

Recovery Café San José

Final Presentation

Overview

Processes, Results, & Recommendations

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Meet the Team



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Project Lead



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Brittany Prock
Copy Editor

Overview of Presentation

- Project Scope
 - How can we use marketing strategies to boost awareness of RCSJ?
- Phase 1 & 2
 - Data Collection
- Phase 3
 - Testimonial Creation
- Phase 4
 - Social Media Campaign for Fundraising Event
 - Web Page Design
- Conclusion

Phase 1 & 2

Initial Research & Data Confirmation

Phase 1 & 2 Recap

Phase 1 Objective: determine common motivators for financial support

Phase 1 Results:

- Interviewed 26 previous RCSJ supporters & 3 Cisco employees
- Impromptu corporate strategy research

Phase 2 Objective: confirm most common responses from Phase 1

Phase 2 Results:

- Clean and safe refuge, island of safety and stability, & strong sense of community
- Corporations wish to see proven success through data & alignment of missions

Phase 3

Testimonial Creation

Phase 3 Results

Phase 3 Objective: Utilize our findings from Phase 1 and 2 to create high quality video style testimonials

Phase 3 Process/Results:

- Formulated questions based on the responses of our Phase 2 survey
- Interviewed an RCSJ member and board member, received video from a city councilman
 - Created a narrative-based testimonial to make an emotional appeal & 2 authentic/credible testimonials to make a logical appeal

Phase 4

Social Media Campaign

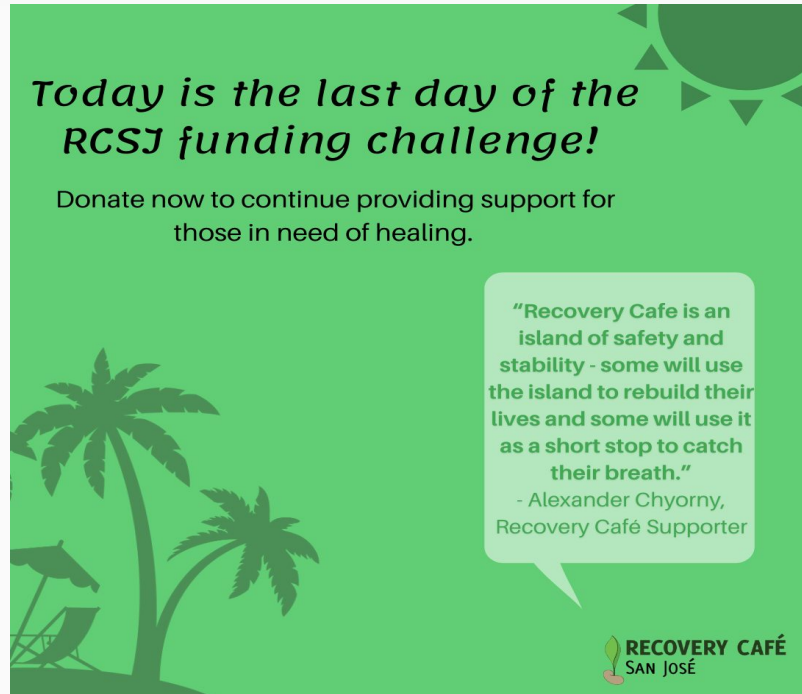
Strategic Social Media Posts



**Donate today and an
RCSJ Donor will
match your donation.**

***Support your
local community
today!***

**RECOVERY CAFÉ
SAN JOSÉ**



***Today is the last day of the
RCSJ funding challenge!***

Donate now to continue providing support for
those in need of healing.

**"Recovery Cafe is an
island of safety and
stability - some will use
the island to rebuild their
lives and some will use it
as a short stop to catch
their breath."
- Alexander Chyorny,
Recovery Café Supporter**

**RECOVERY CAFÉ
SAN JOSÉ**

Facebook Posting Schedule

Post	Feed/Story	Day	Time
Figure 4	Feed	Tuesday, April 20	10AM
Figure 3A	Feed	Wednesday, April 21	11AM
Figure 8	Story	Wednesday, April 21	11AM
Figure 1B	Story	Friday, April 23	10:30AM
Figure 2A	Feed	Monday, April 26	10:30AM
Figure 1A	Story	Wednesday, April 28	11AM
Figure 8	Story	Wednesday, April 28	11AM
Figure 6	Feed	Friday, April 30	10:30AM
Figure 7	Feed	Tuesday, May 4	10AM

Instagram Posting Schedule

Post	Feed/Story	Day	Time
Figure 4	Feed	Tuesday, April 20	8AM
Figure 5	Feed	Wednesday, April 21	2PM
Figure 1A	Feed	Friday, April 23	2PM
Figure 8	Story	Friday, April 23	9AM
Figure 2B	Feed	Monday, April 26	12PM
Figure 6	Feed	Wednesday, April 28	8AM
Figure 3B	Feed	Friday, April 30	12PM
Figure 8	Story	Friday, April 30	9AM
Figure 7	Feed	Tuesday, May 4	10AM

Phase 4 Results

Results:

- Unable to track social media analytics

Recommendations:

- Two to three week social media campaigns to promote events
- Use recommended posting schedule for future campaigns
- Use data from phase 1 and 2 to create future posts

Phase 4

New Web Page Design

Web Page Design Package

Objective: Create a comprehensive and concise document package of the various marketing techniques we used throughout our development of the video testimonials to aid with immediate implementation of those video assets.

Deliverables

- Editing Guidelines
- Opaque Watermark
- Pool of Questions
- Title and Description Text Document
- Web Page Design Files

Editing Guidelines

Example of Transition and Text



Example of Watermark



Pool of Questions

Four Question Pools

- Ms. Carreras
- Mr. Detering
- Mr. Peralez
- Jane Doe

Five Questions Total for Each

- Explanation/Reasoning
behind asking that specific
question

Examples of Follow-up Questions

- Can you give an example?
- How did that make you feel?
- What were you thinking when
that happened?

Titles & Description Document

Main Components

- Title text for each web page
- Description text for each web page
- Summaries for each of the interviewees

All text is subject to change based on current branding and objectives. This document aims at providing a template for quick implementation.

[GET RECOVERY](#)

[GET INVOLVED](#)

[LEARN MORE](#)

[Testimonials](#)

[BLOG](#)

[DONATE](#)

[DONATE](#)



A Place to...

Belong & Grow

Recovery Cafe San Jose is a healing community for those traumatized by addiction, homelessness, mental health challenges.

At Recovery Cafe we are committing to supporting those in recovery during this difficult time. We will be following all the county health guidelines to keep everyone safe. The Cafe will remain closed for normal activity until further notice. Thank you for your patience and understanding.



Everyone Has A Story Worth Telling

We are more than just recovery. We are a community.

Recovery Cafe is a place of healing and community. From our members to our supporters, everyone has their story of how Recovery Cafe has impacted their lives in a meaningful way. We have collected various testimonials from individuals associated with Recovery Cafe on all levels. These videos help bring to life the power of community and why Recovery Cafe has proven to be the place to belong and grow as an individual.

Member Testimonials: Hear from our members on how the cafe has brought a positive impact into their lives.

Advisory Testimonials: From City Council Member Raul Perez to our very own board member Paul Detering, hear why they support our mission of healing and community building.

Supporter Testimonials: We could not fulfill our mission without our beloved supporters. Hear why they support us and how you can too!

[Testimonials](#)[Our Stories](#)[Members](#)[Board & Staff](#)[Supporters](#)



Members

How the road to recovery has led to lifelong success.

Here at Recovery Cafe San Jose we strive to bring about positive change in someone's life. We understand that the road to recovery can be long and often tiresome, but nevertheless with the right resources and strong community environment, it can be achieved! Let us proudly introduce to you some of our current and former members who have found recovery here at the cafe. In these videos, you will hear our members' amazing stories about how they were able to find recovery and use it to not only better their lives, but in certain cases, work to better the lives of others.

[Testimonials](#)[Our Stories](#)[Members](#)[Board & Staff](#)[Supporters](#)

Testimonial Videos

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- Testimonials
- Our Stories
- Members
- Board & Staff
- Supporters

Testimonial Videos



Diana Carreras



A San Jose native, Diana Carreras has been a member of Recovery Cafe for about 5 years. Although her initial visit to the cafe was to drop off a friend, she decided to check our organization out and ended up coming back the next day - Diana has been a member ever since. Recovery Cafe has provided Diana a safe space to heal from the severe trauma she has experienced throughout her life, trauma stemming from homelessness, abuse, and addiction. Thanks to the cafe, Diana was given the opportunity to have her record expunged. Diana now works at San Jose State helping to prepare others for expungement, and she recently joined the Recovery Cafe Board of Directors. Members like Diana are great examples of the healing and support that Recovery Cafe provides.

Additional Web Pages

Board & Staff Page

- Title Text: Meet the backbone of our organization
- Background Image: Board meeting or staff engaging in work-related activities

Supporter Page

- Title Text: Meet the amazing individuals whose generosity continues our great work
- Background Image: 2019 In-Person Closing the Gap Fundraising Event

Corporate Outreach Results

Main Strategy

Insights from Cisco

- “Success through data”
- “Alignment of key services and mission”

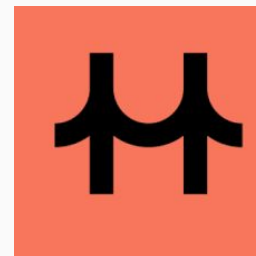
Metrics to use

- Total Training Time Conducted
- Average Training Time Per Member
- Employment Secured After Recovery

Where is the value?

- These organizations are focused on “long term recovery” for the Bay Area food industry.
- Restaurant industry is seeing a shortage of employees after the pandemic.

Bay Area Hospitality Coalition



Restaurant Opportunities Center - Bay Area



Project Wrap-up

Value Creation

Aside from our tangible deliverables, the goal of this project was to create **value** that extends beyond this semester and beyond San Jose.

How have we created value?

- 2 of our testimonials were shown during RCSJ's annual Closing the Gap event to 100+ supporters that raised close to \$10,000
- An abridged version of our final report and a formal presentation will be delivered to Recovery Cafe Santa Cruz
- Opportunity to have our final report and other deliverables showcased in the Recovery Cafe Library for locations across the country to utilize

Lessons Learned

Cameron: “Consulting is all about adding value that moves with the current momentum of the client.” - Andy Cunningham

Brittany: Be persistent in asking for resources

Valentina: Long-term focus rather than short-term focus

Thank You!
Questions?

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