



Research Results Report

COMM 431 PR & IMC Campaigns Capstone

Natalie Murawski, Hayley Meerdo, Raven Dressel & Meaghan Frank

Overview/Synopsis

Robin's Home is a nonprofit women's veteran organization based in Butler County, Pennsylvania. Owned and operated by Mary Chitwood, Robin's Home has been a contributing asset to the community, supporting female veterans and their children. Mary and her team help reintegrate veterans into normal life, supporting them with necessary resources, housing, food and emotional support.

After conducting primary and secondary research, there is evidence pointing to Robin's Home lacking the social awareness needed to be a *known* asset to the community. Through an analysis of website analytics, social media content reach and diagnostics from an online search, Robin's Home primarily receives coverage from the Butler Eagle newspaper and lacks a consistent social media presence.

The primary goal of creating a strategic campaign is to increase the awareness of Robin's Home and to help them build a positive relationship and reputation in the Butler community. This would eventually lead to the increase in volunteers and donors.

Communication Problem Statement

Robin's Home faces a lack of online awareness resulting in a decrease in public recognition, volunteers and donors along with weak engagement on its social media accounts.

Situation Analysis

Robin's Home is a non-profit dedicated to serving veterans, particularly women and those with children. The organization offers housing and the H.E.A.R.T. resource center, which is a one-stop hub that provides valuable resources, assistance and camaraderie to veterans. Women veterans represent a growing and increasingly diverse demographic in the United States military and veteran community.

Robin's Home has shown evident proof that they have helped rehabilitate many veterans and their families back into the community. The problem is strengthening the staff and funds for resources.

Mary Chitwood and her team are challenged with the set back of no volunteer coordinator, resulting in no volunteers. In addition, the actual housing facility of Robin's Home has reached capacity. This leads to the conclusion that Mary and her team do not need to market to more consumers or those in need, but to volunteers and donors in order to receive the necessary support to meet the demand. Ultimately, the goal is to drive in consistent monetary donations and have a team of volunteers.

Research Results: Survey

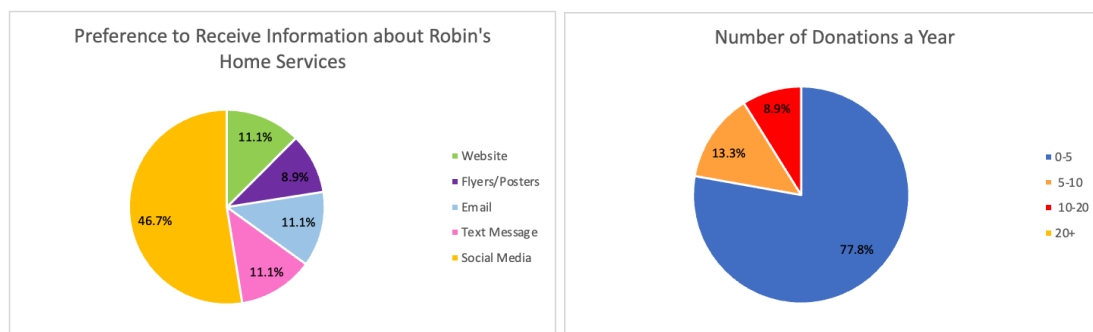
Findings: Robin's Home

- A majority of the responses came from individuals in college, 16 and up. There were 45 responses total.
- Over 80% of the responses stated they are unfamiliar with the resources of Robin's Home or the H.E.A.R.T Resource Center.
- Over 80% of responses consume news on social media, and believe Robin's Home would benefit from posting more on Facebook and Instagram.

Findings: Volunteering/Donating

- Largely, individuals would rather spend time volunteering at Robin's Home or the H.E.A.R.T Resource Center instead of donating monetarily. A follow up question indicated most people can't because of a lack of time.
- Over 70% of respondents believe marketing social events in the community get their attention. This could be in the form of flyers, banners, partnerships or print media.

Supporting Graphics:



Research Results: Focus Group

Students who have volunteered were asked to participate in a focus group to learn about their experience. They were asked to complete this from Feb. 25 through March 2, 2025. The purpose of this focus group is to identify what motivates students to volunteer. It also helps gather feedback on students' willingness to volunteer at Robin's Home. The focus group included multiple choice and short-answer questions, given to 5 individuals who have volunteer experience.

Findings:

The focus group was held on February 27, 2025, virtually, with three individuals. The results led to the conclusion that their awareness was limited about Robin's Home, and they had only heard about it through word of mouth communication. An interesting finding is that each individual expressed their thoughts on recommending this resource to a loved one, if they were a veteran in need of assistance.

In terms of social media reach, each individual specified they believe Robin's Home would be more well known if they consistently posted on social media about the veterans that use their services. In addition, seeing this content would influence them to donate more and see what the organization is actually doing for the community. One individual mentioned they believe collaborating with other community organizations is a great way to spread awareness. This could also include more outreach events and social gatherings.

Lastly, after discussing interest in volunteering versus donating, each individual expressed they would rather volunteer than donate, because of their own financial state. However, they have time restrictions and geographical restrictions from volunteering at the Robin's Home location. In general, they would rather help the organization reach goals, than see their money disappear for unknown uses.

Professional Interviews

Raven/Jesse Sprajcar: In a separate document. This served as important research material for the team, in order to gain more insight into working with nonprofits and different solutions to budget problems.

Meaghan/Ryanne Dougherty:

Ryanne Dougherty is a 2024 alumna of Slippery Rock University and currently works as the Marketing Coordinator for the Washington County Chamber of Commerce. Ryanne and her team gave valuable insight about working for nonprofits and how to best reach an audience with a limited budget.

Ryanne and the marketing team at the Washington County CoC recommend a low cost, limited time campaign that is personal to the organization. This could be a social media campaign with hashtags and brand elements which add repetition to posts, building brand identity. For example, a "Veteran's Voices" campaign where real veterans deliver short videos into their personal experience and why Robin's Home helped them get back on their feet. Another example is behind the scenes videos at the HEART Resource Center, which instill the mission that Robin's Home delivers quality assistance into necessary resources.

The general advice we received was to deliver personal content that focuses on emotions. Whether it be sentimental, heartfelt, sad or upbeat, playing on viewers emotions can help gain recognition about any of the projects or resources Robin's Home offers. This can also come in the form of press releases, community events and radio/podcast outreach. Lastly, we received advice about creating consistent internal communications deliverables like newsletters and email blasts. Our feedback came with many more ideas, but this will be discussed in the Campaign Strategy Report.

Competitive Advantage

Robin's Home has an advantage because it provides a housing program designed for homeless women veterans and their children. Local competitors include Reality Tour; a nonprofit drug prevention program in Butler, and Community Partnership; a nonprofit economic development organization in Butler County.

These organizations target the same demographic and local audience. Robin's Home has potential to surpass its competing nonprofits because of its uniqueness and ability to provide physical resources rather than just spreading a message. Robin's Home also provides the Veterans H.E.A.R.T. Resource Center; the first veterans resource in Butler County. This offers a wide variety of veterans to be eligible for health services.

Robin's Home also offers a variety of services including, a computer lab, community resources, transportation, recreational space, clothing, hygiene products, paper products, laundry and a food pantry. These services are free and open to all veterans at Robin's Home. Monthly social events are also held for the veterans.

The Veterans Affairs recommends the Veterans H.E.A.R.T. Resource Center because its variety of resources are reliable, consistent and all in one place. Awareness of it is raised primarily through word of mouth from veterans who have used its services, giving it more credibility.

Opportunities/Project Execution

In order to address this problem and work towards a solution, the Robin's Home marketing team and CEO must pay attention to their online identity and social media reach. This alone will help distinguish a reliable reputation online, reach a target audience that will absorb the information and create a better image for the brand.

In the form of a strategic social media campaign, Robin's Home can increase brand awareness, grow a social media following, surpass their current viewership and build authentic relationships with their community. Social media campaigns have shown a high effectiveness rate, especially with the demographic Robin's Home is trying to reach. Potential donors and volunteers, especially for this cause, will be found on platforms like Instagram and Facebook - which Robin's Home already has.

This campaign will take place from early spring to early fall, including a rebrand of Instagram and Facebook and construction of new and interesting digital visuals. By creating consistent themes and templates that the marketing team can use, Robin's Home can increase their popularity because of familiarity in their posts. This campaign will also include personal testimonies from veterans who have used Robin's Home resources, playing on the emotion of empathy and hope, which can be used as brand identifiers all throughout their feed.

Overall, this campaign will strive to reach their target audience of millennials and generation z age groups, looking to volunteer for an important cause. In addition, this will strengthen their relationship with their community members and fellow businesses, to drive in consistent donations and result in stable funds for the whole year. Finally, the end of the campaign will conclude with an end of year special event in November, to signify the success and gratitude for their volunteers, donors and constituents.

SWOT Analysis & Personas Link

References

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