



DuPage Care Center Foundation

2020-25 Marketing Plan
January 2020

Our Mission

Current

Raise funds to improve quality of life for DuPage County residents needing long-term skilled nursing and rehabilitative care.

Make the environment as enjoyable and home-like as possible for those that call the Care Center home.

“It is the sincere goal of the entire staff to recognize and serve each resident’s needs, desires, interests and emotions. We employ those interventions of treatment, therapy and activity which restore health, dignity and hopefulness to residents, by assisting them to do as much as they can, as well as they can, for as long as they can.”

Proposed

Raise funds for **otherwise unfunded** programs, activities, therapies, and facility improvements that restore health, dignity and hopefulness to residents by helping them to do as much as they can, as well as they can, for as long as they can.

Things that Improve Quality of Life for Long Term Care Residents (framing the need; getting specific about what is most important to achieving our mission)

- Connections to the outside world
- Treatment customized to each resident's individual needs and interests
- Opportunity for choice of activities and services
- Etc...

<https://health.usnews.com/wellness/articles/2016-11-16/5-qualities-of-a-great-nursing-home>

Current DPCCF Funded Projects (how we're using the money; are these fully funded?)

- Two recreational therapists - sensory stimulation programs, a horticulture program, outings to plays and restaurants, holiday program (?)
- Music therapist – helps with physical, emotional, cognitive, and social needs
- Pavillion in the Secret Garden in 2016 that serves as an outdoor classroom, pleasant, semi-private place for residents to visit with their families
- New visitor's patio in the Secret Garden in 2019
- LifeShare Monitor system that provides current information in the center, in resident's rooms and by subscription to resident families.
- Newspaper subscription, birthday and holiday gifts and celebrations, recreational programs, social outings, plants for the gardens, etc.

Upcoming Programs (what we would do if we had more)

- More gardens for residents?
- Another music therapist?
- More newspaper subscriptions?
- More programs brought in from outside the center? (Could we do a cooking class, for example? Wheelchair Yoga? Sports something or other?)
- “Join the Journey” – program to update and remodel residents’ rooms and bathrooms. Donators are invited to donate a matching gift for a room renovation.
- What additional needs are envisioned by staff members and residents? (In their wildest dreams what do they wish they could do or do more of? What are other care centers doing that we wish we could do?)
- Could we do more events that bring residents and families together? (Summer carnival? Pet day? Other ways to get people – families and others - to the center?)

Communication Objectives

- Express gratitude
- Demonstrate thought leadership – we stay on top of the latest research about the work we do, and we're open to ideas about how to do it better.
- Educate current and prospective audiences - reinforce our mission (to enhance quality of life for residents).
- Provide photographic evidence that the money is making a meaningful difference.
- Inspire increased (bigger and more numerous) donations and “outside” involvement in activities.
- Spread the word – expand our reach; get the word out; get more press coverage.

Communication Content

- Promote fundraising events; include fundraising goals; post audiences on outcomes – how much we raised, how the money will be used
- Thank donors; reinforce how critical their contributions are to our mission – thanks to you, x resident rooms will be updated this year, etc.
- “Reporting” – show the money “in use”; photos, quotes from participants (residents and staff); evidence that the funds are making a difference
- “Humanize” the “institution” – Who are the people you’re helping when you make a donation? Demographics, profiles of residents (what are the center’s policies about this?), staff profiles – Henry Parker, Janelle, Elizabeth, etc. (Political posters, holiday photos, room renovation before/after, etc.)
- “Invite Involvement” – How YOU can get involved in making a difference
- Dream “out loud” – What we would do if we could (if we had more money) and how would it help ensure a better quality of life for residents?

Media

- Facebook – best place to feature visuals, tell stories, reinforce our mission; (what's better – have our own FB page or put our posts on the page for the center?)
- Twitter – second best place to tell stories, expands reach; difference in audience vs FB; can be linked to FB
- Instagram – best place for quick visuals; short stories; can be linked to FB
- Printed Press – local papers & periodicals
- Employee/staff “Ambassadors”

Next Steps

- Present draft and incorporate feedback from Finance and Fundraising Committees and board
- Discuss draft with PR/Comms leaders at DPCC
- Interview board members and staff about their vision and dreams for the center – Administrator, Activities Director, Social Services, Communications Director, Other?
- Clarify review/approval process for marketing plan execution
- Clarify policy on publicity (approval to include residents in press?)