

MARKETING CAMPAIGN
FOR THE KOSCIUSKO
COMMUNITY RECOVERY
PROGRAM





AGENDA

- What is KCRP
- Why is it Important
- What did we Accomplish
- Jean Northenor Award

WHAT IS KCRP

The Program has 3 Key components

1. Navigator Services
2. Peer Recovery Coaches
3. Partnerships with Not-For-Profit Organizations

The Kosciusko Community Recovery Program is a transformative initiative aimed at supporting inmates on their path to recovery.



WHY IS KCRP
IMPORTANT



Recidivism

The tendency of previously incarcerated individuals to reoffend and return to jail—is a persistent challenge faced by our community.

Jail Capacity

As our current jail nears capacity, it becomes crucial to implement effective strategies that break this cycle and promote successful reintegration into society.

The Kosciusko Community Recovery Program emerges as a beacon of hope, emphasizing rehabilitation, support, and community collaboration.

Recovery is a
Community
Solution

WHAT DID WE
ACCOMPLISH





We had so much help!

Social Media Commercials:

- Three impactful social media commercials showcase success stories, highlight program features, and encourage engagement. These videos serve as powerful tools for spreading our message.

Bizz Buzz Podcast Feature:

- Our project gained visibility through an interview on the Bizz Buzz podcast. During the podcast, we discussed the KCRP's mission, shared personal narratives, and emphasized the importance of community involvement.

We couldn't
have done
it with out
you!

Kosciusko County Chamber of Commerce Interviews:

- Collaborating closely with the Kosciusko County Chamber of Commerce, we conducted seven insightful two-minute interviews. These interviews feature program beneficiaries, community leaders, and advocates. Through their voices, we celebrate resilience and inspire others.

30 and 45 Second Radio Ads:

- Our radio ads reach diverse audiences, spreading awareness about the KCRP's impact. Short, impactful messages encourage listeners to seek help or support our cause.

Ink Free News Article:

- The KCRP recently gained county recognition through an interview on the popular column "Dinners and Dives" in Ink Free News, written by Shari Benyousky of SB Communications. This spotlight allowed us to highlight the core elements of our program, emphasizing rehabilitation and community support.

JEAN NORTHENOR AWARD



Marketing is
never done!

These funds would be utilized by the Kosciusko County Sheriffs Department to further market the KCRP program and could be utilized by.

- Paying for social media ads to promote the program.
- Buying primetime air space for the ads to be played.
- Creating more content.



What Questions Can We Answer?

For more information or to get involved reach out to

kcrp@kcgov.com



THANK YOU

We would also like to add
presenting to KLA to our
marketing accomplishments.

