

DECEMBER 2024

ADMINISTRY
AGENCY

Strategic Communication Plan: Campaign



**Dream Center
Bismarck**



1805 PARK AVE. BISMARCK, ND
701-955-2150
WWW.DREAMCENTERBISMARCK.ORG

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AdMinistry Agency Team

Katrina Hellman
Account Executive

David Ringhand
Co-Account Executive

Megan Simones
Researcher

Luke Brezny
Creative Director

AdMinistry Agency

Name Explanation

AdMinistry Agency's goal is not simply to advertise a product or get people to use a service. We are acting in the genuine interest of the community to extend help and support for those who need it. Our focus on helping those in the community is what sets our agency apart from others. The diversity in personalities and majors within our team is unique and allows us to gain greater perspective on ads we create. This ensures the best quality ad for general appeal.

Slogan

AdMinistry Agency: Where there's support every step of the way.



Client Approval

Strat Comm
Strategic Communication Campaign
Approval Form

Agency Name: Administry Agency

Student Names (please print): Katrina Hellman, Luke Brezny,

David Ringhand, Megan Simones

My objective is to develop the finished product for the following organization (please print): Dream Center Bismarck

Upon approval, the following person will be my primary contact at this organization for the campaign (please print): Doreen Quist

Position of contact person: Administrative Director

Contact Signature: Doreen Quist Date: 10/15/24

Student signatures: Katrina Hellman Date: 10/16/24

Luke Brezny Date: 10/16/24

David Ringhand Date: 10/16/24

Megan Simones Date: 10/21/24

____ Date: _____

____ Date: _____

Approved: [Signature] Date: 10/23/24

Research

Industry History

The industry of community soup kitchens and food pantries has been growing over the years, along with an increase in individuals who need the services. In 2021, 53 million people relied on food banks, food pantries, and meal programs for meals. While 12.8% of U.S. households were food insecure in 2022, 13.5% experienced food insecurity in 2023.

Soup kitchens started in 1929 during the Great Depression and were run by churches or private charities. They continue to be a critical part of communities that support the homeless and struggling families in the United States. Volunteers are key to the success of soup kitchens.

The industry of soup kitchens is important for any community. It is where people can receive a warm meal, regardless of their circumstances. The food at soup kitchens is normally free or offered at a discounted, below-market rate.

Food pantries were created by John van Hengel in 1967. They expanded nationwide throughout the Great Depression and World Wars. Today, non-profit organizations are the main force for running food pantries. Some challenges that food pantries face are limited resources and funding constraints.

The industry of food pantries assists many individuals in their daily lives. Food pantries are sites where bags or boxes of food are given out to hungry individuals.

Research

The Company: Dream Center Bismarck

Dream Center Bismarck is a non-profit organization that serves food and provides services to low-income and struggling families, children, the elderly, the disabled, veterans, and other individuals in the Bismarck-Mandan area.

On May 29, 2016, Jim Barnhardt had a desire to start a meal ministry and services to assist the needy. In 2019, Jim and Cindy, Karla Eisenbeisz who was the Banquet Director, and Jeannie Messall who was the former Homeless Coalition Director visited the Los Angeles Dream Center. By May, Dream Center Bismarck was formed.

There are around 85 Dream Centers internationally. Dream Center Bismarck currently has eight team members.

Dream Center Bismarck has experienced outstanding growth since it was first established. It started with its Dream Center Adopt-a-Block program on June 19, 2019. By April 2022, the Dream Center facility opened as a place for free meals and an on-site food pantry. It also offers other services from entities like ND Job Service, Northland Health Clinic, and Bridging the Dental Gap. Dream Center Bismarck's goal is to provide "Help for Today. Hope for Tomorrow".

Dream Center Bismarck relies on volunteers to serve and sponsors to provide the food. They also have open doors to monetary donations to support meals and the facility.

Research

The Company: Dream Center Bismarck

Dream Center Bismarck includes The Banquet, Great Start Breakfast, its sack lunch program, its food pantry, and Adopt-a-Block.

The Banquet was originally its own entity, but in 2023, it officially merged with Dream Center Bismarck.

Dream Center Bismarck prepares, serves, and distributes food. It provides free meal ministry seven days a week and serves up to 1,800 meals every week. It also focuses on connecting individuals with other services. These might be job services, memory care facility resources, mental health and addiction recovery services, community service information and crisis intervention, affordable access to dental care, and the Department of Health & Human Services.

The general Bismarck–Mandan community views Dream Center Bismarck positively and acknowledges the impact it has on people's lives.

A strength of Dream Center Bismarck is its many food programs. It operates them with minimal team members. Volunteers are also easily found within the community.

A couple of weaknesses Dream Center Bismarck faces are its struggle to find people or businesses to sponsor meals and the small amount of advertising it does in the community.

Research

The Company: Dream Center Bismarck

Mission: Find a NEED and FILL it

Vision: HELP for Today, HOPE for Tomorrow

Dream Center Bismarck's brand is an organization that transforms the community one meal at a time. It fills needs and heals people by providing food to families and individuals.

Dream Center Bismarck is a place where individuals from all walks of life can enter and feel safe.

Dream Center Bismarck relies majorly on its social media presence. It posts daily about its sponsors and volunteers. Also, it has been featured in a few news spots on local news stations, along with articles in newspapers. It uses word of mouth to get its name and mission out to more people.

All individuals in the community are invited to Dream Center Bismarck for food. However, it mainly serves those who are struggling, hungry, or homeless.

Research

Product and Service

The advantage of Dream Center Bismarck over other companies is the scope of its food services. It is not just a soup kitchen. It has sack lunches and also partners with locations around the Bismark/Mandan area to provide grocery distribution to people who cannot travel to Dream Center Bismarck. Additionally, it operates as a food pantry. Dream Center Bismarck offers other services, such as art classes, by partnering with local organizations.

Breakfast and sack lunch are around \$3 per person, and dinner is between \$2-\$4 per person. Since the customer is not paying for the product, this price is paid by sponsors. The weekend lunch/dinner is around \$2 per person. Dream Center Bismarck serves around 2,700-3,600 meals per week between breakfasts, lunches, and banquet meals. It distributes groceries to around 1,000 households per week.

The “product” Dream Center Bismarck sells is sponsorships. Dream Center Bismarck offers a way to serve, and individuals pay in their time and money for that service. There is a greater supply of volunteer opportunities than demand. However, there is not adequate sponsorships to support this demand for service.

The market of sponsors is businesses and local religious communities. Consumers can buy sponsorships on Dream Center Bismarck’s website out of generosity and for the sake of public opinion.

Research

Distribution

The Adopt-a-Block program was started by Dream Center Bismarck on June 19, 2019 as a food distribution program in Bismarck. The specific goal was to distribute food to those in need. To obtain food, it makes stops at grocery stores. Then, the food is delivered to Dream Center Bismarck's facility. Food recipients give basic information to register for groceries, and these groceries and other products are distributed to the community. Dream Center Bismarck has a partnership with Great Plains Food Bank which supplies it with large monthly shipments of groceries.

Dream Center Bismarck's facility also serves as a place for free meals and includes an on-site food pantry.

Dream Center Bismarck offers a variety of different trade literature, including brochures, a FAQ download, posters, infographics, newsletters, and more. Most of these items can be found on its website, but it also has a variety of pamphlets and posters which can be found in the local area and at its facility.

Research

Pricing Policies

Dream Center Bismarck encourages those who are able to make monetary donations. Since all of its products and services are free to the public, Dream Center Bismarck raises its funds through donations, grants, social enterprise projects, and business revenue. It encourages donations on its website, adding that there are many extra costs not covered by sponsors for each event. Its relationship with its buyers is positive, because without the support of sponsors, it would not be able to offer its products and services for free to the public.

The attitudes of management, buyers, and the channel are generally positive. The management at Dream Center Bismarck is appreciative of the generous donations and sponsorships from other organizations and individuals, and it has voiced its appreciation on the website, acknowledging that Dream Center Bismarck would not exist without the volunteers and financial support from the local community.

Research

Competition

Some non-profit organizations that are similar in their mission, products, services, goals, and attitudes to Dream Center Bismarck are Ministry on the Margins, Bismarck Meals on Wheels, Salvation Army, United Way, Great Plains Food Bank, and Heaven's Helpers Soup Cafe.

Bismarck Meals on Wheels and Ministry on the Margins offer free services and meals to those who may be homeless or struggling financially. They are both volunteer-based organizations that can provide services through the generosity of donors. They provide fresh meals to those who are in need or do not have the means to transport themselves. Bismarck Meals on Wheels offers services like safety checks, social connections, resources, and referrals, while Ministry on the Margins has different initiatives such as its Free Through Recovery Initiative, Community Connect, and prison reentry.

Dream Center Bismarck has a strategic communication plan to advertise its products and services in a clearer and more versatile way. However, it could benefit from a couple more events/services that are not centered around providing meals.

Research

Promotion

Dream Center Bismarck carefully limits the number of volunteers needed for regularly scheduled events to ensure their work remains impactful.

Dream Center Bismarck relies heavily on social media, posting daily about sponsors and volunteers, and it uses local news spots, articles, and word of mouth to spread its mission. Managed by a small staff of eight, the Center's social media presence is overseen by Administrative Director Doreen Quist, who handles posts, promotions, and graphics using Canva. Regular volunteer opportunities and event promotions are shared online, and a unique monthly newsletter is also available on its website.

Research

External Factors

Dream Center Bismarck receives overwhelmingly positive feedback in media reviews and comments. While larger news outlets provide limited but positive coverage, including the Center's opening and major events like the Million Meal March, comments mainly come from service recipients, volunteers, and partner organizations. Reviews are received from a diverse group of people, including local residents, out-of-state reviewers, and individuals from various cultural backgrounds and languages. This coverage comes from a variety of media platforms: Yelp, Google Reviews, Prairie Public Reporting, KFYZ-TV, KX News, The Bismarck Tribune, and Hot 97.5.

External Organization Background

The organization relies on many volunteers and partners, including ND Job Service, Northland Health Clinic, Bridging the Dental Gap, and others. Key food donors and sponsors include Cash Wise, Family Fare, Natural Grocers, Costco Wholesale, and Master Bakery. Additionally, Dream Center Bismarck collaborates with organizations like Caring (Memory Care), North Dakota Department of Health and Human Resources, FirstLink, Better Together – North Dakota, and others focused on mental health, addiction recovery, and community services.

Research

Conclusion of Research

Defining Problem/Opportunity: **Promoting meal sponsorships**

Campaign Objective 1:

- Research potential sponsors, provide incentives, and connect with potential sponsors.

Campaign Objective 2:

- Create additional advertisements for sponsors.

Key Message for Campaign: **"Become a meal sponsor."**

Target Audience 1:

- Potential Sponsors
 - Local organizations and businesses that prioritize community involvement and corporate social responsibility

Target Audience 2:

- Existing Sponsors

Media Objectives

Client's Marketing Objectives:

- Increase meal sponsorships by 25%.
- Increase attendance at special one-time events by 75 people.
- Gain 5 partnerships with external organizations that provide free services for people at Dream Center Bismarck.

Client's Media Objectives:

- Generate awareness of the need for sponsorships among the target audience.
- Promote information about events using various channels.
- Generate requests for outside organizations to partner with Dream Center Bismarck.

Client's Media Strategies:

- Use email to reach businesses and organizations in the community and inform them about sponsoring meals.
- Create advertisements, and use social media platforms to advertise for upcoming events.
- Use phone calls, conversations, and informational fliers to reach local businesses and make them aware of the opportunity for partnerships.

Creative Brief

Who

- The target audience is local businesses and organizations (potential sponsors) that are interested in corporate social responsibility and servant leadership.

Where

- Our messages will reach local businesses and organizations via email, social media, phone calls, and physical advertisements (i.e. posters) in public venues around town.

When

- Messages will be transmitted year-round. There will be a new message on social media every week to promote the need for sponsorships.

What

- It offers the opportunity to directly impact individuals in the community who are hungry.
- Businesses can give back to those less fortunate, and they can meet new people. Businesses can also promote their brand image in the community and align the company's "say" and "do" messages.

Why

- Advertisements will appeal to the want to serve the community.
- The advertisements will also appeal to the desire for community recognition.
- The companies' shared needs are to support and serve the community, along with gaining brand awareness and elevating their images in the community.

Creative Brief

Obstacle to Sale

Businesses are paying their employees to work, but the employees are not bringing in any direct sales to the businesses by sponsoring meals at Dream Center Bismarck.

How

- Messages will encourage consumers to increase the number of meals sponsored. This will occur by showing the benefits of sponsoring a soup kitchen via sharing our story, incentives, and quantifiable data on the benefits of sponsoring a soup kitchen.

Design Approach

CONSISTENT BRANDING – Follow Dream Center Bismarck’s current brand guidelines.

- **Personality:** compassionate, hopeful, giving, supportive
- **Style:** professional, approachable, all-inclusive
- **Tone:** grateful, welcoming, hospitable
- **Approach:** strategic, informative, appreciative

Objective Statement

- Acquire more businesses to sponsor meals.
- We want businesses to understand that sponsoring will promote their businesses.

Support Statement

- Frequent sponsors are credited on Dream Center Bismarck’s website and social media.

Reward

- By working with Dream Center Bismarck, businesses will get recognition through serving the community.
- It will provide incentives to sponsors: marketing and promotional collateral, branded videos, social media content, and event “swag” and goodies.

Print Advertisement

Target Audience

The print advertisement targets local businesses and organizations, as they are likely to be financially able and willing to support a non-profit. The design features ample white space, drawing attention to the central graphic, with key phrases like "Give the gift of hope," "This holiday season," and "Help for today. Hope for tomorrow!" Dream Center Bismarck's logo is placed at the bottom, ensuring it is the last element viewers notice. The simple, uncluttered design prevents overwhelm, and the use of blue reinforces Dream Center Bismarck's brand identity.

Budget

Since the print advertisement is new, its effectiveness is uncertain, so the budget for printing will be modest, estimated at \$50-\$70. Dream Center Bismarck plans to print 100 copies: 50 on basic paper for distribution and 50 on cardstock for display. Office Depot charges \$28 for 50 basic paper copies and \$35 for 50 cardstock copies, while the University of Mary's print shop offers 50 basic paper copies for \$24 and 50 cardstock copies for \$26. The University's MPrint system offers basic paper only, with 100 copies costing \$25.

Print Advertisement

Placement

We would place the print advertisement at local venues around Bismarck and Mandan. Additionally, we would stop in-person to various businesses and organizations to personally hand them a flyer. We chose these methods to expose our advertisement, as we felt it would be most successful if we place it in high traffic places in town, as well as creating relationships with the community by hand delivering the advertisement to some businesses.

Effectiveness

The effectiveness of the print advertisement will be measured by tracking the increase in meal sponsorships before and after the advertisement is distributed. A significant rise in sponsorship sign-ups will indicate the advertisement's success. Additionally, surveys will be used to ask sponsors how they learned about Dream Center Bismarck, helping to identify if the advertisement played a role in their choice to sponsor. The agency's goal is to help spread Dream Center Bismarck's mission, share its story, and secure financial support from businesses for meal sponsorships.

THIS HOLIDAY SEASON
GIVE THE GIFT OF *Hope*



SPONSOR A MEAL
MAKE A DIFFERENCE TODAY



THIS HOLIDAY SEASON
GIVE THE GIFT OF *Hope*



SPONSOR A MEAL
MAKE A DIFFERENCE TODAY



Help for Today. *Hope for Tomorrow!*



SPONSOR A MEAL
MAKE A DIFFERENCE TODAY



Help for Today. *Hope for Tomorrow!*



SPONSOR A MEAL
MAKE A DIFFERENCE TODAY



GIVE THE GIFT OF *Hope*



SPONSOR A MEAL
MAKE A DIFFERENCE TODAY



Electronic Media Ad

Podcast/Radio Advertisement Script

This holiday season, give the gift of hope.

Dream Center Bismarck is a non-profit that provides warm meals for individuals in the community. For some, the Dream Center is their only source of food.

Over 1,800 meals are served every week, but there is still a need for more sponsors.

Visit the sponsorship page at DreamCenterBismarck.org to make a difference today.

This holiday season, give more – give the gift of hope.

Electronic Media Ad

Analysis

AdMinistry Agency developed a 30-second radio and podcast advertisement for Dream Center Bismarck's holiday season campaign, aiming to engage local businesses in supporting the Center's mission. We chose this format over a TV ad for cost-effectiveness and because podcasts and radio are popular with the target audience—local businesses focused on community engagement and corporate social responsibility.

The advertisement maintains an emotional tone, emphasizing hope, inclusivity, and giving, which align with the holiday spirit. We highlight the harsh winter in Bismarck, ND, creating a sense of urgency to encourage listeners to sponsor Dream Center Bismarck. The call to action directs businesses to its website where they can learn more.

The emotional appeal of the advertisement encourages compassion and generosity, making it relatable to local business owners. Radio and podcast advertisements are ideal for reaching this audience, as these media are often part of the workday routine. By emphasizing the importance of community sponsorship, the advertisement also highlights the benefits for businesses, such as positive public perception, social media endorsement from Dream Center Bismarck, and brand growth.

The advertisement's messaging aligns with the print advertisements with the repeated phrase "Give the Gift of Hope", reinforcing the campaign's call for businesses to make a difference in their community.

Social Media Assessment & Recommendations

Social Media Assessment

Social Media Platforms

Dream Center Bismarck is currently on Facebook and YouTube.

Content Quality

Dream Center Bismarck's current Facebook content has room to improve. The text is descriptive and offers a feeling of gratefulness, and most of the images used are of good quality. However, some photographs seem to be blurry or unprofessional (closed eyes, hand-drawn circles, etc.). The images taken help show online users the many people needed to run Dream Center Bismarck. Our agency feels that the photos of people smiling while cooking in the kitchen help express the joy that sponsors feel when serving the less fortunate. The posts with graphics are visually appealing, and they add a break between the photographs in a user's feed. Dream Center Bismarck does not post many videos on its Facebook account. However, a video posted in November was of high quality and well-produced.

Engagement

Given its 6.6K followers, Dream Center Bismarck's Facebook content gains traction on many posts. The posts that seem to have the most engagement are those that are heart-touching in some way.

Social Media Assessment & Recommendations

Social Media Assessment

Consistency

Dream Center Bismarck posts on Facebook daily, averaging 2–5 posts every day. However, there is no set schedule since most of the posts depend on what, if any, donations are received that day and who volunteers or sponsors a meal.

Target Audience

The client's target audience on Facebook is other businesses or organizations that prioritize the local community and are interested in getting involved. The client's content does cater to this demographic and their interests, as they post photos of volunteers and sponsors to show what other organizations in the community are doing to help. Dream Center Bismarck's content on YouTube is mainly targeted toward local organizations, but also individuals in the community who are more financially stable or simply want to donate their time by volunteering.

Social Media Assessment & Recommendations

Social Media Assessment

Competitor Analysis

Ministry on the Margins, Bismarck Meals on Wheels, and Heaven's Helpers Soup Cafe only have Facebook accounts. Ministry on the Margins utilizes daily posts on this platform by posting announcements and reminders to the public of various events.

Bismarck Meals on Wheels' main strategy is to thank its sponsors and volunteers. Its strengths include a strong logo and an effective "about" section on its page. Some weaknesses are its lack of recent activity, its low-quality graphics, and its over-reliance on those graphics.

Lastly, Heaven's Helpers Soup Cafe utilizes posts to share needs, express gratitude, and show content that appeals to a younger demographic. It excels in photographing young children helping at the Soup Cafe, using intriguing text, and sharing others' content. It could improve a couple of posts which advertised for an event by uploading a photograph of the print poster. A better choice would have been to use the original graphic and input it directly onto the post.

Social Media Assessment & Recommendations

Strengths and Weaknesses

The client is consistent in promoting its messages on social media, highlighting sponsors and volunteers to encourage engagement and positive PR. This recognition helps make the experience feel rewarding for sponsors and volunteers.

However, a key weakness is the client's limited presence on a single platform—Facebook—which primarily engages males aged 18–34, restricting brand awareness to one demographic.

To expand its reach, the client could benefit from branching out to other platforms, particularly Instagram and LinkedIn. Instagram attracts a younger audience (under 24 years old), offering opportunities for brand recognition among teens and young adults, even if they are not typical sponsors. LinkedIn, with its professional user base, provides access to potential sponsors, especially local businesses, and can help reach professionals who may also be active on Facebook. By diversifying its social media presence, the client can engage different audiences and attract new sponsors, enhancing brand growth.

Social Media Assessment & Recommendations

Improvement Strategy

Objectives

- Grow a follower base by 20%.
- Increase engagement on posts by 20%.

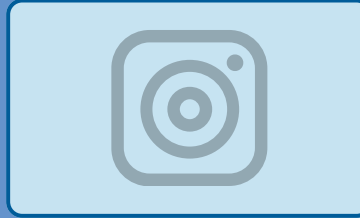
Dream Center Bismarck relies heavily on Facebook, limiting its reach to a specific demographic. Dream Center Bismarck should create Instagram and LinkedIn accounts, because LinkedIn is popular for business professionals, and many businesses utilize Instagram. Instagram has features that could help promote Dream Center Bismarck with its pictures of volunteers and sponsors. There should be 3–5 posts per week on Instagram and LinkedIn, including stories, polls, or regular posts.

Social Media Assessment & Recommendations

Improvement Strategy

Dream Center Bismarck should focus on providing “shoutouts” to the companies that sponsor meals. When combined with a growing following on social media, it will create more incentives for businesses to sponsor. Ultimately, the goal of Dream Center Bismarck’s social media presence will be to generate sponsorships. Dream Center Bismarck should continue its frequency of posting, though it should focus on creating more engaging posts and make sure to answer the public’s questions.

The immediate goal is to increase Dream Center Bismarck’s social media footprint. It should be looking to increase engagement with its posts’ likes, shares, and comments. Dream Center Bismarck is not currently on LinkedIn, so it will start from the beginning on that platform. On Facebook, it should look to increase engagement with each individual post by 20%.



Su

11:00 AM:

Sign-Up for Sponsorship Post

#Community, #DreamCenterBismarck, #Nonprofit, #SignUpToday,
#HelpForToday, #HopeForTomorrow

M

10:00 AM:

Potential Sponsor/Volunteer/Donation Post

#Community, #DreamCenterBismarck, #Nonprofit, #HelpForToday,
#HopeForTomorrow

Tu

10:00 AM:

Potential Sponsor/Volunteer/Donation Post

#Community, #DreamCenterBismarck, #Nonprofit, #HelpForToday,
#HopeForTomorrow

W

10:00 AM:

Potential Sponsor/Volunteer/Donation Post

#Community, #DreamCenterBismarck, #Nonprofit, #HelpForToday,
#HopeForTomorrow

Th

10:00 AM:

Potential Sponsor/Volunteer/Donation Post

#Community, #DreamCenterBismarck, #Nonprofit, #HelpForToday,
#HopeForTomorrow

F

10:00 AM:

Potential Sponsor/Volunteer/Donation Post

#Community, #DreamCenterBismarck, #Nonprofit, #HelpForToday,
#HopeForTomorrow

Sa

10:00 AM:

Potential Sponsor/Volunteer/Donation Post

#Community, #DreamCenterBismarck, #Nonprofit, #HelpForToday,
#HopeForTomorrow



Su

7:00 PM:

Volunteer/Sponsor Spotlight Post

#Community, #DreamCenterBismarck, #Nonprofit, #Spotlight,
#HelpForToday, #HopeForTomorrow

M

8:00 AM:

Recap of Event Post

#Community, #DreamCenterBismarck, #Nonprofit

Tu

7:00 AM:

Testimonial Tuesday Post

#Community, #DreamCenterBismarck, #Nonprofit,
#HearFromTheCommunity

W

12:00 PM

Sign-Up for Sponsorship Post

#Community, #DreamCenterBismarck, #Nonprofit, #SignUpToday,
#HelpForToday, #HopeForTomorrow

Th

F

4:00 PM:

Educational Topic Post

#Community, #DreamCenterBismarck, #Nonprofit,
#TheMoreYouKnow, #Education

Sa



in

Su

M

9:00 AM:

Sign-Up for Sponsorship Post

#Community, #DreamCenterBismarck, #Nonprofit, #SignUpToday,
#HelpForToday, #HopeForTomorrow

Tu

W

12:00 PM:

Volunteer/Sponsor Spotlight Post

#Community, #DreamCenterBismarck, #Nonprofit, #Spotlight,
#HelpForToday, #HopeForTomorrow

Th

1:00 PM:

Recap of Event Post

#Community, #DreamCenterBismarck, #Nonprofit

F

Sa



Dream Center Bismarck



www.DreamCenterBismarck.org



Hello@DreamCenterBismarck.org



701-955-2150