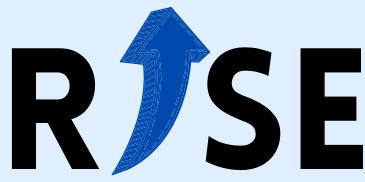




RISE

REFUGEE & IMMIGRANT SELF-EMPOWERMENT

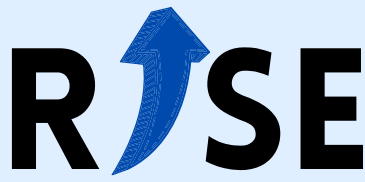
**NICK ECONOMIDES, ELIAS JARJOUR,
FATIMA NDIAYE, YVONNE PRIETO**



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

CAMPAIGN BOOKLET TABLE OF CONTENTS

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REFUGEE & IMMIGRANT SELF- EMPOWERMENT

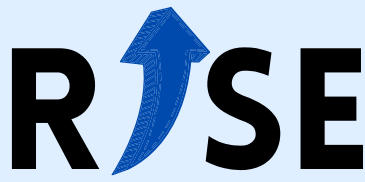
COMPANY BACKGROUND

RISE is an organization motivated to provide better lives and increased opportunities for members of refugee and immigrant communities. They have a preliminary goal: “To do their part in making the world a better place for all.” RISE began as the SOMALI BANTU Community Association (SBCA) in 2004. Initially, it was considered an “informal ethnic community-based organization seeking to establish a collective voice for their community while empowering fellow refugees and their children through education” (RISE).

By 2012, to meet the needs of nearly 200 clients, SBCA relocated to its current location. By 2014, significant opportunities allowed SBCA to hire more staff and significantly expand service delivery. As their clientele continued to expand and grow diverse, SCBA adopted a new name: “Refugee and Immigrant Self-Empowerment” to “better reflect its dedication to serving oppressed, persecuted, and disenfranchised peoples from all over the world” (RISE).

PROBLEM STATEMENT

Increasing awareness of the organization both in and outside of the community they serve. This would include efforts to reach Syracuse residents who may or may not identify as refugees or immigrants. Mainly, the target audience is immigrants and refugees who have been in the United States for less than five years. A secondary goal is managing and rebranding RISE’s social media platforms and also tracking donations received through social media. This would require a closer look at the existing tracking and data collection methods RISE has in place.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

SITUATION ANALYSIS

STRENGTHS

- In contrast to traditional refugee resettlement agencies' services that are limited to the individual's initial 90 days, RISE's staff continues to provide support for refugees and immigrants beyond the initial period
- Locations in both Syracuse and Buffalo
- Regional organization with an opportunity to expand or collaborate
- Variety of educational programs and training available for immigrants and refugees seeking services
- Thorough information about staff and mission on website

WEAKNESSES

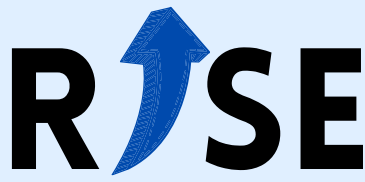
- Limited social media presence and following on Instagram, Facebook and YouTube
- Limited opportunity to communicate with refugee and immigrant communities in Syracuse due to language barriers and technological barriers
- Limited awareness of organization outside of the immediate people served

OPPORTUNITIES

- RISE has yet to implement a discussed recurring donation system, which could help increase both the rate and amount that the organization receives
- There are government programs that work with RISE's target publics, opening the opportunity for collaboration
- RISE has not done much promotion in association with Syracuse University, which could prove helpful with donations
- RISE has a limited online presence which can be revamped
- Tools available to remedy online language-barrier

THREATS

- There are other regional non-profits who are also, in search of donors
- The ongoing pandemic has left many in an unstable work environment, potentially lessening the ability to donate
- If current attention on the refugee crises fades, interest in donating to organizations such as



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COMPETITIVE REVIEW

PLATFORMS WHERE RISE IS CURRENTLY VISIBLE

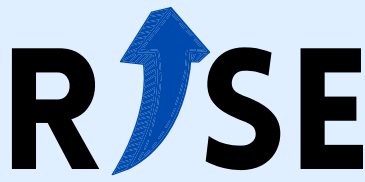
RISE is currently visible on their website, <https://www.syracuserise.org/>. On this website they post multiple resources that tell their mission and story. They also have links that promote ways to get involved with RISE, such as donations, and a link to contact them to either volunteer or for corporate partnership opportunities.

RISE is also on several social media platforms. Their Facebook page has 1,136 followers. Their last post was on August 31st, and it sponsored the monthly RISE newsletter. Their Instagram account has 707 followers, with the most recent post also promoting the August newsletter. Finally, RISE has some media presence as well. The Daily Orange posted a YouTube feature of RISE in 2017, detailing how the organization aids immigrants who just moved into the United States. In the past year, RISE also had an article published about them by the Daily Orange. The piece detailed a partnership with RISE and Rise and Read Inc. that provided children with school materials and masks. The article also discussed how the partnership benefited younger members of RISE.

tone and messaging

Firstly, the content on RISE's website does a serviceable job of conveying the organization's story and values. The 11-minute video under the "About Us" tab does a stellar job of showing how RISE wants to better American Society through aiding immigrants and refugees in their settlement in the United States. In turn, the messaging and tone on the website are great, as it shows the reader or viewer the personal values of RISE.

On social media platforms, the tone and messaging feels very plain and impersonal. The posts are quite stale and the captions match that. It lacks the personal touch that the website has. For example, while it's important to promote the monthly newsletter, it could be done with more detail and personal touch that makes the content engaging with the user.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

RESULT OF PAST PR EFFORTS

- Annual Night of Nations Fundraiser: this is an event that RISE highlights on their social media platforms and website. According to RISE. The Annual Night of Nations Fundraiser is “the single most important vehicle through which RISE raises critical funds to continue providing the meaningful programs” that assist their clients (RISE).
- Limited past PR efforts, little visibility or history online.

PREVIOUS BUDGETS AND SIZES

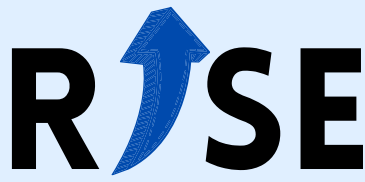
- According to executive director, Haji Adan, RISE operates with an annual budget of \$800,000
- RISE does not have any existing budget for any marketing or promotions.

HISTORY OF RISE

RISE was created after the civil war that was taking place in Somalia. This war caused the resources in Somalia to be exhausted leaving many people struggling against malnutrition, epidemics, and horrible living conditions.

Many people migrated to Kenya to seek refuge. Many also were able to come to the United States to seek refuge. RISE was originally created to serve the Somali Bantu community in order to help them get acclimated to American society. They were formally recognized as the Somali-Bantu Community Association (SBCA) and formed in 2004.

After receiving enough funding to hire staff, the program was able to expand delivery of resources to those outside of the Somali Bantu community. In 2015 they changed the name to Refugee and Immigrant Self- Empowerment (RISE) to better reflect their expansion.

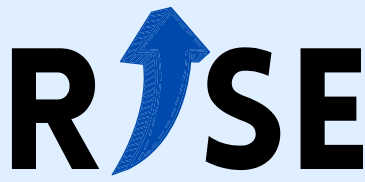


REFUGEE & IMMIGRANT SELF- EMPOWERMENT

RISE's Mission:

“To advocate and promote self-sufficiency through employment, education, social support, and economic independence for members of the refugee and immigrant communities in Onondaga County”, while its vision, “All refugees and immigrants are empowered to become economically independent and productive members of society who enrich their new community while maintaining their cultural identity”

- This mission is meant to honor the origin in which RISE came from, and also to show the progression and expansion of the organization as its goal is to serve all refugees in the Upstate area. RISE is an organization that gives refugees a voice.
- The expectation is for those same refugees, who have adapted to their new environment in the States, to come back into RISE and pay that forward to new immigrants.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

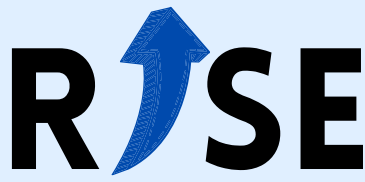
RISE COMPETITORS

Interfaith Works

- Provides a variety of services and programs: The Center for New Americans provides resettlement services, employment services, community navigation, and mental health services for refugees.
- On their website, there are many options to get involved including information about contacting elected officials, volunteering, and donations. One of the features to note is that they have a donation button available for website visitors on every tab.
- 2,125 followers on Facebook, four posts made in September
- Newsletter archives, articles, and publications available on website

Catholic Charities of Onondaga County *(not a direct competitor, sponsor of RISE)*

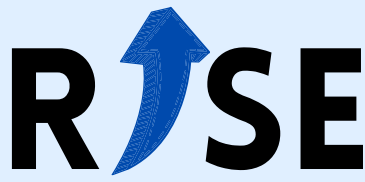
- Provides social services for people in Syracuse; crisis and stability-oriented goals to lessen poverty
- On their website, there is a blog that is updated on relevant news. This is one of the memorable things about the website that other competitors are not including.
- Posts general and frequent updates on Facebook, is also present on Instagram
- Website is easy to navigate, variety of options for donating and includes a guide for doing so



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

RESEARCH METHODOLOGY

To conduct our primary research regarding our client RISE, we chose to create surveys for perspective donors as well as perspective volunteers. For our Donors we sent them to adults with steady income, because with a steady income one is more likely to donate. For our volunteers we surveyed students that attend Syracuse University, because RISE stated that many of their volunteers- before the pandemic- used to come from the university. We were also able to exchange data with the other group that is working for RISE. They conducted interviews with refugee and immigrants that receive services from RISE.

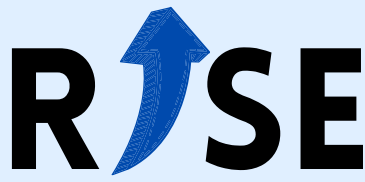


REFUGEE & IMMIGRANT SELF- EMPOWERMENT

RESEARCH

SURVEY ANALYSIS OF POTENTIAL DONORS

- Awareness of RISE is greater than awareness of competitors
- Organizational reputation and supported cause is most important when deciding whether to donate to an organization or not.
- Personal finances are secondary
- Donors may be open to a yearly donation, but much prefer one-time donations
- A monthly giving system does not seem to be viable, and most do not have any interest
- Donation amounts vary from \$80-\$500
- Other non-profits that target audience has donated to
- Greek Orthodox Church
- Absecon Fire Department
- IOCC
- Cooley's Anemia
- March of Dimes
- Penn State
- Alumni
- THON
- Greek Orthodox Archdiocese of America
- We Rise Above the Streets
- various animal shelters
- various food shelters
- Meals on Wheels
- various cancer research donations
- Salvation Army

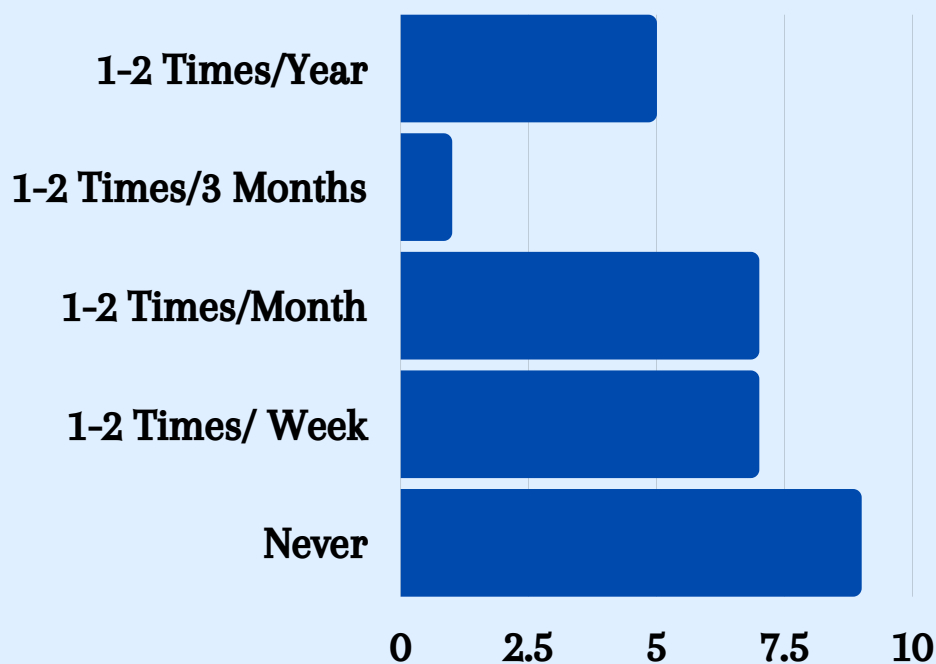


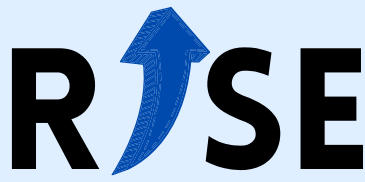
REFUGEE & IMMIGRANT SELF- EMPOWERMENT

SURVEY ANALYSIS: STUDENT VOLUNTEERS

- Awareness of RISE is equal to its competitors
- Students main reason for volunteering with an off-campus organization is the cause or mission and vision of the organization
- Students would prefer for organizations in the city of Syracuse to use social media in order to increase their visibility to student volunteers
- Students suggest organizations in the Syracuse area would use other organizations on campus to help increase their visibility... (For example: RISE collaborating with the African Student Union to help increase their visibility on campus)
- Many students have never volunteered off campus, however the majority of students have
- The majority of students that have volunteered off campus volunteer 1-2 times a month and 1-2 times a week
- The majority of organizations students on campus are in do not have a philanthropy aspect
- The majority of students are not sure if their organization would be willing to donate to RISE as their philanthropy component

HOW OFTEN DO STUDENTS VOLUNTEER WITH ORGANIZATIONS OFF CAMPUS ?





REFUGEE & IMMIGRANT SELF- EMPOWERMENT

AUDIENCE PERSONAS: EMPLOYEES



AMI BA

DIRECTOR OF EMPLOYMENT FOR RISE

AGE: 31

Hometown: Camillus, N.Y. Immigrated to the United States from Eithiopia

Educational Level: Graduated from Binghamton University.

Defining Traits: Compassionate and Dedicated

Pain Points: Certain employers aren't open to hiring RISE customers. Segments of the refugee and immigrant populations that need RISE's services can't be contacted by RISE.

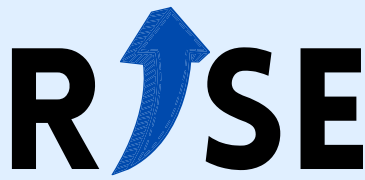
Attitudes and Perceptions: Client's needs and goals are the foremost. Ensuring that clients are better off after their interactions with RISE.

Hobbies: Keeping in touch with family from home, reading about culture and history, cooking, staying up to date on the current events and economic climate so she can help her clients at RISE.

Goals: Provide employment opportunities for her clients and customers. Keep great relationships with employers. Ensure that client numbers grow throughout the year. Immigrated to the United States when she was a child. RISE helped her get accumulated to the American education system

Needs and Wants: Needs to help the community, and understand how to continue contacts between RISE and potential employers. Wants to connect with RISE on a deeper level because of the gratitude she has for the organization.

Motivations and Barriers: Abebe was a former RISE client, and the non-profit was instrumental in her settlement in America. Abebe now works on the RISE executive board because she is compelled to give back to the community that gave her so much. One potential barrier is that while Abebe is compelled to help the refugee and immigrant community, it may be hard to reach a segment of that population due to their lack of contact through social and digital media.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

AUDIENCE PERSONAS: DONORS



Max Bell

Occupation: Civil Engineer

Age: 35

Hometown: Syracuse, N.Y.

Educational Level: Graduated from
Syracuse University

Marital Status: Married

Defining Traits: Driven, Competitive

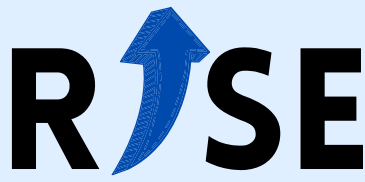
Hobbies: Spending time with children,
Watching Syracuse sports, Using Facebook
to catch up with old friends

Frustrations: Works long hours and
nights, finds it hard to keep up with
current events, does not feel young, Feels
slightly disconnected from community

Goals: Wants to build a life for his family,
trying to be an upstanding member of the
community, hopes to stay in Syracuse for
years to come

Preferred Channels: Articles, Television,
Radio

Media Consumption: News Networks,
Podcasts, Commercials



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

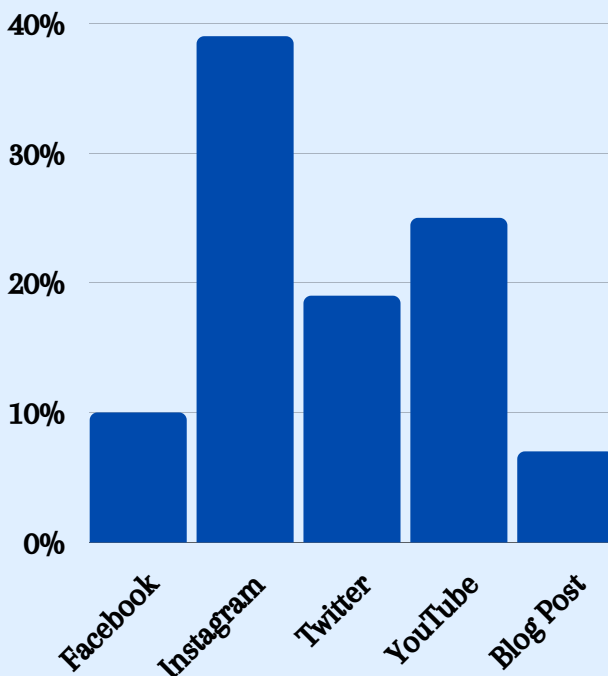
AUDIENCE PERSONA: VOLUNTEERS



Name: Amy Paez

President: Best Buddies at SU

Age: 21



Bio: Amy is a social work major planning on spending more time getting involved within the Syracuse area during her last year of college. When she is not studying in her room, she is planning a trip to a new restaurant.

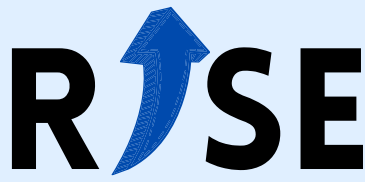
Goals: Feel more connected to Syracuse campus and students before graduation. Join or support more organizations on campus that directly work with Syracuse community and residents.

Learn more about financial wellness and literacy. Increase visibility and awareness of Best Buddies organization on campus. Navigate academics and mental health in a balanced way.

Frustrations: Lack of diversity in classes. Unsure about how to network and socialize in college during a pandemic. Saving money in college is difficult. Being a president of an organization is time consuming.

Attitudes and perceptions: Feels strongly about human rights issues, mental health advocacy, and climate change awareness. Curious but unaware of events happening in Syracuse outside of the university.

Media habits: Amy stays updated about events on campus through social media or word of mouth.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

AUDIENCE PERSONA: CLIENTS



Name: Amburo Muhammad

Age: 21

Bio: Amburo is a refugee from Somalia. Her family came to the United States when she was 12 and she now attends college at the Onondaga Community College. She commutes to school so she can help her parents fulfill their daily tasks after classes. She is child number 2 of her 6 siblings.

Goals: She wants to graduate with her degree in nursing so that she can pursue her dreams of becoming a nurse. She wants to be able to provide for her family and be a role model to her younger siblings. She wants to provide those at RISE with free services once she works enough to have the means to do so.

Frustrations: Lack of help in her field when it comes to the refugee and immigrant population; lack of confidence. Unsure about how to network due to not feeling fully prepared to go to college. Saving money in college is difficult when you live in a large family. Lack of technology access so she has to get as much as she can done during her school day hours.

Attitudes and perceptions:

Feels strongly about refugee and immigrant helps in pursuing higher education. Wants to spread the awareness of RISE amongst her college peers so they can come volunteer with her.

Media Habits: Amburo has a phone but only has access to it when she is connected to wifi in school or at RISE, but not at home.

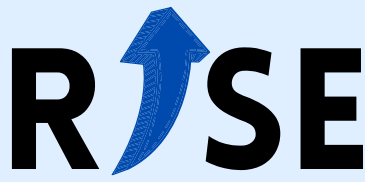


REFUGEE & IMMIGRANT SELF- EMPOWERMENT

MESSAGING



Our team believes this slogan and the accompanying messaging adjustments reflect RISE's core values, and what makes the organization special. We want our key audiences, especially current and potentially new clients, to know that RISE is here to grow and nurture those "roots" through their services. We also want our audiences to know that the connections and relationships built at RISE are everlasting, not temporary.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

MESSAGING

01 "WHERE ROOTS LAST FOREVER"

Our team believes this slogan and the accompanying messaging adjustments reflect RISE's core values, and what makes the organization special. We want our key audiences to know that RISE is here to grow and nurture those "roots" through their services and organizational culture. We also want our audiences to know that the connections and relationships built at RISE are everlasting, not temporary.

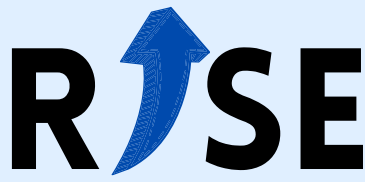
Donors

02 DONORS

Some of the messaging that we should incorporate towards our communication with donors should revolve around The Night of Nations event. The event is the central fundraiser behind RISE's donation cycle and raising awareness and building anticipation around the event should be the primary goal. The underlying themes apply to this public because we want to inspire potential donors to see the organization as more than a one off connection for them. We want them to look ahead to the future of the organization and the issue and hopefully build a bond with them that can result in a relationship moving forward into the future.

03 VOLUNTEERS

This message is catered to potential new volunteers by demonstrating that their commitment to RISE will be everlasting. By experiencing how RISE is able to support and serve the refugee and immigrant communities in Syracuse first handedly, new volunteers will also create connections within this community. "RISE: Roots That Last Forever" emphasizes the ways in which planting a seed can led to an outcome that will be memorable while also making a difference. Based on our research, we understand that people are more inclined to volunteer for an organization if the mission or vision aligns with their own values. With this messaging, RISE is able to demonstrate the longevity of their organization that sets it apart from the rest.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

MESSAGING

04

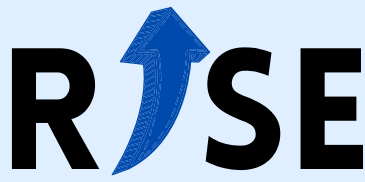
CLIENTS

When it comes to how we will message our clients from RISE we have to consider the fact that the program is composed of various refugees from a lot of different countries. The majority of the clients get their information about RISE and its programming through word of mouth. If there was a physical newsletter that was simple and had all the dates and times for the events going on on a monthly basis, it would help their clients feel more secure in knowing what will be happening that month. These newsletters must include information about RISE in the very beginning. The assumption is that current clients will share this with potential clients that they may know and refer to RISE due to satisfaction of the program. The newsletters should be short and contain a couple of successes from the previous month, the information about what RISE is and what the missions and vision are, and finally a list of events for the upcoming month. The newsletters can be translated to reflect the different languages clients at RISE may speak.

05

EMPLOYEES

One aspect that makes RISE a special and unique organization is that former clients can return to the organization and give back by becoming an employee of the organization. This is a testament to the culture and work that the organization fosters. This is also reflected in our messaging, as we emphasize how these connections between the audiences and RISE are strong. One way we can apply our overall message to employee relations is an Employee Spotlight campaign. Every month, we would celebrate an employee of RISE who used to be a former client on social media feeds and the website. We would tell their story and provide quotes from them regarding their experience with RISE. This would reinforce our central messaging themes as this campaign emphasizes those lasting connections, and how RISE is a place that former clients can return to and give back.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

GOALS AND OBJECTIVES

Goal 1:

Increase awareness of RISE with potential volunteers at Syracuse University.

Objective 1: By May 2022, there will be a 15% increase in the amount of Syracuse University students that volunteer at RISE.

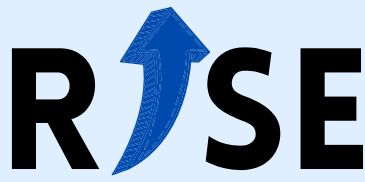
S: This is a specific objective because it talks to the 15% increase, we would like to see by 2022 .

M: The goal is measurable because we would take the original number and compare it with our final numbers to see if we achieved that 15% marker.

A: It is attainable because there are steps for implementation as well as enough time to achieve the objective.

R: The objective is reasonable due to the fact that 15% not being an extremely high starting point in regard to tracking the increase in numbers.

T: This is timely as the deadline to reach this objective is May 2022.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

GOALS AND OBJECTIVES

Goal 1:

Increase awareness of RISE with potential volunteers at Syracuse University.

Objective 2: By May 2022, there will be at least one partnership from a student-run or on campus organization.

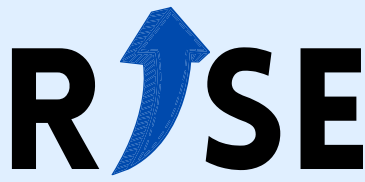
S: This is a specific objective because by 2022 we want to see 1 partnership with a student led organization at SU.

M: The goal is measurable because we would calculate the number of partnerships, we have with organizations on college campuses.

A: It is attainable because there are steps for implementation as well as enough time to achieve the objective.

R: The objective is reasonable due to the fact that 1 is not a high starting point for partnerships with student organizations.

T: This is timely as the deadline to reach this objective is May 2022.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

GOALS AND OBJECTIVES

Goal 2:

Increase the amount of individual donors to Syracuse RISE.

Objective 1: By May 2022, set up a complete database to track donations and establish historical trends

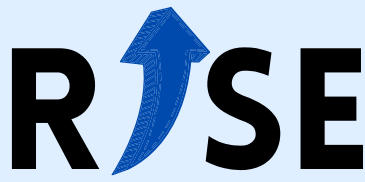
S: This is specific because the database would help the organization organize their historical trends, and then compare them with their new trends to see the direction for which they are going.

M: The goal is measurable because we would use this to see how the donations flow within the organization.

A: It is attainable because there are steps for implementation as well as enough time to achieve the objective.

R: The objective is reasonable due to the fact that RISE has not has a complete database that tracks donations, and this is beneficial for the organization to use moving forward.

T: This is timely as the deadline to reach this objective is May 2022.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

GOALS AND OBJECTIVES

Goal 2:

Increase the amount of individual donors to Syracuse RISE.

Objective 2 & 3:

- **By May 2022, increase dollars taken in by individual donors by 50%**
- **By May 2022, increase individual donor base by 50%**

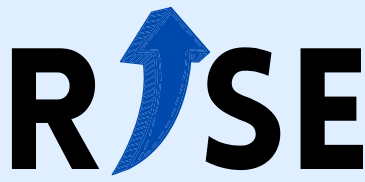
S: This is specific because we want the donor base to increase and, we also want donors to donate more.

M: The goal is measurable because we would use the database to organize and calculate how much the increases were for individual donors, and then how many people started donating to RISE.

A: It is attainable because there are steps for implementation as well as enough time to achieve the objective.

R: The objective is reasonable due to the fact that RISE is a nonprofit organization to which mainly functions by way of donation.

T: This is timely as the deadline to reach this objective is May 2022.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

GOALS AND OBJECTIVES

Goal 3:

Increase the number of immigrant and refugee students enrolled in RISE's ASPIRE Program.

Objective 1: Have an automated system where 100% of students at RISE are mandated to meet with an academic coach once a month by September 2022. They will use this meeting to set and check in on their academic goals set for the year.

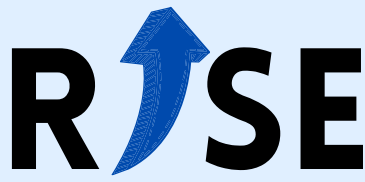
S: This is a specific objective due to the fact that there is a percentage of students we want to target and how we will help them reach the goals they set.

M: The percentage allows for us to measure how many students are enrolled in the program.

A: This is attainable due to the fact that there can be training put into place to have past students in RISE or Student Volunteers at Syracuse University in the school of education to become academic coaches.

R: This is relevant because it holds the students and academic coaches accountable for the academic success of that student. This also is relevant because the students can have someone to speak to in terms of what they need to exceed in their studies.

T: This is time bound because it gives them almost an entire year to make sure that there are academic coaches assigned to every student.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

GOALS AND OBJECTIVES

Goal 3:

Increase the number of immigrant and refugee students enrolled in RISE's ASPIRE Program.

Objective 2: Get an academic coach for every 5 students, by September 2022.

S: The objective is specific due to there being a set number of coaches (1) for every 5 students.

M: For every 5 students there needs to be 1 academic coach which would be measured through a spreadsheet.

A: This is attainable, and coaches can be volunteers that choose to work with students once a month and set a schedule for availability in between the meetings.

R: This is relevant because it allows for students that are in RISE to all have a goal which is important after coming from another country to the United States, in search of better opportunities.

T: This is time bound because they have about a year to search for volunteers to become academic coaches.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

GOALS AND OBJECTIVES

Goal 4:

Have the majority of students benefit from the Aspire Ubuntu Summer Writing Program.

Objective 1: Have 100% of students who participate in this program, finish the program with completed college essays.

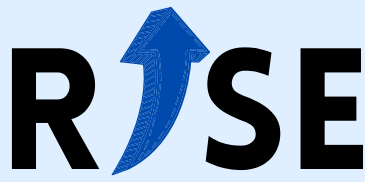
S: This is specific because the objective states that 100% of students that participate in this program have to be accounted for in their progress by the end of it.

M: It is measurable due to the fact that if everyone completes their college essay then the goal will be achieved.

A: This is attainable because the purpose of the program is to help students complete their college essays. This goal and objective allows for the program success rates to stay high.

R: This is relevant because this program is for rising seniors. Should they leave the program with the essays complete it makes their college application process easier.

T: This is time bound because the program is 2 weeks, so after those 2 weeks in the summer the objective can be measured for success.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

GOALS AND OBJECTIVES

Goal 5:

Increase the awareness of The Night of Nations in the Syracuse community.

Objective 1: Have at least 50 guests that have never been to Night of Nations before attend the 2022 one.

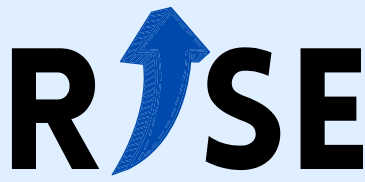
S: The amount we want attendance to this event to increase by is 50 people.

M: There can be a survey question in place when people register for this event that asks if they have ever been to The Night of Nations.

A: This is attainable and can be achieved with successful promotion of the event.

R: This is relevant because it will allow the program to start gaining more recognition amongst the Syracuse community, and even outside communities.

T: This is time bound because this would be added to the registration part of the event, thus allowing us to collect data by the time of the event.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

STRATEGIES AND TACTICS : GOAL 1

Strategy:

- New volunteers will create connections within this community by experiencing how RISE is able to support and serve the refugee and immigrant communities in Syracuse first-handedly.
- "RISE: Roots That Last Forever" emphasizes the ways in which planting a seed can lead to an outcome that will be memorable while also making a difference.
- Based on our research, we understand that people are more inclined to volunteer for an organization if the mission or vision aligns with their own values. With this messaging, RISE is able to demonstrate the longevity of their impact.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

STRATEGIES AND TACTICS : GOAL 1

Tactics:

- Transforming website design (fonts, colors, etc.) and brand identity
- Including a “volunteer” section on the website where people can see the types of ways they can volunteer. This information will also be relevant for informing the general Syracuse community about these opportunities. Can they volunteer for an upcoming event? Can they volunteer from home? This will allow for potential volunteers to plan ahead of time and look out for events that align with their interests.
- Creating a new video that represents the mission and vision of RISE and invites people to volunteer. Emphasis on community. This video can be used across multiple platforms including all of the ones mentioned earlier (Instagram, Facebook, YouTube).
- As well as a video that highlights the organization in a positive light, visual content for social media channels will also be created to increase engagement with RISE. These posts will highlight events, programs, staff, and refugees, and volunteer opportunities and recaps.
- As part of a newsletter that potential volunteers can sign up for, information about RISE events and activities will be updated frequently.

Follow us @rise

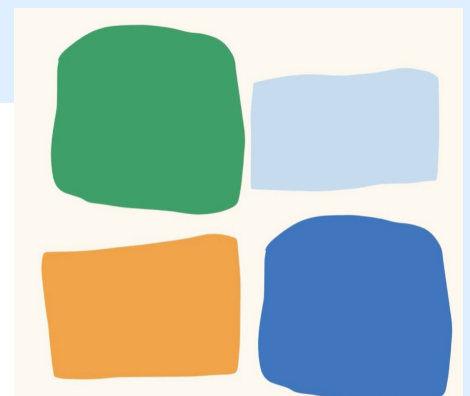
Your social account has been connected successfully, but there are no posts yet. Please post something or connect another social account.

Contact RISE

Name

Email

Let's Chat!





REFUGEE & IMMIGRANT SELF- EMPOWERMENT

Volunteer Your Time

Help Us Soar

This is one of the simplest ways to help out our cause. We believe the best way for our initiatives to be successful is for the community to actively get involved. This is an easy and efficient way of contributing to the great work we do at Refugee and Immigrants Self Empowerment. Get in touch with any questions about how you can Volunteer Your Time today.

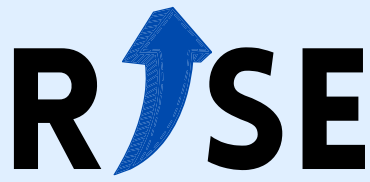
Get in Touch

VOLUNTEER ZONE

Learn about volunteer opportunities at RISE . There are many ways you can contribute to our community;

Let's Grow Together.

- assist young students with homework help
- assist the RISE team with translation services: we are currently looking for people who speak x language
- assist with one of the ASPIRE programs that provide mentorship for young adults



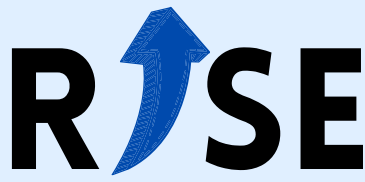
REFUGEE & IMMIGRANT SELF- EMPOWERMENT

REFUGEE AND IMMIGRANT
SELF EMPOWERMENT

R.I.S.E:
Where Roots
Last Forever

PLANT A SEED WITH
US. VOLUNTEER WITH
US AND HELP
STUDENTS BY
PROVIDING
HOMEWORK HELP.

VISIT US AT 302 BURT
STREET, SYRACUSE, NY
13202



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

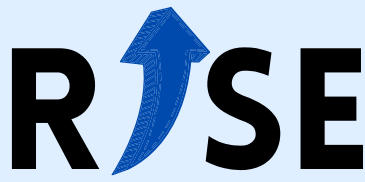
STRATEGIES AND TACTICS : GOAL 2

Strategy:

- Increase awareness of both brand and functions
- Focus on the central message of organization and drive it in all promotions and distributions

Tactics:

- Set up a complete database to both track historical donations and apply it to the future model of the organization
 - Gather all data about past donations and make this a top priority before the next Night of Nations event
- Consider adding a second annual fundraising event to the RISE calendar
 - If decision is made to add event, accompany decision with a news release



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

STRATEGIES AND TACTICS : GOAL 3

Strategy:

- Key Audience: RISE Clients (students)
- Secondary Audience: RISE Volunteers
- The ASPIRE Program asks for a long-term commitment.
- RISE must demonstrate how this writing program will benefit young learners who are thinking about college.
- A perfect opportunity to collaborate with local universities.

Tactics:

- Create a video that highlights the ASPIRE program.
- Craft visual content in both print and digital that will share key dates and ways to sign up for the event.
- Include vital information in the monthly newsletter.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

ASPIRE Programs

Helps students between the ages 14 - 25 set and achieve academic and career related goals throughout the year.

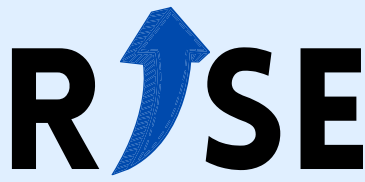
Aspire Mentors:

Graduates from previous programs will mentor students who have been in the country for less than five years and help guide them through life as New Americans.

Aspire Generations:

An opportunity for New American students and their parents to come together and engage in conversation.

www.refugeeandimmigrant.org



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

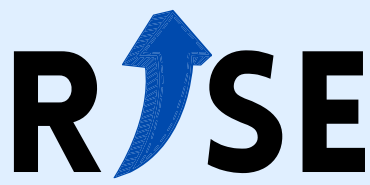
STRATEGIES AND TACTICS : GOAL 4

Strategy:

- Key Audience: RISE Clients (students)
- Secondary Audience: RISE Volunteers
- RISE is constantly finding new ways to help their clients succeed with them.
- Another way to partner with local colleges and universities
- Display the success of the program, in hopes that we can achieve and maintain a 100% success rate.

Tactics:

- Post flyers where RISE clients live.
- Advertise opportunity in the newsletter two months prior to the deadline for applications.
- Posts on social media regarding this program will have a link to the website
- Potential story in a news outlet.
- Have a visual planned to go out to donors and volunteers regarding the success rate of the program.



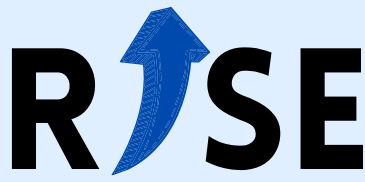
REFUGEE & IMMIGRANT SELF- EMPOWERMENT

Aspire Ubuntu (Summer Writing Program):

A two-week-long summer writing program held at Syracuse University with the goal of completing a college essay.

Summer 2022 is coming soon.
Get in touch if you're interested or
know someone who might be.
info@syracuserise.org

www.refugeeandimmigrant.org



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

STRATEGIES AND TACTICS : GOAL 5

Strategy:

- Key Audience: Potential Donors
- Secondary Audience: Potential clients
- Action From Desired Group: Increase awareness of Night of Nation/Attend the Night of Nations Event
- The amount we want attendance to this event to increase by is 50 people.
- There will be a survey question in place when people register for this event that asks if they have ever been to The Night of Nations.
- Primary Messages
- Emphasize being apart of something bigger than yourself
- Enrich the Syracuse Community by coming to “Help tender these roots



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

STRATEGIES AND TACTICS : GOAL 5

Tactics:

- One minute clip with RISE employee interviews discussing the Night of Nations
- Physical flyers and banners posted around the Syracuse community
- Posts that promote the event on social media
- Earned Media: A Daily Orange/Syracuse.com article about the lead up to the event; media pitch included
- Channels Distributed
 - Physical
 - Facebook
 - Instagram
 - Website
 - News Outlets (Syracuse.com/Daily Orange)
- Timing: Start rollout of content two months before event with the video promo on website and Instagram/Facebook
- Deadline: Have all content ready to publish three months before Night of Nations



REFUGEE & IMMIGRANT SELF- EMPOWERMENT



RISE PRESENTS: 4TH ANNUAL NIGHT OF NATIONS FUNDRAISER

APRIL 22, 2022 AT 6PM





REFUGEE & IMMIGRANT SELF- EMPOWERMENT



Night of Nations 4th Annual Fundraiser!



APRIL 22, 2022

6PM-10PM

TICKETS ARE \$65 AND CAN BE
PURCHASED AT
REFUGEEANDIMMIGRANT.ORG BY
CLICKING "NIGHT OF NATIONS"

FOR MORE INFORMATION, PLEASE
CONTACT US AT (315) 214 4480.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

Refugee and Immigrant Self-
Empowerment (RISE) presents

.....

A NIGHT TO CELEBRATE OUR REFUGEE AND
IMMIGRANT COMMUNITY IN SYRACUSE

The 4th Annual Night of Nations Fundraiser: Where Roots Last Forever

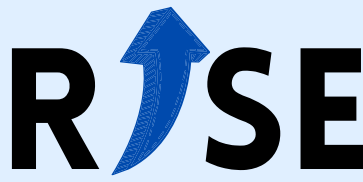
APRIL 22, 2022
EVENT WILL BEGIN AT 6PM.

SKY ARMORY
351 S CLINTON ST, SYRACUSE, NY 13202

.....

Tickets are \$65 and will be sold at
refugeeandimmigrant.org

Can't wait to see you there.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

News Release

For Immediate Release

March X, 2022

FOR MORE INFORMATION:

TEAM ONE PR

534-234-5649

Teamone@syr.edu

RISE Will be Hosting its 4th Annual Night of Nations Event in April.

SYRACUSE, New York- The Center for Refugee and Immigrant Self-Empowerment will be hosting its 4th Annual Night of Nations Event. This event is meant to fundraise for all the services that RISE provides for refugees and immigrants. Some of these services include but are not limited to a women's empowerment program, a summer writing program for seniors, employment services, mentoring programs, case management, and an agricultural program. They will be honoring those in the Onondaga community who have contributed to making an impact in the lives of refugees and immigrants adapting to American society.

This event is very important to the people that receive services from RISE because it's the one night out of the year where they can help RISE make money off of their own success stories. It is also a time for the people of the Syracuse community to recognize and respect the contributions that refugees and immigrants make to the Syracuse community. For example, the agricultural program is created for those who cannot stomach processed foods to grow their own. They also sell the surplus of which they grow, in turn contributing to the Syracuse economy.

Presented by the center for Refugee and Immigrant Self-Empowerment (RISE). RISE is a non-for-profit organization whose mission is to advocate and promote self-sufficiency through employment, education, social support, and economic independence for members of the refugee and immigrant communities in Onondaga County.

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REFUGEE & IMMIGRANT SELF- EMPOWERMENT

BEFORE THE EVENT:

Provide key information in digital newsletters to be featured on the website

Reach out to local publications such as Syracuse.com and the Daily Orange to write about the event beforehand

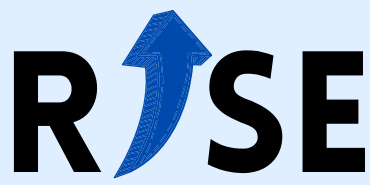
Highlight the Night of Nations section on the RISE website by posting images, videos, and relevant details about previous fundraisers

Post on social media about the event beforehand.
(Facebook, Instagram, Syracuse website)



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

- Physical flyers and banners posted around the Syracuse community
- Posts that promote the event on social media
- Earned Media: A Daily Orange/Syracuse.com article about the lead up to the event.
- Channels Distributed
 - Physical
 - Facebook
 - Instagram
 - Website
 - News Outlets (Syracuse.com/Daily Orange)
- Timing: Start rollout of content two months before event with the video promo on website and Instagram/Facebook
- Deadline: Have all content ready to publish three months before Night of Nations



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

DURING THE EVENT:

Introduce speakers, programs, and upcoming events happening in both Syracuse and Buffalo locations

Take many photographs for future use on website and social media roll-out. Because the website is currently dedicating a whole tab to the Night of Nations, images, quotes, and videos from this event will be crucial in updating and informing the RISE community after the event.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

AFTER THE EVENT:

Provide key information in digital newsletters to be featured on the website about the events of the night

Reach out to local publications such as Syracuse.com and the Daily Orange to write about the event afterwards

Post images of cuisine, speakers, relevant videos of RISE staff, and honorees at the event

Set up a section or gallery just to highlight events of the night

In a newsletter and social media posts, give thanks to community members who attended



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

RISE 2022 TACTIC IMPLEMENTATION CALENDAR

January 2022

- Create video for use on all social platforms
 - Tied to goal #1
- Creating a new video that represents the mission and vision of RISE and invites people to donate and volunteer. Emphasis on community.
- Debut newsletter
 - Tied to goal #1
- Newsletter that potential volunteers can sign up for, information about RISE events and activities will be updated frequently.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

RISE 2022 TACTIC IMPLEMENTATION CALENDAR

February 2022

- Night of Nations promotional video
 - Tied to goal #5
- One minute clip with RISE employee interviews discussing the Night of Nations.
- Update website
 - Tied to goal #1
- Changing the layout of the website to be more modern. (Fonts, colors, etc.)
- Include a “volunteer” section on the website where people can see the types of ways they can volunteer.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

RISE 2022 TACTIC IMPLEMENTATION CALENDAR

April 2022

- Decision on additional fundraising event followed by possible announcement
 - Tied to goal #2
- Night of Nations is the major driver behind many of the donation's RISE receives and doubling the number of events each year could increase awareness and lead to a more consistent donation cycle.
- If decision is made to add second event to calendar, news release would accompany announcement.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

RISE 2022 TACTIC IMPLEMENTATION CALENDAR

June 2022

- Database to track donations
 - Tied to goal #2
 - Set up a complete database to both track historical donations and apply it to the future model of the organization.
- ASPIRE program promotional video
 - Tied to goal #3 and #4
 - Create a video that highlights the ASPIRE program; previous participants will talk about their experiences.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

REPORTING AND EVALUATION

Goal #1:

Increase awareness of RISE with potential volunteers at Syracuse University.

Objective:

- By December 2022, there will be a 15% increase in the amount of Syracuse University students that volunteer at RISE.
- By December 2022, there will be at least one partnership from a student-run or on campus organization.

Evaluation:

- Measuring website clicks before the campaign v. after the campaign (website visitor interactions)
- Measuring social media post shares, retweets, likes, comments, and new followers → related to volunteer content (interactions)
- Measuring the number of letters, calls, emails, messages, and inquiries regarding volunteering opportunities
- Measuring actual numbers of volunteers at RISE by December 2022 and determining if percentage increase was achieved
- Volunteer surveys to be sent out in order to receive feedback and audience experiences from actual followers to encourage return



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

REPORTING AND EVALUATION

Goal #2:

Increase the amount of individual donors to Syracuse RISE.

Objective:

- By December 2022, set up a complete database to track donations and establish historical trends
- By December 2022, increase dollars taken in by individual donors by 50%
- By December 2022, increase individual donor base by 50%

Evaluation:

- Measuring website clicks before the campaign v. after the campaign (website visitor interactions)
- Measuring social media post shares, retweets, likes, comments, and new followers → related to volunteer content (interactions)
- Measuring the number of letters, calls, emails, messages, and inquiries regarding volunteering opportunities
- Measuring actual numbers of volunteers at RISE by December 2022 and determining if percentage increase was achieved
- Volunteer surveys to be sent out in order to receive feedback and audience experiences from actual followers to encourage return



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

REPORTING AND EVALUATION

Goal #3:

Increase the number of immigrant and refugee students enrolled in RISE's ASPIRE Program

Objective:

Have an automated system where 100% of students at RISE are mandated to meet with an academic coach once a month by September 2022. They will use this meeting to set and check in on their academic goals set for the year.

Evaluation:

- Create a list of recent graduates from the program and current students to evaluate increase or declines in program enrollment
- Six months after the conclusion of the campaign, there should be a 35% increase in students enrolled in RISE's ASPIRE Program.
- Evaluate the awareness of RISE's ASPIRE Program using surveys six months after the conclusion of the campaign.
- Evaluate the amount that RISE's ASPIRE Program comes up as a keyword on all social feeds



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

REPORTING AND EVALUATION

Goal #4:

Have the majority of students benefit from the Aspire Ubuntu Summer Writing Program.

Evaluation:

- Six months after the campaign concludes, there should be a 25% increase in students who completed the program.
- Six months after the campaign, conduct a survey of recent students who finished the program to determine their satisfaction with the program.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

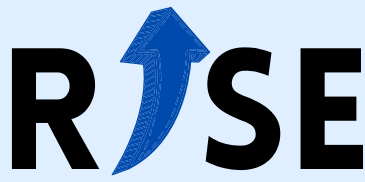
REPORTING AND EVALUATION

Goal #5:

Increase the awareness of The Night of Nations in the Syracuse community.

Evaluation:

- We do surveys during registration so that we can see how many people have never been to a Night of Nations event and see that at least 25% of people haven't been to one in the past.
- Survey people after the 6 months event and include a question that asks people if they would refer this event to someone else.



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

APPENDIX

“Home: Refugee and Immigrants Self Empowerment Syracuse NY.” RISE,

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“Center for New Americans.” Interfaith Works of Central New York, 4 May 2021,

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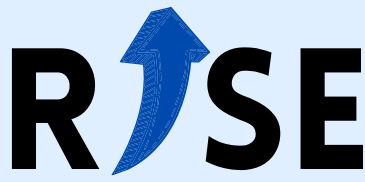
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[donations.](https://www.formstack.com/resources/blog-nonprofit-recurring-donations)



REFUGEE & IMMIGRANT SELF- EMPOWERMENT

APPENDIX

Home: Refugee and Immigrants self EMPOWERMENT

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