

Understanding The Community Foundation Harrisonburg Rockingham

Brian Bienacker, Kaitlynn Moore, Conor Salter, Sky Wilson

February 17, 2019

Executive Summary

The Community Foundation Harrisonburg Rockingham (TCFHR) training team will develop and implement a social media training session for the non-profits that participate in The Great Community Give. This is TCFHR's second year hosting this event where the Harrisonburg and Rockingham community is asked to donate money to fund non-profits in the area. Last year's event was extremely successful, raising around \$300,000. TCFHR expects this year's event to exceed this amount. Our group's job is to create a training session on marketing through social media for these non-profits. Our team has been in correspondence with Amanda Bomfim, the Graduate Assistant for TCFHR. Our initial meeting with her consisted of discussion regarding the event itself and the organization as whole, her role in the project, and what she needed from us. Since that meeting we have corresponded with her through weekly emails.

In order to further our research and gather information about the attendees of our training session, we sent a Google Forms survey to Bomfim to pass along to the non-profits. Although we are expecting to receive more responses in the next week, we have learned that there are certainly gaps in these organizations' knowledge when it comes to promoting their organization on social media platforms. Our group can provide them with necessary tips and tricks to make marketing their organization easy and effective. We plan to give them information on topics such as branding and social media best practices that include followers, timed posts, length of posts, readability, and more. Much of our training will depend on the information we will receive from our needs assessment in the next few days.

As a group, it is important to us that we create a training session that is meaningful and informative for our clients, while also being engaging. We plan to utilize presentational aids such as an icebreakers, PowerPoint, discussion, and hands-on workshops where the participants will be able to practice what they have learned. We hope that the non-profits will walk away with the tools

necessary to feel confident in their social media skills when promoting their organization for The Great Community Give and beyond.

TCFHR Background

The first Community Foundation was founded in 1914. Community Foundations rely on donations to assist needs in a central location. These donations are then managed by professionals in the area. Community Foundations assist local non-profits by providing consultations, expertise, financial, and technical help. The Community Foundation Harrisonburg-Rockingham was founded in 1999. Their mission statement is “Strengthening our communities through purposeful giving and active engagement” and they strive “to be a trusted philanthropic leader in the communities we serve through delivery of the highest quality donor services, customized and unique grant and scholarship programs, and bold initiatives to address community needs”. One of their boldest initiatives came to be just a year ago.

In 2018, The Community Foundation put on an event called The Great Community Give. Their mission was to raise money for the local interests that they assist with. In 2018, they raised over \$270,000. For this year’s event, they have an initial goal of \$333,000. Last year over 50 nonprofits participated. 88 have signed up at the time this is being written. As part of the preparations for the event, TCFHR trains businesses to improve their social media presence, so they are able to promote the Great Community Give from their own platforms. As a team, we are going to provide this training, giving nonprofits tools that they can not only use for this years event, but also to increase their social media presence in future endeavors.

After meeting Amanda Bomfim, a graduate assistant and our liaison to the Community Foundation, we are looking forward to this project. Amanda is close to our age and very amicable, and she has given us the confidence we need as trainers. We appreciate the fact that we have something tangible to contribute to help local nonprofits. We all support the mission of The Community Foundation and are excited to help these businesses develop themselves for a more positive future.