

Purple Team:

Camp Brunswick

Our group was tasked to help the Boy Scouts develop a way to advertise and promote the Scouts Camp Brunswick property. Our plan was to help them create ways and methods to advertise to the local community and businesses of this area. Our goal was to create awareness of the great facilities on the property. We created options for pricing packages, create known directories for advertisement, and enhance marketing plans thru their website and social media platforms. The intent was to pass the tools on to them to use to start to create traction and start bringing in new business.

Yellow Team:

Eau Claire County Humane Association

The Eau Claire County Humane Association (ECCHA) was out of space. While ECCHA will be building a new facility in the next several years, the organization needed immediate help with inventory control. The Leadership Eau Claire (LEC) Yellow Team visited the ECCHA location, met with the Executive Director, gathered feedback from other employees, assessed the current inventory process for donations, and developed a plan to address the inventory control needs. The visit solidified this was a worthwhile project, and team members were excited about the immediate impact they could make on this organization.

The Yellow Team coordinated an inventory assessment and cleanup day at ECCHA on December 3, 2019. This allowed the team to acquire a full understanding and utilization of the donation storage space. The team then used available funds from the ECCHA to purchase a new storage system and reorganize the space by category. After ECCHA employees and volunteers used the system for a few months, and found it to be working successfully, the team also developed a new donation receipt form. The new simplified form is less confusing and can continue to act as a receipt for tax and donor acknowledgement purposes. The team also created a spreadsheet to improve tracking of incoming donations. To help ECCHA spread the word about these improvements, the team wrote a press release and an article for their newsletter. The group also provided future recommendations regarding expansion of a labeling system and paperless documentation storage. The ECCHA indicated they were very happy with the project and the changes influenced the organization, both operationally and financially.

Orange Team:

Boys & Girls Club of the Greater Chippewa Valley

Our team assisted the Boys and Girls Club of the Greater Chippewa Valley in improving volunteer attraction, engagement, and retention. The club relies on volunteers for programming, education, and mentorship of youth. Our team created a list of strategies to attract and retain volunteers, designed a volunteer pamphlet for distribution to potential volunteers, and developed a volunteer handbook.

Blue Team:

The Community Table

Situation: The Community Table is looking to increase awareness of the services that they offer to the community for specific demographics and increase volunteer participation. They would like to distribute 10,000 posters between Q4 2018 to Q4 2019. Posters should be targeted to college students, children/families, senior citizens and individuals/groups looking to volunteer or use the services that the Community Table offers.

Action taken: Design & print posters, secure donation to print, get volunteers to help distribute & post in areas of need / most likely to utilize the Community Table's services

Lessons Learned: The Eau Claire area continues to increase in its size and its need for programs like The Community Table. Support from local businesses is quite strong for this, but without awareness of the program, many things fall short.

Red Team:

Feed My People

Goal: Survey pantry guests to understand challenges that low income families and seniors face when trying to eat health. Short term goal is to collect data and make recommendations to the organization on how to better serve those in need.

Surveys were completed by meeting face to face with people who utilize food pantries that Feed My People supplies and discuss some of their challenges when making a choice to eat healthy. Group members went to various locations, both within the city of Eau Claire & rural communities to get a range of patrons at the sites.

Results: Group spoke with 55 different food pantry patrons and had a wide range, with most people willing to talk to them about how they work to eat health. They collected data which can be used when Feed My People applies for grants in the future.