Organization
Reliable Enterprises

Project Title
Creation of an integrated Reliable Enterprises Marketing & Fundraising Plan.

Organizational Background
Reliable Enterprises is a 501(c)3 non-profit, social service agency in Centralia, WA. Founded in 1977 to provide employment opportunities to adults with developmental disabilities, the agency now encompasses nine unique programs throughout the Puget Sound region. Reliable Enterprises serves over 1,200 individuals each month with family visitation & reunification services, affordable housing, pre-school education, emergent foster care, employment services, and birth to three therapy services for a diverse client base.

Project Description
Reliable Enterprises is seeking students to review current states, analyze, and create a future state of marketing and outreach efforts to increase impacts of agency programs within the community. With the varying degree of programs offered by Reliable Enterprises it can difficult to create a cohesive strategy that highlights all programs and services in a single package. We are asking for students to create a cohesive plan to market the agency with the goal of increasing visibility, fundraising, and outreach.

Travel Required?
Yes

Deliverables
Reliable Enterprises is asking students to deliver a strategy analysis and integrated marketing plan for the outreach opportunities of the agency. We would like a marketing plan with new yearly benchmarks, goals, and metrics to ensure delivery during the implementation phase of the completed outreach proposal and future state.
Key Tasks for Consultants

Students will be asked to review the current state of marketing and fundraising efforts through in-depth interviews with significant individuals, current technology resources utilized by the agency, and a needs assessment for individual programs. Significant individuals include leadership team members, in particular, the Development Director and Executive Director, community stakeholders, current significant donors, and applicable board of director members. After review of the current state, a proposal for an ideal future state would be created and presented.

Findings and plan will be presented to leadership team members and the board of directors.