

## 2011 Community Projects

### Asian Pacific Network of Oregon

The EDI Team partnered with APANO to review their membership process and to provide strategies for increasing membership. By conducting focus groups, surveys, telephone interviews and house parties, the team was able to create a comprehensive implementation plan with specific strategies and tactical actions that APANO can use to improve their processes and systems around membership. In addition, the team assisted APANO with raising \$1,800 at the house party held to increase awareness about the organization.



### Casa Latina



The objective of the EDI team project was to provide Casa Latina with an organizational analysis and strategic communication plan on how to convert their employer base into donors. The team conducted industry research and was able to provide recommendations on how to cultivate potential donor relationships and utilize organizational resources. A marketing plan was also provided that will assist Casa Latina with cultivating relationships to convert employers to donors.

### Kin On

The EDI Team partnered with Kin On to help strategize an effective way to establish their hospice program to the greater Seattle Korean community. Kin On was also looking to increase awareness and understanding of hospice care to Korean families. The team was to gather demographics on the Korean community in the different counties and cities surrounding Seattle, find out the current perception and attitude towards hospice care by the Korean community, and research the best marketing approaches to advertise Kin On's hospice program to that community.



## Micro Enterprise Services of Oregon



**MESO**

Micro Enterprise Services of Oregon

The team's objective was to support MESO in their marketing efforts by developing a blue print of a Marketing Tool Kit. Marketing assets in the Tool Kit were designed so it could be utilized in multiple occasions and mediums (press, web, print, etc) and to have a long shelf life. The team analyzed the current organizational and marketing strategy to design the blue print and delivered to MESO one of the marketing assets in the Tool Kit.

## Morning Star

The EDI team assisted Morning Star by providing a marketing plan package to be used for their November 2011 event as a pilot project. This plan included the following components:

1. Advertisement plan and social media strategy
2. Corporate, philanthropic, foundation and individual sponsorship
3. Financial analysis/forecast and additional fundraising venues
4. Collaboration with other community groups



## Nikkei Concerns



**NIKKEI CONCERNS**  
Seattle Keiro • Nikkei Manor • Kokoro Kai • Nikkei Horizons

The EDI Team collaborated with Nikkei Concerns to manage and create memorable event(s) to celebrate Nikkei Horizon's 20th anniversary. The goal of these events was to bring together program participants, their families, volunteers and staff. The Team collected donations and surveys at three events during the year: Natsu Matsuri in Bellevue, Polynesian Festival in Renton and the Aki Matsuri Festival at Bellevue Community College.

### [Not for Sale Washington](#)

The EDI Team's goal was to assist Not for Sale in developing a comprehensive plan for abolitionists to use in the community to raise awareness, address the issue of human trafficking and work with their various spheres of influence to help make their community slave-free. The Team interviewed and developed relationships with a diverse group of leaders in Everett which ranged from the Chief of Police to the Store Manager of Local commerce. Through these conversations the Team was able to gain a unique insight into the level of awareness of human trafficking and how it is affecting the Everett community.



### [South Asian Women's Empowerment & Resource Alliance](#)



The objective of this project was to work with SAWERA to put on an annual fundraiser gala where the proceeds support the entire operational cost for the year. The EDI team promoted SAWERA's event and procured donations for silent & live auction items; bundled donations and created silent auction sheets to reduce the staff resource heavy activity; volunteered to staff activities during the gala and promote SAWERA and generated and sent thank you notes to all donors within two weeks following the gala.

### [White Center Food Bank](#)

WCFB requested the EDI team's assistance to strengthen two areas of their strategic plan: 1) Development and engagement of the Board of Directors (BOD), and 2) Expansion of WCFB partnership network to recruit culturally diverse organization members. The final deliverables presented to WCFB was a Strategic Plan + Yearly Execution Plan; a document describing Board roles & responsibilities and a list of contacts of organizations/individuals that WCFB can use to procure new members.

