

United Way Marketing Project

NS 381a
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I would also like to thank all the member agencies for taking the time to fill out the 1999 Marketing Survey. This will be beneficial for the United Way as well as the community.

Thank you all!

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United Way

United Way is an organization that actively helps build a stronger community by bringing people and organizations together. There are five strategies United Way uses in order to accomplish this goal. These strategies are as follows: they take a community leadership role; they maximize community resources; they increase community awareness; they invest community awareness; they invest community resources to meet identified human care needs and; they increase accessibility and inclusiveness (1997 Annual Report). United Way allows youth to be their best, families to have strong and healthy relationships, and seniors to live actively and independently (Working Together as a Community). The United Way is an organization that strives to help every individual within the community in the best possible way.

Introduction to Research

My research involved working at the United Way of Peterborough and District located on 277 Stewart Street in Peterborough. I worked under the supervision of Erin Coons who is the Resource Development Director at the United Way in Peterborough.

Each year United Way is interested in knowing how their funds are being used within the community. The purpose of this annual project is to provide them with an up-to-date record of where and how their funds are being used. Not only does this information assist the United Way it also is intended to benefit the community in the following ways. The community is provided with a description of United Way funds; the United Way is able to provide information about the value of the funds raised and this leads to an increase in the future amount of funds for the community, and; the United Way is aware of people who are interested in serving in the community, thus, involves more people as volunteers. In order to have this knowledge and provide this information to the community the United Way sends out a marketing survey to 31 member agencies

each year so that they can update their information. A list of all of the member agencies is attached.

Research Methodology

My tasks for this project included reviewing the 1998 Marketing Survey and preparing a 1999 Marketing Survey. Some of the changes that needed to be made for the 1999 Marketing Survey were to write an introductory letter to introduce the survey to the member agencies; clarify the instructions for the different questions and; in general, make the survey less confusing. After the 1999 Marketing Survey was printed and ready to be distributed to the numerous member agencies I made sure that everything was prepared for mailing in that all the surveys had an introductory letter with them and each one was getting mailed to the proper location.

Research Findings

While we were waiting for two or three weeks for the surveys to be returned to the United Way office I developed ways that the information could be in-put into the computer in such a way that it would best benefit the United Way as well as the community. Once the surveys were returned I spent approximately 30 hours in-putting the information into the computer.

Conclusion

On average, I spent about 40 hours total on the project, from the beginning stages through to the end.

One of the problems that I was encountered with for this research project was that not all the surveys were returned on time, as is expected with a mail-in survey, however, this affected the in-put of information on the computer, especially since some of the surveys were straggling in at the very last minute. Another problem was that even when surveys were returned some of them were not thoroughly and accurately completed. As a

result of this I made numerous phone calls to some of the member agencies to get accurate information. Even when I made phone calls I was unable to reach everyone which also, in turn, affected how to put the information into the computer.

Despite these problems, overall the research project was very successful. All of the staff at the United Way were very friendly and helpful and Erin was very understanding about my timetable at school and the other work I had to do throughout the year. She was always open to arranging meetings when they were convenient for me. There was also a lot of workspace available for me to work in so that I didn't feel that I was always in the way and interfering with what anyone was trying to do. One other thing that I found beneficial for me was that I, personally, gained knowledge about various community agencies that I did not know existed or did not know what type of services they provided. Working on this research project has been a very good learning experience and it has been very beneficial for me.

Bibliography

1997 Annual Report. Peterborough, ON: United Way, n.d.

Working together as a community.... Peterborough, ON: United Way, The Vincent
Press Limited.

Appendix

Member Agencies

- Arthritis Society
- Big Brothers/Big Sisters Association of Peterborough
- Canadian Hearing Society
- Canadian Mental Health Association
- Canadian National Institute for the Blind (CNIB)
- Canadian Red Cross Society
- The Elizabeth Fry Society of Peterborough
- Family Counselling Service and Volunteers & Information Peterborough
- Family YMCA of Peterborough
- Hospice Peterborough
- John Howard Society
- Kawartha Ability Training Services
- Kawartha Child Care Services
- Learning Disabilities Association
- Multiple Sclerosis Society of Canada
- New Canadian's Centre Peterborough
- Nursery Two Inc.
- Ozanam Community Home
- Peterborough & District Association for Community Living
- Peterborough Family Resource Centre
- Peterborough Social Planning Council
- Peterborough Youth Services
- Salvation Army
- Schizophrenia Society of Ontario, Peterborough Chapter
- Scouts Canada
- Senior Citizens Association of Peterborough
- Senior Citizens Council Peterborough
- St. John Ambulance
- Trent Child Care Centre
- Trent Valley Literacy Association
- YWCA of Peterborough, Victoria & Haliburton