



Ruth's Way

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Background

- Faith-based nonprofit that is dedicated to providing sober housing for women along with recovery coaching and more
- Looking to build a second home but for younger women
- Goal is hopefully get new donors



Competitors



Boston Sober Homes
Dwell In Possibility



- Boston Sober Homes, Brady's Landing, Angel's House, etc.
- Some competitors have more bed/housing space
- Direct competitor for donors
- Some are not faith-based which may be appealing

Industry Opportunities/Threats

Opportunities

- Ability to write off donations in taxes
- Every night in Massachusetts, 3,000 shelter beds are full or beyond capacity

Threats

- State of economy means less disposable income
- Many groups looking for state funding

Consumers of Ruth's Way

- Residents
- Mainly women
- Mentally strong and open to change
- Potentially religious

For new home

- Just turning 18 and leaving the system
- Open to changing and pursuing education/careers

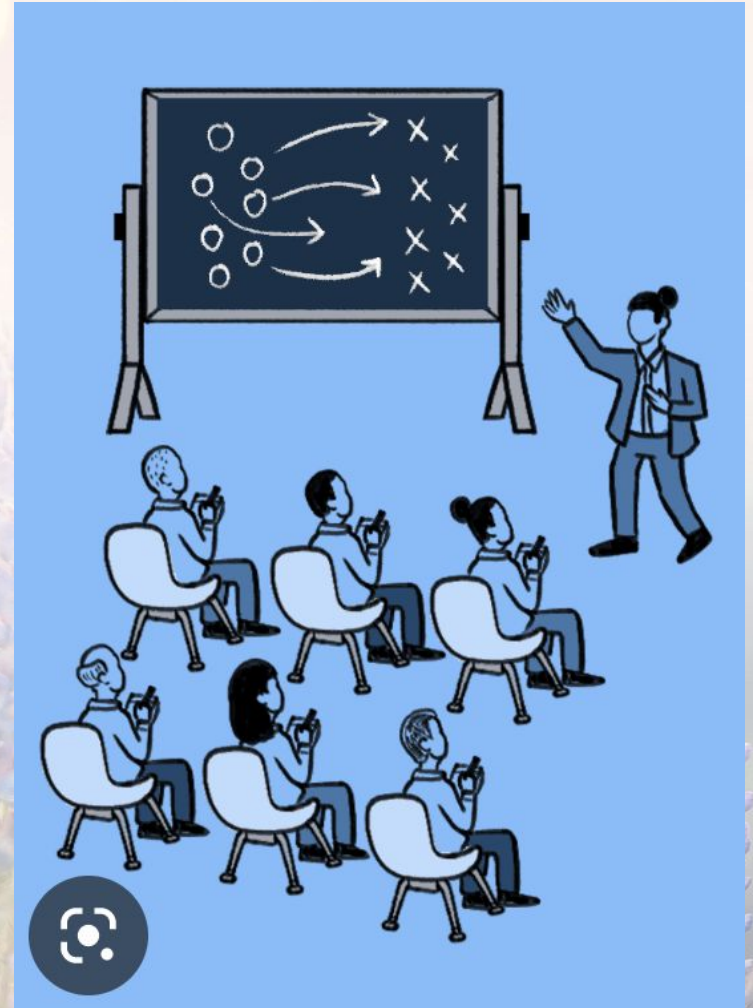
Target Audience

- **Targeting donors over traditional consumers**
- **Utilizing demographic, geographic, psychographic segmentation**
 - Improved relevance leads to long term donor
- **Dividing corporate market into smaller, focused segments**
 - Prioritizing those with a history of charitable giving
- **Engaging smaller businesses and corporations**
 - Much more likely to donate as they have strong sense of community



Marketing Goals

- **Ruth's Way Goals**
 - Increase corporate donors
- **Group Goals:**
 - Perception / gap analysis
 - Evaluating marketing mix for improvement opportunities
 - Bolstering visibility and effectiveness



Marketing Strategy

- Enhancing in-person interactions
- Updating resources, including pamphlets
- Refreshing social media presence



Study Consumers

- **Market segmentation**
 - **Geographic**
 - **Demographic**
 - **Psychographic**
- **Positioning**



Supporting Communities

How do small businesses support their communities?

- Give to local charities: 66%
- Support youth organizations: 48%
- Donate to local first responders: 42%
- Support local religious organizations: 39%
- Aid local service groups (Rotary Club, scouts, etc.): 37%
- Donate food or volunteer in soup kitchens: 32%
- And 81% plan on giving in 2019.

Doing good is good for business:

- 85% of consumers have a more positive image of a company who gives to charity.
- 90% of consumers want to know how companies are supporting charitable causes.

Need help?
Chat with us!



Source:

Shape Thoughts

Wellness/Recovery Coaching for Women

Our peer-to-peer coaching promotes whole health through our case management style of support. We walk beside women to assist in removing barriers that prevent women from getting well.

As peer supporters, we advocate for, guide, and mentor women. We assist in creating a wellness/recovery plan that empowers women to take hold of a healthy and productive lifestyle.



Trainings

Our solution-based experiential trainings are customizable to address the specific needs of an organization. Participants learn the skills needed to empower others. Our trainings include but are not exclusive to:

- CCAR Recovery Coach Academy
- Ethics
- Motivational Interviewing
- Trauma Informed Care
- Mental Health
- Burnout & Compassion Fatigue
- Self-Care
- Addiction/Recovery 101
- Cultural Awareness

Please contact us to create trainings that are specific to your organization's needs.

Ruth's Way for Women

Our structured sober home provides safe, quality housing for women in recovery from substance use disorder, women veterans, and unsheltered women who are committed to improving their lives.

We promote independent living in a structured family environment. The house standards, policies, & procedures are to ensure the safety and cohesive behaviors of everyone who lives in the house.

Each recovery agreement is tailored to the woman's individual needs. Our structured environment helps women to build the life skills needed to sustain their own homes once they leave Ruth's Way.



Services

- Public Speaking
- Educating community leaders
- Wellness and recovery trainings for organizations educating both men and women
- Structured sober housing for women
- Wellness/Recovery coaching for women
- Advocacy

Recognized 501(c)3



Mission Statement

We are a faith-based recovery community focused on assisting women transitioning to healthy lifestyles.

"And Jesus said to her, 'Daughter, your faith has made you well; go in peace and be healed of your affliction!'"

-Mark 5:34



Ruth's Way



Providing person-centered services that promote whole health and wellness.

857 - 361 - 9913
ruthsawayforwomen@gmail.com
ruthsawayforwomen.org

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Influence Attitudes

- **Reciprocity Principle**
 - Giving Small/Large Gifts-increased donations by 17% & 75%

- **Consistency Principle**
 - Social media engagement
 - 25% more likely to take additional action or follow through

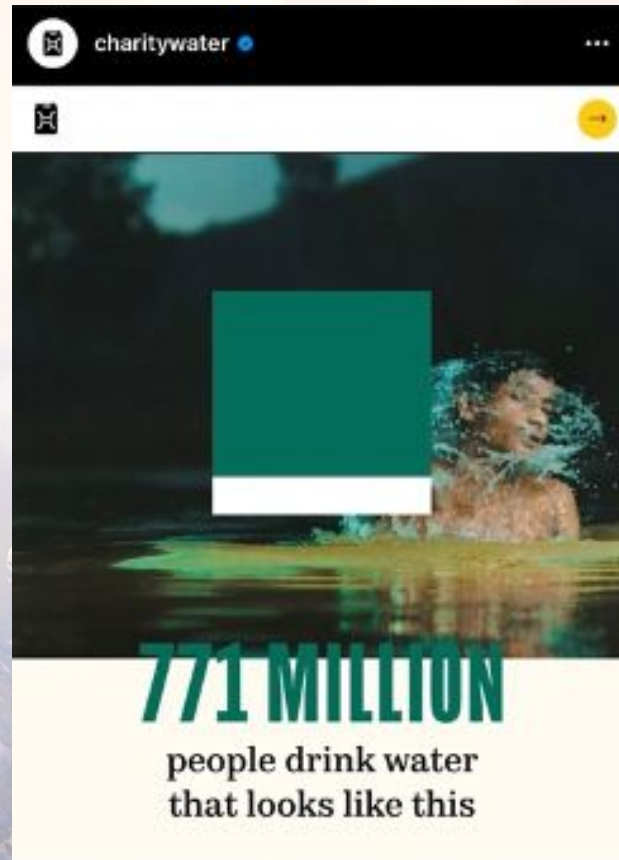


See how your everyday shopping adds up

New outfit from Macy's	\$3.30
Groceries from Walmart	\$2.63
New rug from Wayfair	\$1.12
Pair of shoes from Nordstrom	\$3.90
Pet food and a new toy from Petsmart	\$1.03
A gift card to Bed Bath and Beyond	\$3.37
THIS MONTH'S CONTRIBUTION TO YOUR CAUSE	\$15.35

Marketing Activities: Impact Choices

- Use of Customer Testimonials on Insta/Facebook
- Identifiable victim effect
- Shown to Increase donations by 60%



Implementation & evaluation

- **Implementation Guidance:**
 - pamphlet is redesigned
 - distribution
 - speaking with past residents
 - someone to run social media
- **Timeline: 3-5 years**
- **Budget: \$100 (pamphlets)**
 - social media: \$20/hr to run
- **Assessing success:**
 - increase in donations

● Key limitations & addressing them:

In-person interactions:

- interruptions →
 - contact information & follow up
- Donation capacity →
 - share nonprofit with network

Social media:

- requires large following →
 - partner with other nonprofits or businesses
- consistent posting →
 - take photos at events for easy content

Thank you!

