



## **"Revive Your Energy While Helping a Journey" Campaign**

### **COMPANY OVERVIEW**

#### **Internal Environment**

Wrigley Coffee is dedicated to empowering people and community through the coffee industry. The focal point is to counteract homelessness by providing services focused on trauma-informed employment and hands-on training to families and individuals through a coffee business. This allows for a smoother transition from a life of unstable circumstances to an opportunity for a stable life for participants.

Wrigley Coffee also offers mentorship and networking opportunities outside of the coffee and customer service industry. This develops parents' skills to become well-rounded and prepared for a multitude of industries.

#### **Public Perception**

Wrigley Coffee is mainly seen as a local coffee space to enjoy a beverage while relaxing or getting work done but fosters a community space through their tight-knit team. This organization has a reputation of being a multi-service coffee shop that empowers community while helping those in need, which is something a general audience doesn't pick up at first glance.

#### **External Environment**

The homelessness crisis is very prominent in the Los Angeles County area and is always a topic of discussion for residents and those new to the area. Many are always in support of social justice for those in need, but Wrigley Coffee is firstly known for their coffee at first glance and not widely known for their work in social justice. Many usually expect the conversation through bigger organizations and government funded programs, and smaller organizations such as Wrigley Coffee can be overlooked because of that. Additionally, funding to social enterprises with non-profit programs can be limited with a downturn in economy, so people will rationalize how much to donate and who to donate to.

Although the mix of coffee shops and social issues is not widespread in Southern California, Wrigley Coffee has Toms Roasting Co. and Rosebud Coffee as some of their competitors with similar social work and goals. Other competitors include general non-profit organizations for homelessness residing in the Long Beach area such as GP Carepackages and Blankets of Love, Long Beach Homeless Coalition and House of Haven.

The main supporters and partnership of this organization is Partner with Family Promise of the South Bay which is a non-profit organization. Other supporters include Grow with Google, the City Church of Long Beach, individual donors and the local neighborhood community.

The issue might affect possible donors, partnerships and residents of the Long Beach area.

### **Public Relations Issue**

Wrigley Coffee has a main partnership with Family Promise of the South Bay which is how they generated most of the donations. This partnership is also an extension for Wrigley Coffee since the owner, Andrew Nishimoto, is executive director at Family Promise.

Wrigley Coffee faces a lack of diversified donations toward their organization because of it being in its early stages of launching as a social enterprise coffee shop and not being widely known. This is an opportunity to reach multiple types of donors, but also can be challenging since they are starting from a small-scale to build wide support for their mission.

## RESEARCH

### Wrigley Coffee Website

Wrigley Coffee's website is very clean and consistent throughout their pages and sections. Their tone and message are clearly conveyed and it's easy to follow along with their mission. The contact section allows for a personalized touch and fosters community and Wrigley links all their social channels, making everything coherent. A lack of a blog section or a newsletter limits Wrigley to foster deeper relationships for their community of supporters. Additionally, a limitation of examples of how their work has changed the lives of families is an missed opportunity to put an visual perspective to new supporters and donors.

### News Media Analysis:

News media outlets understand Wrigley Coffee's mission and purpose toward the coffee shop. Outlets emphasized this coffee shop's services, training programs and specific ways they help like mentioning the "trauma-informed training." Additionally, the owner was consistently positioned in articles and examples of people they have helped were highlighted. Since this coffee shop has only been around for a couple of years, there is limited media coverage, and the content lacks a call to action toward supporters and donors.

### Demographics:

#### Primary Publics:

- Donors, non-profit organizations, young adults, college students, local residents and adults with careers
- Ages: Young Adults (18-26), Adults (26-65)
- Gender: Male and Female

#### Secondary Publics:

- Partners, other coffee shops and news media outlets
- Ages: Adults (26-65)
- Gender: Male and female
- Occupations: Mostly people with developed careers or business owners

### Best Communication Channels for Outreach

To leverage recognition from supporters and donors, Instagram, Facebook and the Wrigley Coffee website will be used.

## KEY PUBLIC

### Donors in the Los Angeles County Area (17 to 66)

Donors for Wrigley Coffee usually include people 25 and up in the local Long Beach area. By expanding age groups and the area covered, Wrigley Coffee may be able to gain smaller but frequent donations over bigger and scarce donations.

## GOAL AND OBJECTIVE

### Goal

To expand Wrigley Coffee donations and foster reoccurring donors for their social work toward reliving family homelessness and fostering sustainable careers.

### Objective

To have 1,500 donations and 75 reoccurring donors within 8 months of releasing the "Revive Your Energy While Helping a Journey" campaign.

## KEY MESSAGE

Revive Your Energy While Helping a Journey: With every cup of coffee Wrigley Coffee makes, homeless families and individuals find their journey toward stable employment and housing.

### Who will deliver the message?

CEO of Wrigley Coffee

Recipients of program

## TACTICS

### Tactic #1:

Utilize personal stories from recipients who have benefitted from Wrigley Coffee's social impact.

### Tactic #2:

Implement a fact sheet about how Wrigley Coffee uses their donations and how exactly they can help.

#### **Tactic #3:**

Collaborate with flea markets for future events and use their platforms to deliver Wrigley Coffee mission and donation goals.

## **EVALUATION**

### **Tactic Evaluation**

Track growth in the number of donations and occurring donors by comparing it to previous donations.

### **Message Evaluation**

Conduct an online survey to understand the audience's perception toward Wrigley Coffee's message and "Revive Your Energy While Helping a Journey" campaign purpose.

### **Communication Strategy Evaluation**

Track Wrigley Coffee's social media and website analytics by a clickthrough rate (CTR) of the donation link, when mentioning the organization's mission and donation content.

## APPENDIX/TOOL KIT

### Sample Personal Story

**Wrigley**  
COFFEE

Home About Book A Room Events Donate

f y i

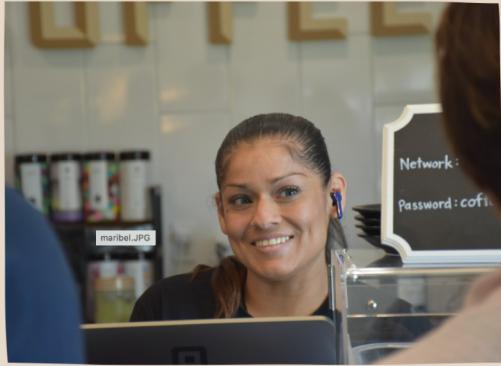
### Meet Maribel Reyes

Maribel Reyes found herself with the feeling of uncertainty every single day as she scraped by to help her family. Reyes is one of the employees at Wrigley Coffee who is apart of the non-profit program to help homeless families with income and housing.

Her journey started when she got removed from a rental in Carson. With no time to think, Reyes had to find quick solutions by living in her car with her family, couch surfing and sleeping in motels when possible. Through her struggles, she found resources for homelessness to be difficult to obtain since there were certain requirements she couldn't meet.

"It was hard to get by and I lost hope for a bit. That was until I was accepted by their [Wrigley Coffee] program," says Reyes.

Through our program donations, Reyes found the stability she needed. Reyes remembers the smile on her families face when she told them about the great news. The program slowly



[Donate](#)

## Sample Donation Fact Sheet

# How Your Funds, Fund Others

Revive Your Energy While Helping a Journey

**Wrigley**  
COFFEE

Wrigley Coffee continues to give employment opportunities for people and families who struggle with housing.

Wrigley intends to provide a safe space for growth through professional development and garnering skills meant for stable careers with what we know best -- our coffee to our local community.



## Our Program

### Our program includes:

- 12 week Career coaching
  - Participants learn resume development, workforce communication and interviewing.
- Hands-on training
  - Initial barista training and work etiquette.
- Ongoing mentoring and networking opportunities
  - Additional help provided beyond the 12 week program.

### Donations received are divided by:

- 12 week Career coaching: 45%
- Hands-on training: 20%
- Ongoing mentoring and networking opportunities: 20%
- Outreach and Events: 15%
  - Additional financial support is funded by Wrigley Coffee sales profits.

## About Us



## How It's Divided



## Join Us!

Join us in propelling Wrigley Coffee's ability to support those facing homelessness and providing a sustainable career.

Because when you revive your energy, you help a journey!

Link in bio for more information.

## Sample Collaboration Instagram Post for 562 Flea Market Page



# **Sample Press Release about Wrigley Coffee's "Revive Your Energy While Helping an Journey" Campaign to Street Markets (562 Flea Market)**

**Wrigley Coffee**

**437 W Willow St, Long Beach, Calif. 90806**

Media Contact:

[Insert Communications/PR Specialist Name]  
[Company Name]  
[Company Phone Number]  
[Email]

## **FOR IMMEDIATE RELEASE**

### **Wrigley Coffee Will Start to Grow Donations for its Non-Profit Programs by Participating in the 562 Flea Market**

[CITY, STATE] – [Date] – Wrigley Coffee will showcase their coffee and organizational purpose at the 562 Flea Market at [Location/Area] on [Date/Time]. The 562 Flea Market features various vendors who specialize in food, drinks, vintage clothing, specialized dog treats, custom art and much more.

Wrigley Coffee is committed to helping families and individuals who face employment and housing hardships which fosters community and growth. For the first time, Wrigley Coffee is expanding their “Revive Your Energy While Helping a Journey” campaign to street markets like 562 Flea Market, to gain new supporters, donors and recurring donors for their cause. The “Revive Your Energy While Helping a Journey” campaign will feature a specialized menu tied with specific programs attendees can pick and support from.

The 562 Flea Market has an admission fee of [Price] and can be paid at the time of arrival. 562 Flea Market’s location will have a parking lot available to attendees based on first come and first serve.

-more-

## Sample Press Release – Continued

Wrigley Coffee's Expansion to Street Markets – Page Two

[Quote from CEO or executive director of Wrigley Coffee on their excitement of the expansion to street markets]

Wrigley Coffee is a social enterprise organization with non-profit roots to help homeless families and individuals seek security through job opportunities and housing options. This organization seeks to assist by providing trauma-informed professional development and training. Wrigley Coffee provides an initiation 12-week training period when first becoming a member into the program. With hundreds of people facing homelessness and a housing crisis, Wrigley Coffee wants to stay dedicated to alleviating the pressure of economic turmoil on people who weren't met with ideal circumstances. Andrew Nishimoto, the founder and CEO of Wrigley Coffee wants to continue growing the community and give people a chance to become a part of it.

Locals residents, companies and individuals who enjoy Wrigley Coffee are encouraged to help and support toward their mission. They can get involved by providing funds directly to Wrigley Coffee or spread the word about the cause.

If any questions, comments, or concerns arise, Wrigley Coffee can be reached at [Phone Number]

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