

MEALS on WHEELS PRESCOTT

DELIVERING MORE THAN MEALS

A COMPREHENSIVE COMMUNITY AWARENESS MARKETING PLAN

AWARENESS | COMMUNITY CONNECTION | VOLUNTEER ENGAGEMENT | EXPANSION READINESS

"MORE THAN MEALS. A STRONGER COMMUNITY."

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FOR PRESCOTT MEALS ON WHEELS

MORE THAN A MEAL!

Founded in 1973 as Golden Age Nutrition, Prescott Meals on Wheels has evolved into a critical community support system serving vulnerable seniors and homebound residents throughout Prescott.

Programs and services include:

- home-delivered meals
- wellness checks with every visit
- companionship
- Animeals pet food support
- Café on Rosser
- veteran support services

BY THE NUMBERS

713 Neighbors Served

102,215 Meals Delivered

5,027 Animeals Delivered

375 Volunteers

25,307 Volunteer Hours

15 Cafe Staff Members

WHY COMMUNITY AWARENESS MATTERS!

“Awareness drives engagement, advocacy, and impact.”

Increased Community Awareness Directly Supports:

- Volunteer Recruitment
- Donor Growth
- Earlier Senior Intervention
- Stronger Community Partnerships
- Advocacy Support
- Long-term Sustainability

Many Community Members are Unaware that:

- PMOW is not fully government funded.
- Each meal delivery icludes an official wellness check.
- Social isolation is a growth health concern.
- Service support independence and dignity.

A GROWING COMMUNITY NEED

“Future waitlists may become a possibility without expanded operational capacity.”

CURRENT COMMUNITY CHALLENGES:

- Increasing senior population growth
- Rising food insecurity among older adults
- Growing social isolation concerns
- Low public awareness of PMOW services
- Increased service demand since 2020

ORGANIZATIONAL CHALLENGES:

- Facility operating at maximum capacity
- Limited kitchen and office space
- Increased volunteer coordination demands
- Growing operational strain

MARKET GAPS & GROWTH OPPORTUNITIES

CURRENT GAPS:

No formalized long-term marketing strategy.

Inconsistent storytelling cadence.

Limited advocacy visibility.

Low awareness among new residents.

Donor education opportunities.

Fragmented campaign structure.

GROWTH OPPORTUNITIES:

Strong emotional storytelling potential.

Community trust.

Measurable impact.

Strong digital engagement momentum.

KEY RESEARCH & DATA INSIGHTS

"Awareness and retention are now the organization's greatest marketing opportunities."

GROWTH INDICATORS

- 411 New Donors
- $230K in New Donor Revenue

RETENTION CONCERNS

- FY2025 Retention: 67%
- FY2026 Retention: 69.8%

AWARENESS GAP

- Many residents incorrectly assume PMOW is government funded.

DONOR INSIGHTS

- 1,468 Donor Accounts
- $1.1 Million Total Donations
- $388 Average Gift

UNDERSTANDING THE PRESCOTT COMMUNITY

Audience	Motivation	Preferred Channels
Donors	Local Impact & Tax Credit Giving	Facebook, Email
Volunteers	Purpose & Connection	Instagram, Facebook
New Residents & Retirees	Community Involvement	YouTube, Events
Community Partners	Civic Visibility	LinkedIn, Sponsorships
Elected Officials	Senior Wellbeing	Presentations, Reports

Demographic Insight:

- Prescott newcomers: approximately ages 60–65
- Prescott Valley newcomers: approximately ages 40–45

AUDIENCE MESSAGING INSIGHTS

Audience	Needs	Emotional Drivers	Message Focus
Donors	Trust	Local Impact	“Support neighbors aging with dignity.”
Volunteers	Flexibility	Purpose	“One hour can change a life.”
Family	Peace of Mind	Safety	“More than a meal.”
Stakeholders	Collaboration	Community Strength	“A healthier Prescott begins together.”

STRATEGIC POSITION ASSESSMENT

STRENGTHS

- Trusted community reputation
- Strong volunteer network
- Compelling storytelling opportunities
- Established nonprofit legacy

WEAKNESSES

- Low public awareness
- Operational space limitations
- Volunteer dependency
- Inconsistent marketing infrastructure

OPPORTUNITIES

- Population growth
- Digital storytelling
- Donor education
- Strategic partnerships

THREATS

- Economic uncertainty
- Donor competition
- Volunteer burnout
- Rising operational costs





WHAT THE COMMUNITY MAY NOT REALIZE

- Meal delivery often includes wellness checks.
- PMOW is not fully government funded.
- Some clients experience significant social isolation.
- Animeals supports vulnerable pet owners.
- Volunteers provide meaningful human connection.
- Senior hunger is often invisible within communities.

“For some clients, volunteer visits may represent one of their few in-person social interactions.”



COMMUNITY AWARENESS STRATEGY

STRATEGIC PILLARS

- Storytelling
  - Highlight real community impact stories.
- Education
  - Increase awareness of senior hunger and isolation.
- Visibility
  - Strengthen local and digital presence.
- Engagement
  - Create emotional community connection.

AWARENESS OPPORTUNITIES

- Local Media Partnerships
- Healthcare Partnerships
- Speaking Engagements
- Volunteer Ambassador Programs
- Community Events
- Nonprofit Collaborations

EXISTING DIGITAL MOMENTUM

GOOGLE DISPLAY

- 233.8K Impressions
- 2,092 Clicks

YOUTUBE

- 8.3K views
- 35.77% interaction rate

OTT/CTV

- 98% Completion Rate

WEBSITE

- 4.4K active users
- 6.5K sessions

“Digital storytelling is already generating measurable community engagement.”

STORYTELLING THROUGH CONTENT

CONTENT PILLARS

- Mission Mondays
  - Impact Storytelling
- Volunteer Spotlights
  - Community Recognition
- Client Stories
  - Human-Centric Narratives
- Behind the Scenes
  - Meal Prep & Delivery Operations
- Tax Credit Education
  - Educational Videos & Graphics
- Community Partnerships
  - Highlight Local Supporters

PLATFORM STRATEGY

PLATFORM	PURPOSE
Facebook	Donor & Retirees
Instagram	Volunteers & Awareness
YouTube	Storytelling & Education
LinkedIn	Partnership & Advocacy

DONOR GROWTH & RETENTION OPPORTUNITIES



Opportunities

- Arizona Tax Credit Awareness
- Recurring Giving Campaigns
- Donor Stewardship
- Personalized Donor Appreciation
- Quarterly Impact Reporting
- Volunteer-to-Donor Conversion
- Community Partner Sponsorships

Tax Credit Growth

- 2025–2026 campaign raised over $618K
- Exceeded campaign goal at 103%

VOLUNTEERS AS COMMUNITY AMBASSADORS

RECOMMENDATIONS:

- Volunteer Referral Campaigns
- Employer Volunteer Partnerships
- Ambassador Training
- Community Storytelling
- Volunteer Appreciation Events
- Recoginition Spotlights
- Social Sharing Initiaves

“Volunteers are one of PMOW’s most powerful marketing assets.”





BUILDING STRATEGIC COMMUNITY PARTNERSHIPS

TARGET PARTNERSHIPS

- Healthcare Providers
- Retirement Communities
- Churches
- Local Businesses
- Civic Groups
- Real Estate Agencies

PARTNERSHIP GOAL

- 40 Business Prospects
- 20 Sponsorships



ADVOCAY & PUBLIC EDUCATION

“Education strengthens advocacy, awareness, and long-term community support.”

Focus Areas:

- Senior Hunger Awareness
- Social Isolation Education
- Veteran Support Visibility
- Government Engagement
- Healthcare Collaboration
- Community Presentations

12-MONTH AWARENESS CAMPAIGN CALENDAR

JANUARY

- *Theme: Monthly Giving*
- *Outreach: Email & Facebook Donor Campaign*
- *Content: Impact Storytelling*
- *Timing: New Year Generosity Momentum*

FEBRUARY

- *Theme: Volunteer Recruitment*
- *Outreach: Churches & Community Groups*
- *Content: Volunteer Stories*
- *Timing: Community Engagement Month*

MARCH

- *Theme: More than a Meal*
- *Outreach: PR & Social Campaign*
- *Content: Client Impact Stories*
- *Timing: Awareness Building*

APRIL

- *Theme: Volunteer Appreciation*
- *Outreach: Recognition Campaign*
- *Content: Volunteer Spotlights*
- *Timing: National Volunteer Month*

MAY

- *Theme: Older Americans Month*
- *Outreach: Community Partnerships*
- *Content: Senior Wellness Education*
- *Timing: National Observance Alignment*

JUNE

- *Theme: Community Partnerships*
- *Outreach: Businesses & Chamber*
- *Content: Partnership Impact*
- *Timing: Summer Networking Season*

JULY

- *Theme: Summer Safety*
- *Outreach: Caregiver education*
- *Content: Heat and Isolation Awareness*
- *Timing: Extreme Weather Concern*

AUGUST

- *Theme: Behind the Meal*
- *Outreach: Social Storytelling*
- *Content: Kitchen and Café Operations*
- *Timing: Mid-year Engagement Refresh*

SEPTEMBER

- *Theme: Hunger Action Month*
- *Outreach: PR + Donor Campaign*
- *Content: Food Insecurity Awareness*
- *Timing: National Awareness Alignment*

OCTOBER

- *Theme: Expansion Readiness*
- *Outreach: Stakeholder Briefings*
- *Content: Capacity and Future Planning*
- *Timing: Q4 Donor Planning*

NOVEMBER

- *Theme: Gratitude Campaign*
- *Outreach: Donor Appreciation*
- *Content: Thankfulness Stories*
- *Timing: Thanksgiving Season*

DECEMBER

- *Theme: Year-End Giving*
- *Outreach: Email + Tax Credit Campaign*
- *Content: Annual Impact Recap*
- *Timing: Year-end Giving Behavior*

MEASURING SUCCESS

AWARENESS KPIS

- Impressions
- Reach
- Website Traffic

ENGAGEMENT KPIS

- Video Views
- Social Shares
- Volunteer Inquiries

CONVERSION KPIS

- Donations
- Recurring Gifts
- Sponsorships

RETENTION KPIS

- Donor Retention
- Volunteer Retention
- Email Engagement

Immediate Priorities

- Increase storytelling visibility
- Expand segmented outreach
- Improve social consistency

Mid-Term Priorities

- Build recurring donor engagement
- Expand partnerships
- Improve volunteer pipeline

Long-Term Priorities

- Strengthen community advocacy positioning
- Support expansion readiness communication
- Develop legacy giving initiatives

STRATEGIC RECOMMENDATIONS

DELIVERING HOPE, DIGNITY, AND CONNECTION

“MORE THAN MEALS. A STRONGER COMMUNITY.”

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