

Women of the World

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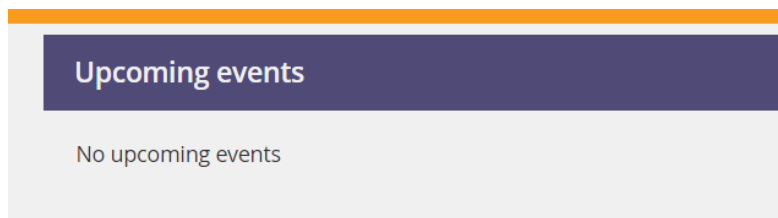
Situational Analysis

Women of the World is a non-profit organization that focuses on achieving economic success for female immigrants, refugees, and asylum seekers who reside in the Salt Lake Valley. They serve these women by offering three different types of services: community development, economic empowerment, and customized service.

State of the Company

Currently, most of the donors and volunteers are older (40+), white, and typically wealthy women. While they are helpful to the organization, younger supporters need to be reached as well. As these older volunteers start aging out, there needs to be a new group of volunteers to take over. Additionally, the organization does have young clients and so young volunteers are important to form social connections.

Their website does not seem to be updated with current volunteer opportunities, which makes it difficult for those that are interested to RSVP for opportunities.



Public Perception

The organization has 21 reviews on Google with a 4.7-star average, and 31 reviews on Facebook with 4.8 stars. Most of the reviews appear to be coming from clients and many of them thank the organization. Most of the reviews are also old. On Google, only 5 reviews are from the past year and on Facebook none are from this year, so information about the public perception is limited. They have 1,964 followers on Instagram, 5.1k followers on Facebook, 4 followers on Medium, and 688 followers on LinkedIn. The low number of followers on Instagram but high number on Facebook seems to suggest that most of their followers are not in their 20s, as Instagram is most frequently used by a younger audience. Most of the content on Instagram seems to be aimed at current clients as opposed to volunteers, or posting about an award/achievement someone who works there receives.



Kawthar Alobeidi recommends **Women of the World**.
November 9, 2022 · 🌐



We all appreciate it. she really helpful and we are all enjoying her classes ❤️❤️👍😊



Silvina Atienza
Local Guide · 127 reviews · 185 photos

★★★★★ 2 days ago **NEW**

Very nice people, I recommend them for legal matters, visas, refugee asylums, etc. Assistance to women,...

👍 Like ➦ Share



Naserian Montet
8 reviews

★★★★★ a week ago **NEW**

Thank you for all that you do.

👍 Like ➦ Share

Competitor Analysis

International Rescue Committee: IRC is large scale non-profit that works in Europe and the Americas in crisis-affected communities, and makes a particular effort to address female inequalities, founded in 1933. They compile an annual list of the areas most likely to deteriorate the most in the next year and focus their efforts there. Compared to WoW, IRC operates on a larger scale and the office in Salt Lake is one of many, and so the SLC office can utilize marketing techniques and the brand name. They have 3,221 followers on Instagram and 6.4k followers on Facebook. They do have lower reviews on Google (4.2) with more reviews total (72)

Good Samaritan Foundation: This non-profit offers support and educational services to refugee families living in Salt Lake City. They offer English classes, citizenship preparation, and more for these families. They have 4.8 stars on Google with 21 reviews. They do not appear to have a social media presence.

One Refugee: This non-profit focuses on helping refugee college students pay for college and the associated costs. One of their strengths is that they are backed by a very wealthy realtor group. They do not have any reviews on Google. They have 6k followers on Instagram and 1.6K followers on Facebook.

SWOT Analysis

Strengths	Weakness
Founder is well known Cater to a specific audience Positive reviews	Weak website Low amount of reviews Low amount of Instagram followers

Opportunity	Exigence
Young people care about diversity and equality Wider range of age groups to better connect with more clients People to volunteer when people start aging out	Young people volunteer at the lowest rates

Target Market Analysis

In order to reach a younger volunteering demographic, Women of the World needs to focus their marketing efforts on young women who live in the Salt Lake Valley.

In Utah 43% of adults volunteer, however the problem the organization faces is that individuals least likely to volunteer are those aged 20-24 (18.4%), while 35 to 45 were the most likely (CNN, 2018). According to research done at the Stanford Center on Longevity, the three most commonly cited reasons for why Americans volunteer less are:


- Not enough time, and volunteer schedules are inflexible
- Not enough information about where to volunteer, and the opportunities don't seem interesting
- No one asked them to

Millenials and Gen Z tend to value value flexibility and remote work, diversity, and professional growth and development (Odukoya, 2022).

A United Nations Volunteer report found that women are more likely than men to volunteer in areas of social services (Borromeo, 2021).

Most (if not all) of the reviews on Facebook and Google are from women and all but one of the most recent ones are positive. Based on this data, they seem to be more well known amongst women.

Consumer Profile

	<p><i>Hello I'm</i></p> <p>VOLUNTEER VERONICA</p> <p>Born: Early 2000s Gender: Female Occupation: Student Marital: Single Location: Salt Lake</p>
<p>Valerie is a college student who also has a part-time job. She wants to volunteer because she believes that societal change can happen, but doesn't know where to start. She doesn't have a lot of time, so she needs something flexible.</p>	
<p>FRUSTERATIONS</p> <ul style="list-style-type: none">• Doesn't have a lot of time• Volunteer work schedule is not very flexible• Unclear about where to go for volunteering information• Feels like volunteering tasks can be more like intern tasks	<p>PSYCHOGRAPHIC</p> <ul style="list-style-type: none">• Wants to have a good career• Values diverse neighborhood• Values flexibility• Striver

Objective, Strategies, and Tactics

Objective

Increase the number of female volunteers aged 18 to 34 by 20% in 6 months.

Strategy 1

Make the volunteer training more accessible.

Tactics

- Create a virtual training session that can be held over Zoom so that volunteers can do it from the comfort of their own home.
- Create a Canvas course (or something similar) so that volunteers can do it on their own time.
- Make a direct ask for volunteers for specific task instead of a general volunteering ask.

Strategy 2

- Emphasize how important the work the organization is doing for creating diverse and accepting communities

Tactics

- Create a social media campaign that centers on telling the stories of clients and how WoW positively affected their relationship with their community.
- Table at cultural festivals.

Strategy 3

- Emphasize how volunteer work can aid with professional development

Tactics

- Post on social media about English teaching opportunities aimed at future teachers
- Post about the career benefits of volunteering (good for resumes, etc).
- Create volunteer opportunities at the yearly Fashion Gala and aim them toward aspiring fashion designers and related careers.

Collateral Marketing Piece



This Instagram post will be used to fulfill the strategy of emphasizing the career benefits of volunteering. The caption will read:

Are you a future teacher looking to volunteer? Women of the World is looking for English teachers for our amazing clients. This is a great way to get some teaching experience and give back to the community. Reach out to volunteers@womenofworld.org for more information about the volunteering opportunity.

#WoW #womenoftheworld #volunteer #teaching #refugees #immigrant #utah #english

Evaluation Plan and Ethics Assessment

After 6 months, we will compare the number of volunteers who have completed the volunteer orientation to the pre-campaign numbers to measure if there was an increase there. Additionally, we will ask people for age ranges during the sign-up process so we can better understand the effect of that portion of the campaign.

After the 6 months we will also compare the data of volunteers who showed up for a volunteering opportunity to pre-campaign data for evidence if the easier orientation caused more volunteers to join. In this sign-up we will include a question about where they heard about the volunteering so we know if the social media campaigns are working.

This campaign can be used ethically. It does not promote any stereotypes or use unethical marketing techniques like stealth marketing. This campaign does not collect any personal data besides age group, keeping people's privacy paramount.

Sources

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