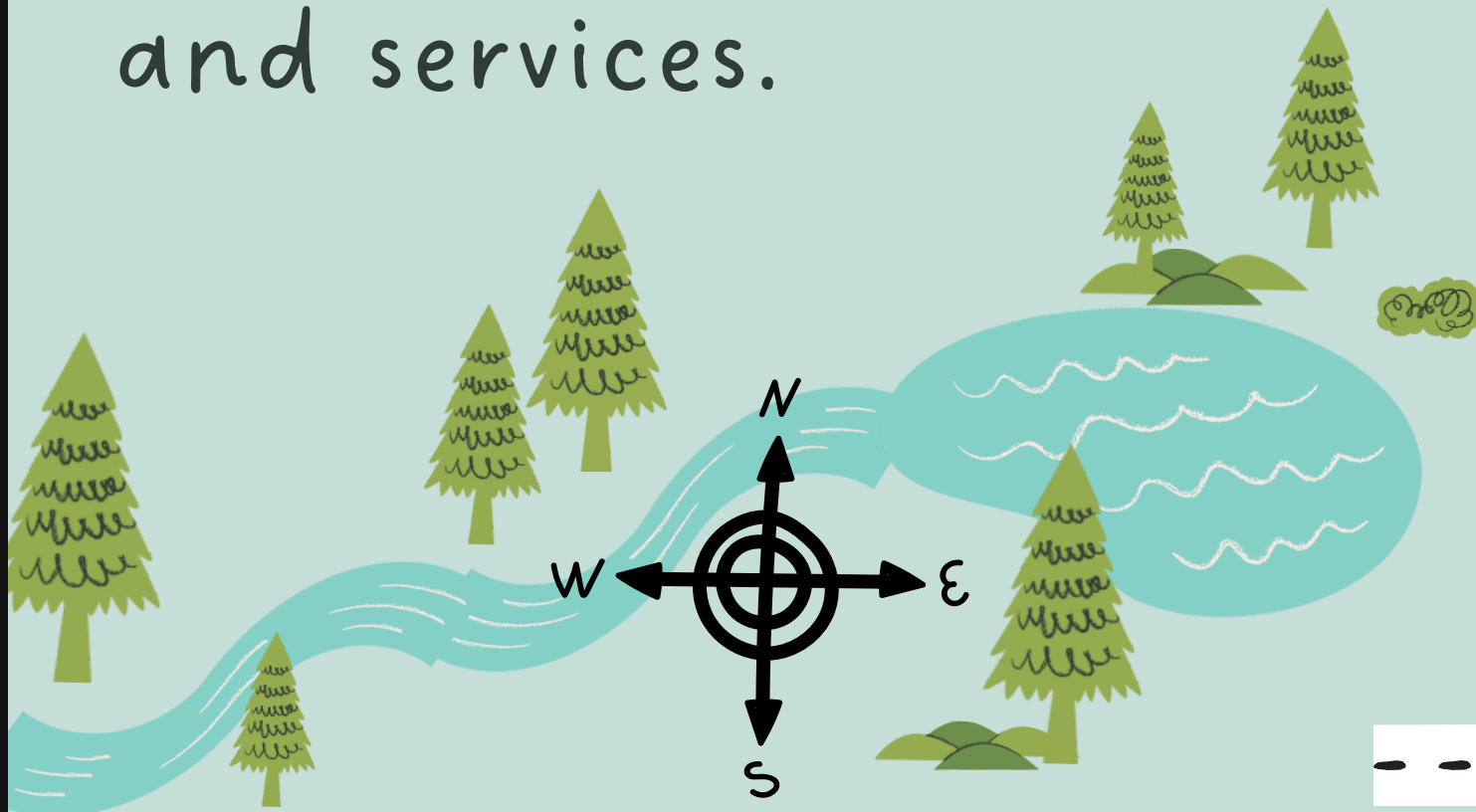


KOSCIUSKO COMMUNITY SERVICES

Increasing awareness and access to local resources and services.





THE CHALLENGE

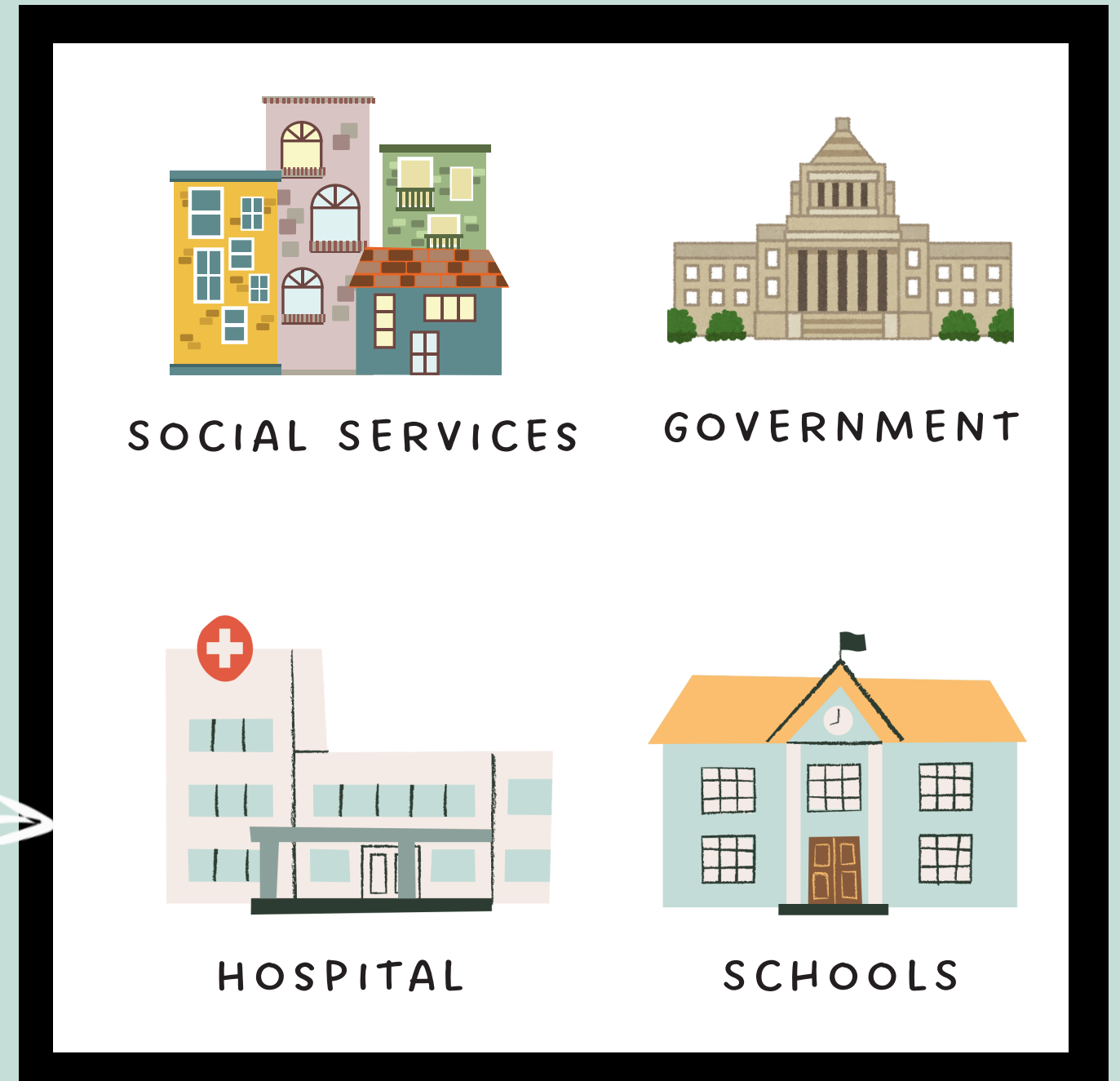
Kosciusko County has one of the highest number of social services per capita in Indiana.

Help is available... if you know where to find it.



THE VISION

1. Establish a directory of resources & services in Kosciusko County.
2. Improve accessibility to the directory and to services.
3. Spread awareness of the directory.

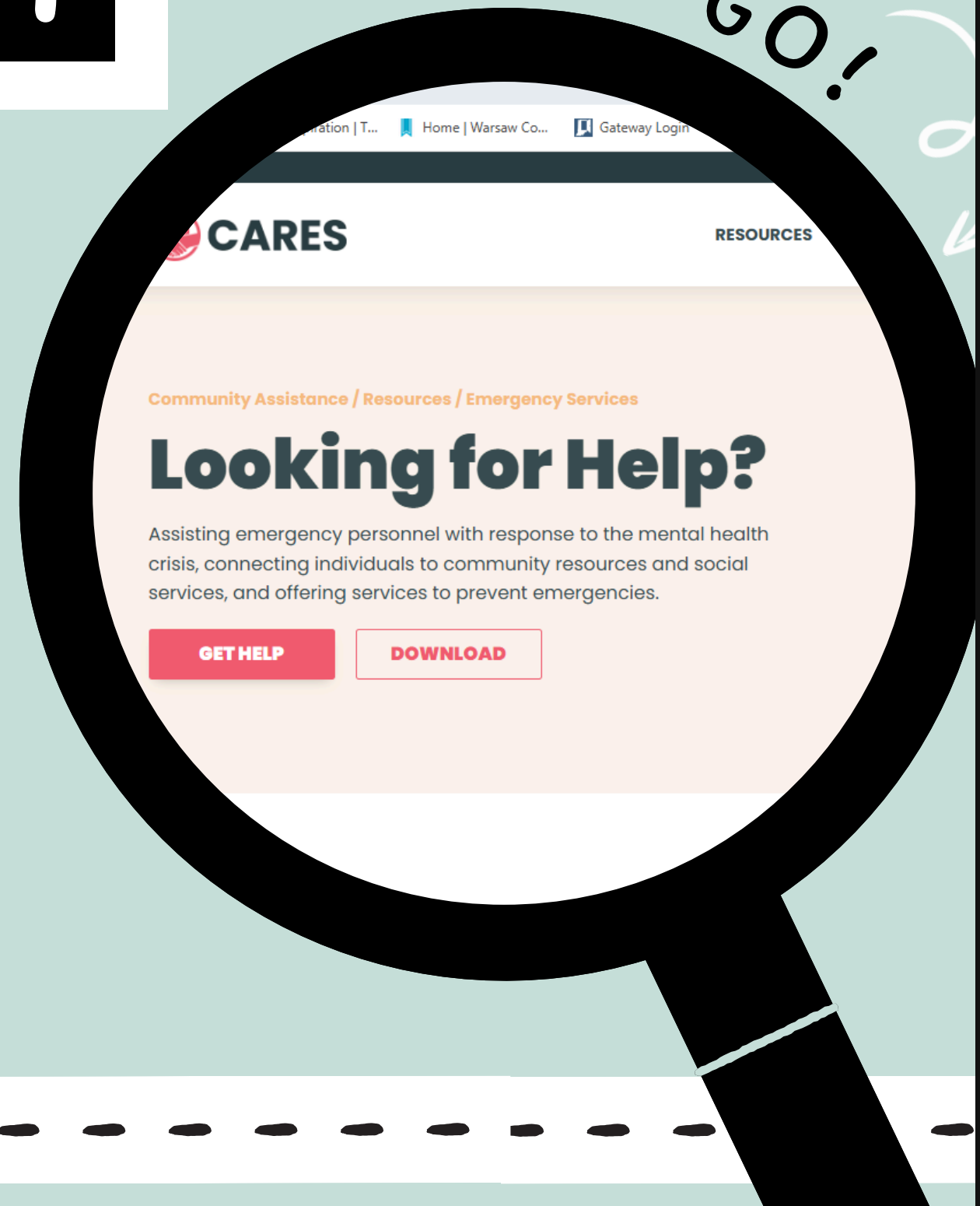


THE DISCOVERY

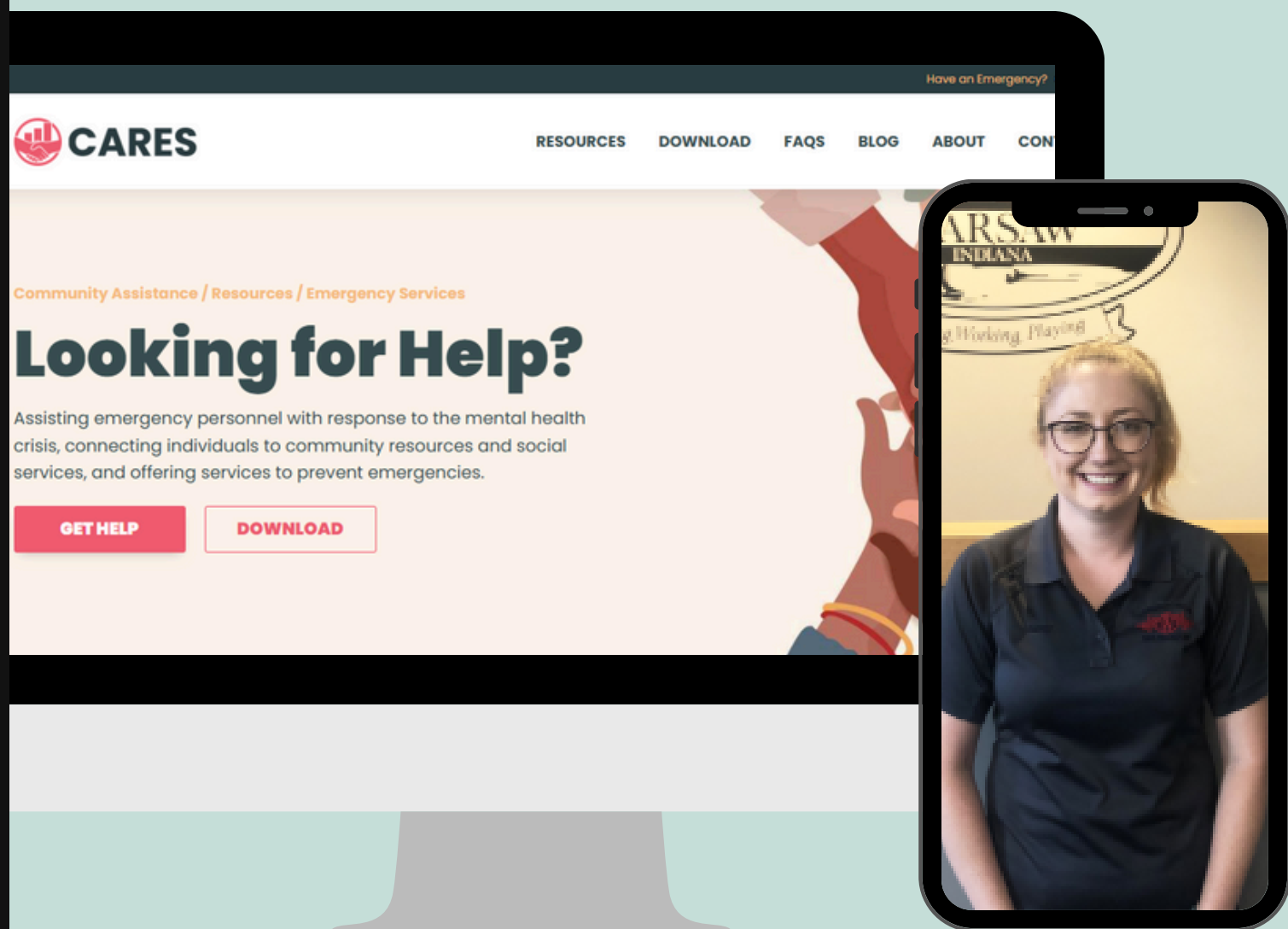
CAREResources.com contains a directory, already made just for services within Kosciusko County!

The website is a county-wide utility managed by CARES: a city-wide program that responds to mental health crises.

LET'S GO!

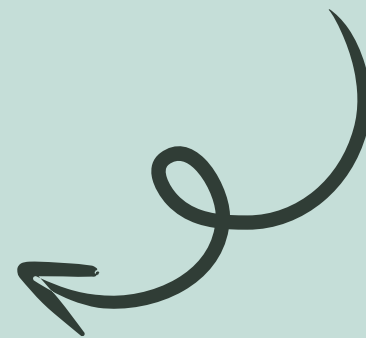


THE RESOURCE



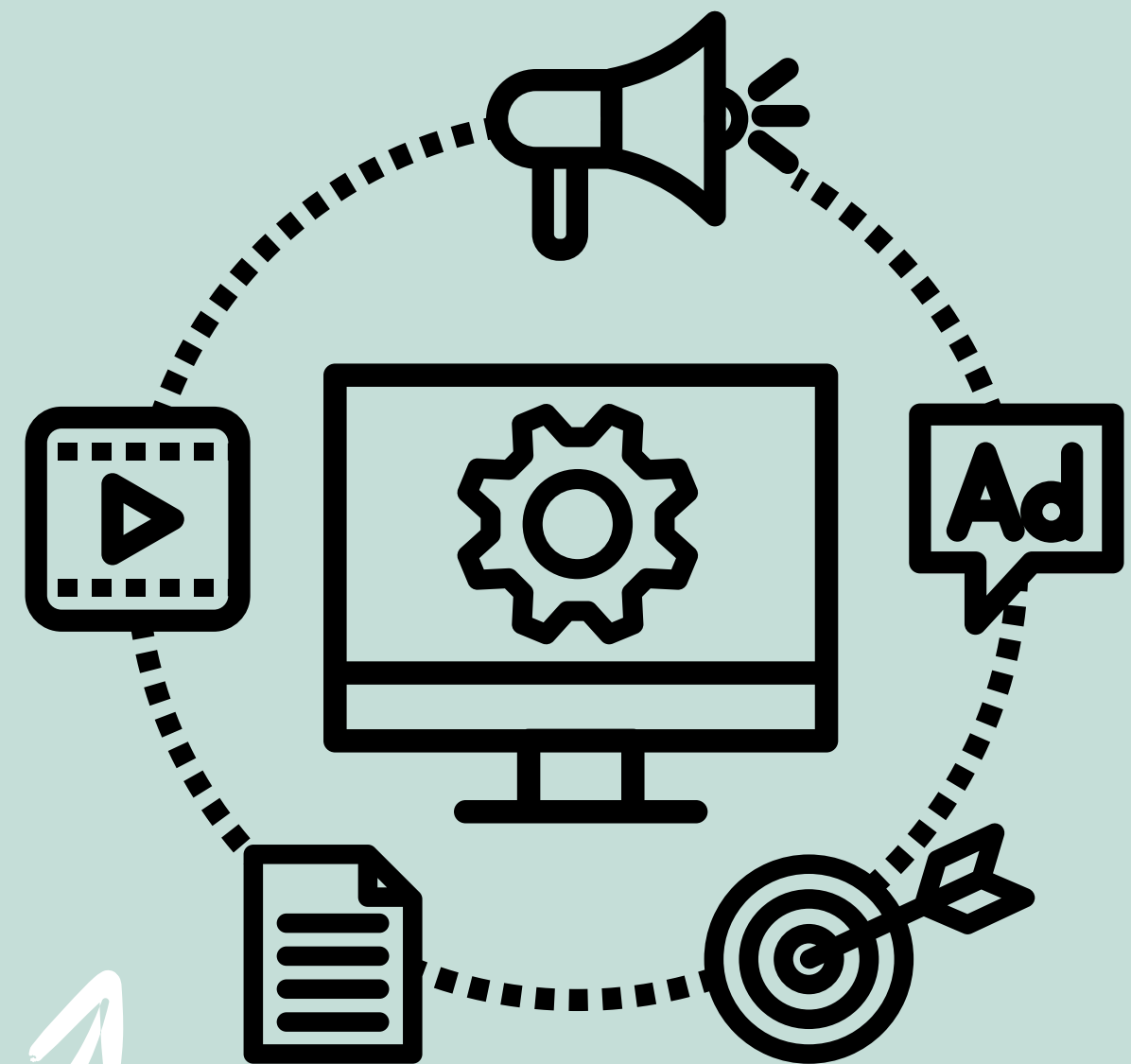
Mikaela Bixler and Karen Smith are the mighty duo behind CARES. They are busy answering calls for help within the City of Warsaw.

They accepted our partnership to support CARESResources.com and increase its county-wide impact.



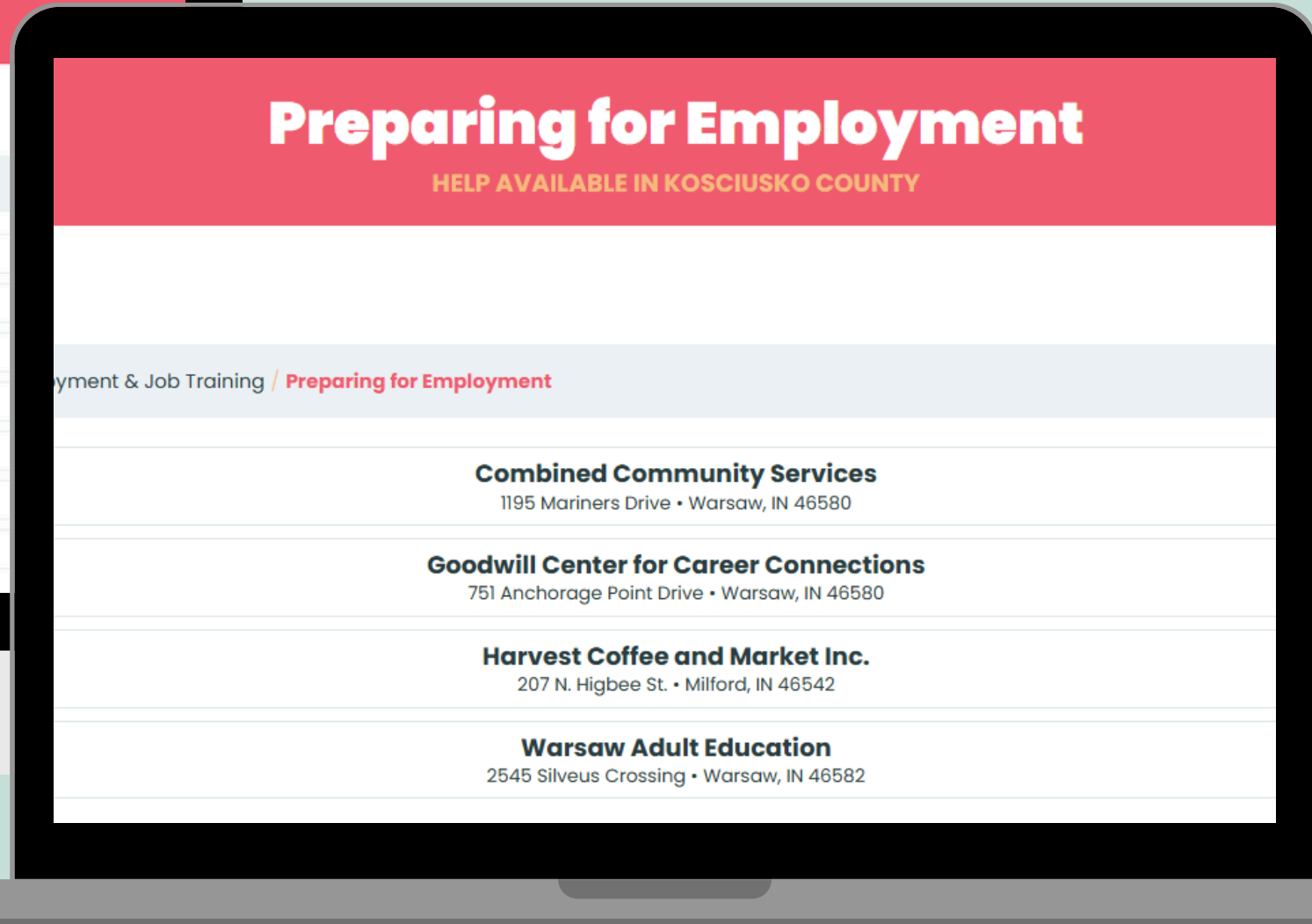
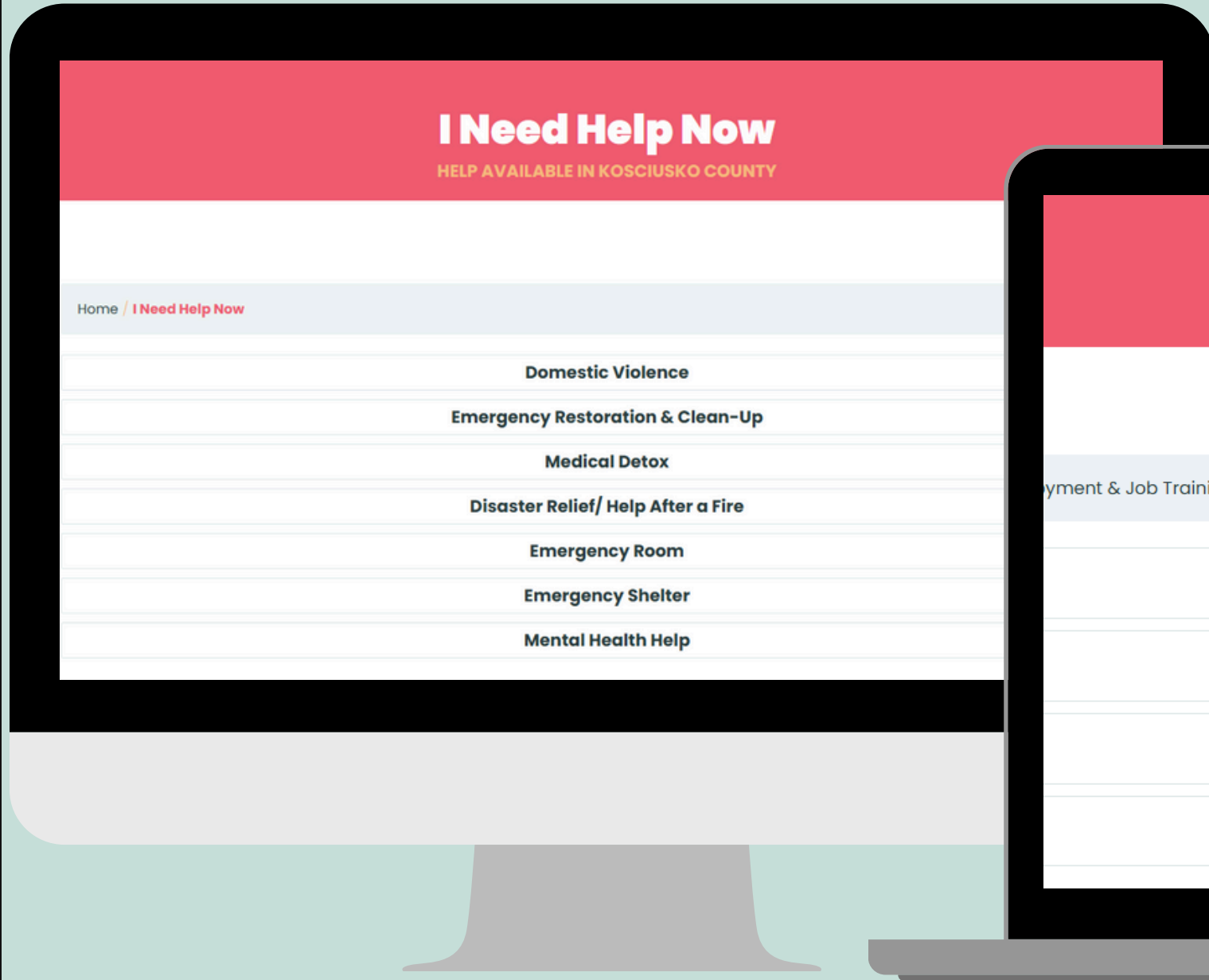
THE NEED

1. Maintain website information.
2. Provide additional accessibility options.
3. Spread awareness of the website.



THE AUDIT

Semi-annual audit provided by Ivy Tech



THE UPGRADE

Requested quotes to add
easy printing function to
the website.



THE PROMOTION

Presented a marketing plan, including recommended mediums and possible target locations.



- 10 Coffee Shops: 5 Warsaw, 2 Syracuse, 2 North Webster, 1 M...
 - Restroom Door Flyer
 - Window Cling
- 6 Public Libraries: Warsaw, S...
 - Community Bulletin
 - Restroom Door Flyer
 - Website Link
 - Window Cling
- 4 Chambers of Commerce: K...
 - Newsletter - Business
 - Website Link
- 69 Nonprofits
 - Flyer
 - Business Cards
 - Website Link
 - Window Cling
- 134 Churches
 - Community Bulletin
 - Business Cards
 - Restroom Door Flyer
 - Website Link
- 2 Colleges: Grace College and Ivy Tech Warsaw
 - Community Bulletin Board Flyer
 - Business Cards
 - Restroom Door Flyer
 - Website Link
- 3 School Systems: Warsaw, Wawasee, and Whitko...
 - Website Link
 - Teacher Packets
- 2 Hospitals: Lutheran and Parkview Kosciusko
 - Business Cards
 - Website Link
 - Window Cling
- Parks:
 - Restroom Door Flyer
- 3 YMCAs: 2 Warsaw and 1 North Webster
 - Community Bulletin Board Flyer
 - Restroom Door Flyer
 - Window Cling

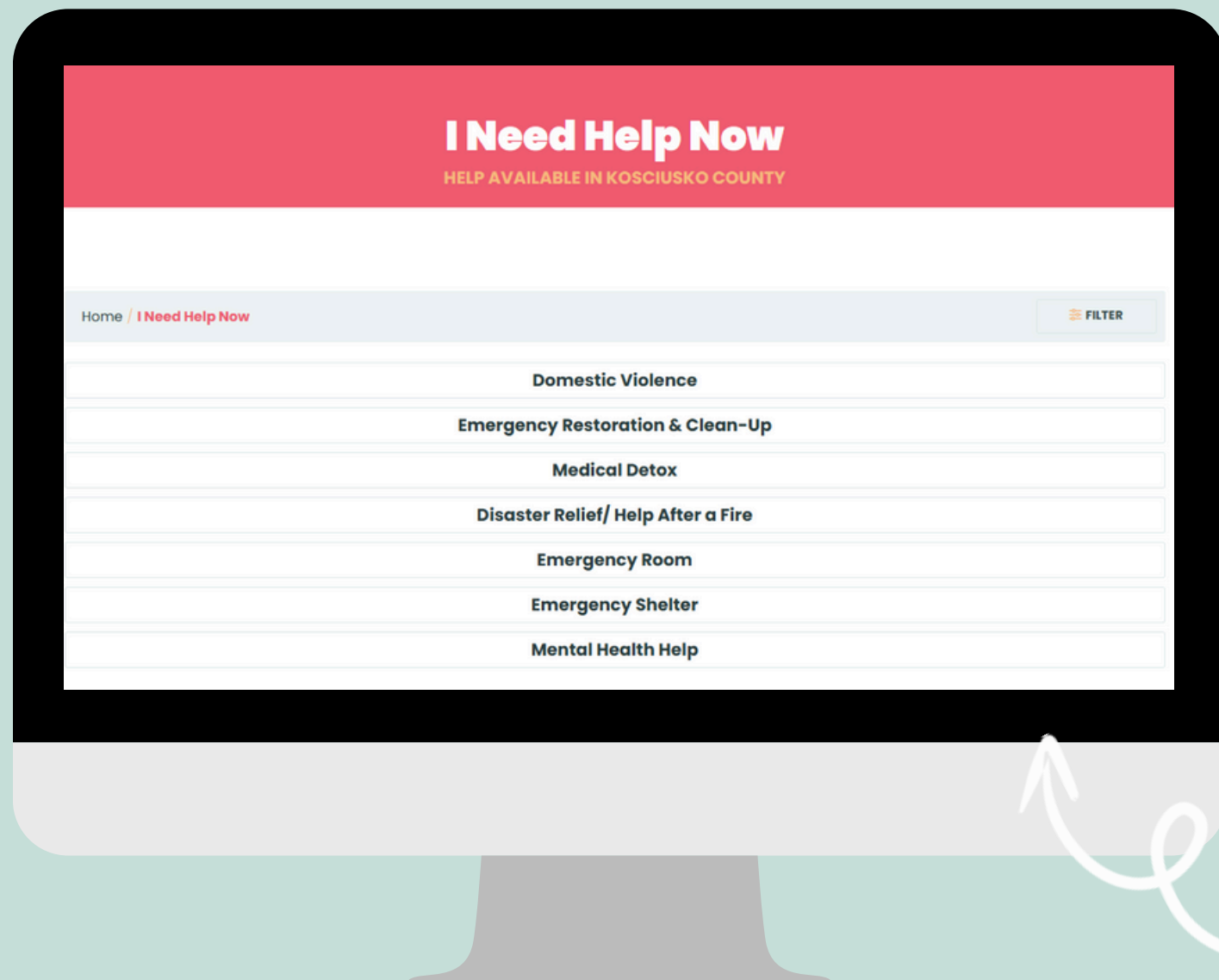
PHYSICAL					
Window Cling (5"x5")	50	\$339.99	Vistaprint	One time	Partner Bus/Orgs
Window Vinyl Decal (5"x5")	50	\$460.00	Vistaprint	One time	Partner Bus/Orgs
KCVB Outdoor Sign (1-2 weeks)	1	\$0.00	KCVB	Quarterly	Kosciusko County Visitor Bureau
Billboard	1	\$375/mo	Eagle Advertising	Semi-annually	Kosciusko County
AUDIOVISUAL					
1-min CARES Video	1	\$0.00	TBD / CARES	As needed	Social Media, Provider Social/Web
Social Media Share Challenge	1	\$0.00	CARES	Annually	Social Media
Kosciusko Chamber Video	1	\$0.00	Kosciusko Chamber	Annually	Social Media
Chamber e-newsletter	1	\$25/wk	Kosciusko Chamber	Semi-Annually	Chamber Email List
Chamber Podcast - In the Loop	1	\$0.00	Kosciusko Chamber	One time	Chamber Website
Radio Interview	1	\$0.00	Kensington Media	Semi-Annually	1480 AM , 99.7, 103.5, 107.3 FM

THE SHARE

Grant money was requested to provide window-clings to present in local businesses.



THE NORTHERNOR



Availability, accessibility, and visibility are priorities.

The award would support web hosting fees, buying new website features, and additional marketing.

THE BEGINNING



We hope this is just the beginning of increasing awareness and access to a vital local resource.

