**Strategic Message Planner:**

**Senior S.A.I.L. and Transportation Programs**

**Advertising Goal**

To help promote the Senior S.A.I.L. program and transportation service by developing awareness in the business community.

**Client: Key Facts**

* Dumas Wesley Community Center runs the Senior Activities for Independent Living (S.A.I.L.) program and transportation service.
* Dumas Wesley is a nonprofit organization located in the Critchon community of Mobile, Alabama.
* 69 percent of the people served by Dumas Wesley are considered low income, and 95 percent of the people served are classified as a minority.
* Dumas Wesley runs mainly off government grants and contributions, and has a small income from special events and program fees.
* The Senior S.A.I.L. program has grown from helping 40 seniors in 2012 to 54 seniors in 2013.

**Service: Key Features**

**What Is the Service?**

* The Senior S.A.I.L. program offers activities Monday thru Friday, 9 a.m. to 2 p.m.
* The S.A.I.L. program serves an average of 54 senior daily.
* Dumas Wesley serves hot meals to 20 seniors at the center and 32 homebound (Crichton and Toulminville areas) seniors were meals are transported to them.
* The transportation service takes seniors to hospitals, doctor’s offices and other health facilities.
* The transportation service is offered on Mondays and Wednesdays from 9 a.m. to 2 p.m.
* All seniors are prescreened and require a 24 hour advance notice of all appointments.
* There is no set fee for the S.A.I.L. program and the transportation service, but participants are asked to make a small donation daily.
* 70 percent of the seniors who are served live alone and are dependent on Dumas Wesley.

**What is the Purpose of the Service?**

* The Senior S.A.I.L. program was created to help under privileged seniors in the Critchon community who were struggling to maintain a healthy lifestyle on their own.
* The Transportation service is run to provide those seniors with access to proper health care that would not be available to them otherwise.

**What is the Service Made of?**

* The Senior S.A.I.L. and transportation program consists of volunteers, time and donations.

**Who and What Made the Service?**

* Dumas Wesley Community Center (DWCC) was founded in 1903, by the United Methodist Women.
* The Senior S.A.I.L program is a federally funded program offered through Dumas Wesley Community Center.
* Dumas Wesley created the transportation program in 1994.

**Target Audience**

The target audience for this ad is businessmen and businesswomen. These individuals are established in their career and are typically middle-aged from 30-60 years old. The target audience is concerned about their community and they want to give back. They make enough income to give charitable contributions. They attend community events and are highly involved.

Members of the target audience lead busy lives. They enjoy giving donations, but take comfort in knowing where there money is being used. These individuals may also have a personal desire to care for the underprivileged, in particular the senior citizens.

They target audience may also include corporate businesses. These companies are typically mid-sized to large businesses that employ anywhere from 100-500 people. These companies have a focus on community relations. This department works with nonprofits and events in the community to create a good face for their business by providing donations and / or volunteers.

**Service Benefits**

* Donors can see improvements in the Senior S.A.I.L and Transportation program.
* Donors have the ability to see where their donations are utilized.
* Donors receive personal satisfaction for helping others.

**Direct Competitors and Service Images**

Direct competitors are local senior facilities and transportation services.

* Mobile Regional Senior Community Center (MRSCC): The target audience may not know that Dumas Wesley Community Center has a senior living program, and may be more inclined to donate to one that’s title is more obvious.
* The Wave Transit System: The target audience may not think the transportation program is entirely necessary, with the Wave Transit System offering generous discounts for senior citizens.
* Via! Health, Fitness, & Enrichment Center: The target audience may see Dumas Wesley as a community center offering food and support, but not providing these seniors with an example of a healthy lifestyle.

**Indirect Competitors and Service Images**

* Taxi services: The target audience may think that seniors need to transport themselves and that having a transportation program may not be entirely necessary.

**Service Brand Image**

* Current brand image: The target audience believes that someone else will donate to the program or that their donation might not do anything.
* Desired brand image: Senior S.A.I.L. program and transportation programs help an increasing amount of seniors in the Mobile area with a decreasing amount of funds.
* Brand image challenge: The target audience may not know that Dumas Wesley has a Senior S.A.I.L. and transportation program.

**Strategic Message: The Promise**

* Senior S.A.I.L. program and Transportation Service will show face results of where donations and time will be spent.

**Supporting Evidence: The Proof**

* Statistically, more seniors are participating in S.A.I.L. program.
* In 2013 the transportation program made 450 trips to local health facilities.
* 74 seniors benefited from this program in 2013.
* In 2013 the Senior S.A.I.L. program participants traveled to numerous places along the Gulf Coast, including the Florida Naval Air Museum and the Whales West Train Depot in Summerdale, Ala.