MEALS on WHEELS PRESCOTT

EXPANDING CARE. EXPANDING COMMUNITY.

Expanding Capacity. Strengthening Community.
Fighting Hunger & Isolation.

Presented: Kristina Persall



ORGANIZATIONAL IMPACT

MEALS DELIVERED



100,000+ meals delivered annually.

PET FOOD DELIVERY



50+ seniors have pet food delivered as well.

SENIOR SERVED



700+ seniors served daily.

VOLUNTEERS & STAFF



315+ volunteers
15 cafe staff members

THE COMMUNITY NEED IS GROWING

DEMAND SURGED:

- +41% Meals Delivered
  - 71,000 → 100,000
- +106% Clients Served
  - 375 → 772

- Yavapai County has one of Arizona's largest older-adult populations
- Prescott median age is significantly above the national average
- Food insecurity continues affecting vulnerable households
- Rising food, housing, healthcare, and transportation costs impact fixed-income seniors





FOOD INSECURITY IS OFTEN INVISIBLE

Addressing Critical Senior Needs

1 in 5	25%
Seniors experiencing food insecurity	Seniors living alone

- Seniors face increased risk due to:
  - fixed incomes
  - transportation barriers
  - rising healthcare costs
- Isolation also creates serious health concerns.
- Meals on Wheels addresses both nutrition and human connection.

WEBSITE ANALYTICS REVEAL DONOR INTENT

ANALYTICS:

- Active Users are 4.4K
- Session Total are 6.5K
- 53.34% Traffic to Tax Credit

STRATEGIC INSIGHT:

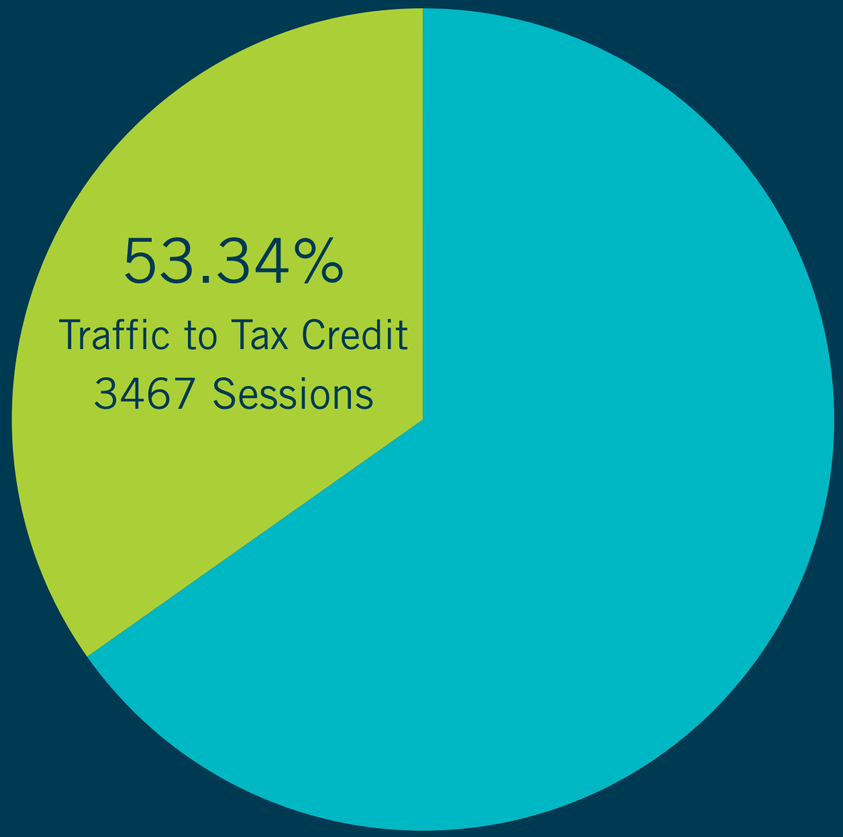
- Donors actively seek tax-smart giving opportunities.
- Local impact messaging increases engagement.
- Informational transparency influences donor trust.

USER BEHAVIOR:

Understanding user behavior on our website reveals crucial insights about potential donors, showcasing their interests and guiding us toward effective engagement strategies tailored to their preferences.

ENGAGEMENT STRATEGIES:

Implementing targeted engagement strategies based on analytics insights will cultivate donor relationships, increasing interest in contributions and fostering long-term support for Prescott Meals on Wheels' mission.



Website Metrics

Total Sessions: 6,500

OPERATIONAL & CAPACITY CHALLENGES

Addressing Capacity, Coordination, and Constraints

Prescott Meals on Wheels faces multiple operational challenges, including limited kitchen capacity, volunteer recruitment challenges, and storage constraints, impacting our ability to meet growing community needs.







EXPANDING CAPACITY FOR COMMUNITY CARE

The Purpose of the Capital Campaign

Expansion Goals:

- Larger kitchen capacity
- Increased meal production
- Improved volunteer coordination
- Additional storage
- Expanded office space
- Long-term community sustainability





TARGET AUDIENCES FOR OUR CAMPAIGN

UNDERSTANDING WHO WE SERVE

Primary Audiences

- Donors
- Volunteers
- Older adults
- Families of seniors
- Local businesses
- Community stakeholders



Secondary Audiences

- Healthcare providers
- Faith communities
- Civic organizations
- Younger advocates



NO SENIOR SHOULD FACE HUNGER OR ISOLATION ALONE.

SUPPORTING THEMES:

- Dignity
- Compassion
- Independence
- Local Impact
- Community Responsibility
- Transparency



INTEGRATED MARKETING CHANNELS

CONNECTING WITH OUR COMMUNITY EFFECTIVELY



Traditional

- Print mailers
- Newspaper
- Radio partnerships



Community Outreach

- Events
- Partnerships
- Healthcare outreach
- Faith organizations



Digital

- Facebook
- Instagram
- Email marketing
- Website SEO
- Video storytelling

DIGITAL STORYTELLING STRATEGY

CONTENT PILLARS:

- Client stories
- Volunteer spotlights
- Behind-the-scenes content
- Impact statistics
- Capital campaign updates

PLATFORM FOCUS:

- Facebook → Donors & Community
- Instagram → Awareness & Volunteers
- LinkedIn → Partnerships & Business support



DELIVER MORE THAN MEALS

ONE HOUR CAN CHANGE SOMEONE'S WEEK.

VOLUNTEER RECRUITMENT & RETENTION

Strategies:

- Corporate volunteer programs
- Student partnerships
- Retiree recruitment
- Volunteer ambassador initiative
- Recognition campaigns





MODERN DONOR EXPECTATIONS



TODAY'S DONOR VALUE:

- Transparency
- Measurable impact
- Local community outcomes
- Trust-based giving
- Emotional connection

CAMPAIGN TACTICS:

- Recurring donor programs
- Donor impact reports
- Naming opportunities
- Tax credit education

12-MONTH CAMPAIGN TIMELINE

Monthly Tatics:

- PR outreach
- Social Campaigns
- Donor Events
- Partnerships
- Storytelling Initiatives

Q1

Community Awareness

Q2

Volunteer Recruitment

Q3

Capital Campaign Momentum

Q4

Holiday Giving & Tax Credit

MEASURING CAMPAIGN SUCCESS

MARKETING SUCCESS IS MEASURED THROUGH AWARENESS, ENGAGEMENT, AND COMMUNITY IMPACT.

DIGITAL AWARENESS

- Website Traffic
- Campaign Reach
- Social Engagment
- Email Open Rates

DONOR PERFORMANCE

- Donor Retention
- Recurring Donations
- Tax Credit Participation
- Donation Conversion Rates

COMMUNITY ENGAGEMENT

- Event Attendence
- Volunteer Growth
- Community Partnerships
- Volunteer Retention

COMMUNITY IMPACT

- Meals Delivered
- Clients Served
- Awareness Growth
- Community Support Expansion



EXPANDING CAPACITY MEANS EXPANDING CARE.



APA REFERENCES

A comprehensive list of sources used in this presentation.

- Feeding America. (2025). Map the Meal Gap: Food insecurity in Yavapai County, Arizona. https://map.feedingamerica.org
- Meals on Wheels America. (2025). Senior hunger and isolation statistics. https://www.mealsonwheelsamerica.org
- National Council of Nonprofits. (2025). Volunteer shortage trends in nonprofit organizations. https://www.councilofnonprofits.org
- Prescott Meals on Wheels. (2025). Organizational reports and internal campaign materials.
- The Senior Citizens League. (2026). Cost-of-living trends affecting seniors. https://seniorsleague.org
- United Way of Yavapai County. (2025). Food insecurity and community needs assessment. https://www.yavapaiuw.org
- U.S. Census Bureau. (2024). QuickFacts: Prescott city, Arizona. https://www.census.gov
- World Population Review. (2026). Prescott, Arizona population statistics. https://worldpopulationreview.com
- Yavapai Regional Medical Center. (2025). Community health and senior demographic information. https://www.yrmc.org