolling
Towards
Endless
Giving:
Every Chair
Counts.**

Social Media Content Strategy

Vitality Corp.

**Number of Followers from Each Social Media Platform for Free
Wheelchair Mission**



As you can see from our data, most of the following for Free Wheelchair Mission is coming from Facebook, since we are incorporating voting and polls through Instagram and TikTok, the following on these platforms is likely to increase, creating a larger pool of younger people and will likely increase donations in general.

A study done by Josh Harden, Ian Jukes, and Paul Joyce concluded the following information about young people's inclination to donate and social media.

Survey Question from his study:

"When my friends post about charities online, I feel more inclined to donate to charity or learn more about them."

58% of young adults agreed

76% of respondents aged 25+ agreed. Young adults: 17.1% did not agree. Adults aged 25+: 11% did not agree

"It appears that a charity campaign on social media will have more of an effect when it is endorsed by a user's online community. Recall that only 33% of participants said that they feel more inclined to donate or learn more about a charity when a charity is present on social media - what a difference it makes when friends share updates involving charities!"

- According to this information, we are confident that when the kids and families of these churches connect with their friends through the voting process on Instagram, it will have a lasting impact on not only our target audience but future generations as well.

7:56



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21

0

Photo



Austin TX

5955 people posted about this place

0

FreeWheelchairMission

"Empower kids to roll towards a brighter future! Join our nonprofit wheelchair competition and help us make every spin count. Donate today and be a part of the journey! #RollWithPurpose #WheelchairCompetition #DonateForACause 🌟🇺🇸"

Share

🎵 original sound - official_airfix



Add comment...





Return on Investment 2 Year Trajectory

Endless Giving Projects R.O.I goal:

- 2 mil dollars return on investment for 75,000 dollar budget and 600 new mobilizers

Expected Revenue	
Number of Impressions from non denominational churches (based on 20 selected churches)	237,000 people
Conversion rate 77%	182,490
Number of impressions on Meta based of current and predicted following	45,000
Conversion rate 20%	9,000
Tik Tok impressions	150,000
Conversion Rate 2%	30,000
Total Conversions Year 1	221,490
Profit contribution per customer year 1	\$3 (\$664,470)
Expected number of retained givers the following year	100,000
New impressions, Year 2 of the Endless Giving Project	359,724
Total revenue from donations	<u>\$1,607,450</u>

Costs		
Information Booths		\$3,000
Physical Information Flyers		\$5,000
Endless Giving Project Cost (\$90 per kit, estimated 100 groups for year one)		\$11,000
Social Media Promotion (Meta and Tik Tok)		\$20,000
Total Cost of Year One		<u>\$39,000</u>
Total Cost of Year Two (expecting an increase to 150 kits produced for challenge and less social media ads)		<u>\$ 31,500</u>
ROI of Year 1	ROI of Year 2	Total ROI by 2026?
\$620,470	\$1047,672	<u>\$1,668,142</u>

- It is stated that out of 247 million christians in the U.S 77% of Christians tithe and 10% of these people give more than 10% of their resources
- Expected an increase of 100 youth groups in year 1 participating in Endless Giving Challenge to 150 in year 2
- Meta platform has a current 30,491 following in total and theres an expected 20% increase in following with the endless giving fundraising campaign
- Instagram ad costs \$0.50 per click, budget based on predicted impressions
- Tik Tok video ad for endless giving, \$10 per 1000 views



Vitality Corp