

# KING URBAN LIFE CENTER

COM 650 - FINAL PRESENTATION

Aidan Ricotta, Alexandra Pucci-Schaefer, Jordan Wethington



KING URBAN  
LIFE CENTER

# Executive Summary

KULC is a non-profit serving youth & families on Buffalo's East Side

Operates inside St. Mary of Sorrows Church

Key issues identified:

- Inconsistent branding
- Low social media activity
- Outdated materials
- Limited visibility

Our plan strengthens brand identity, digital engagement, partnership & awareness



# Organizational Overview

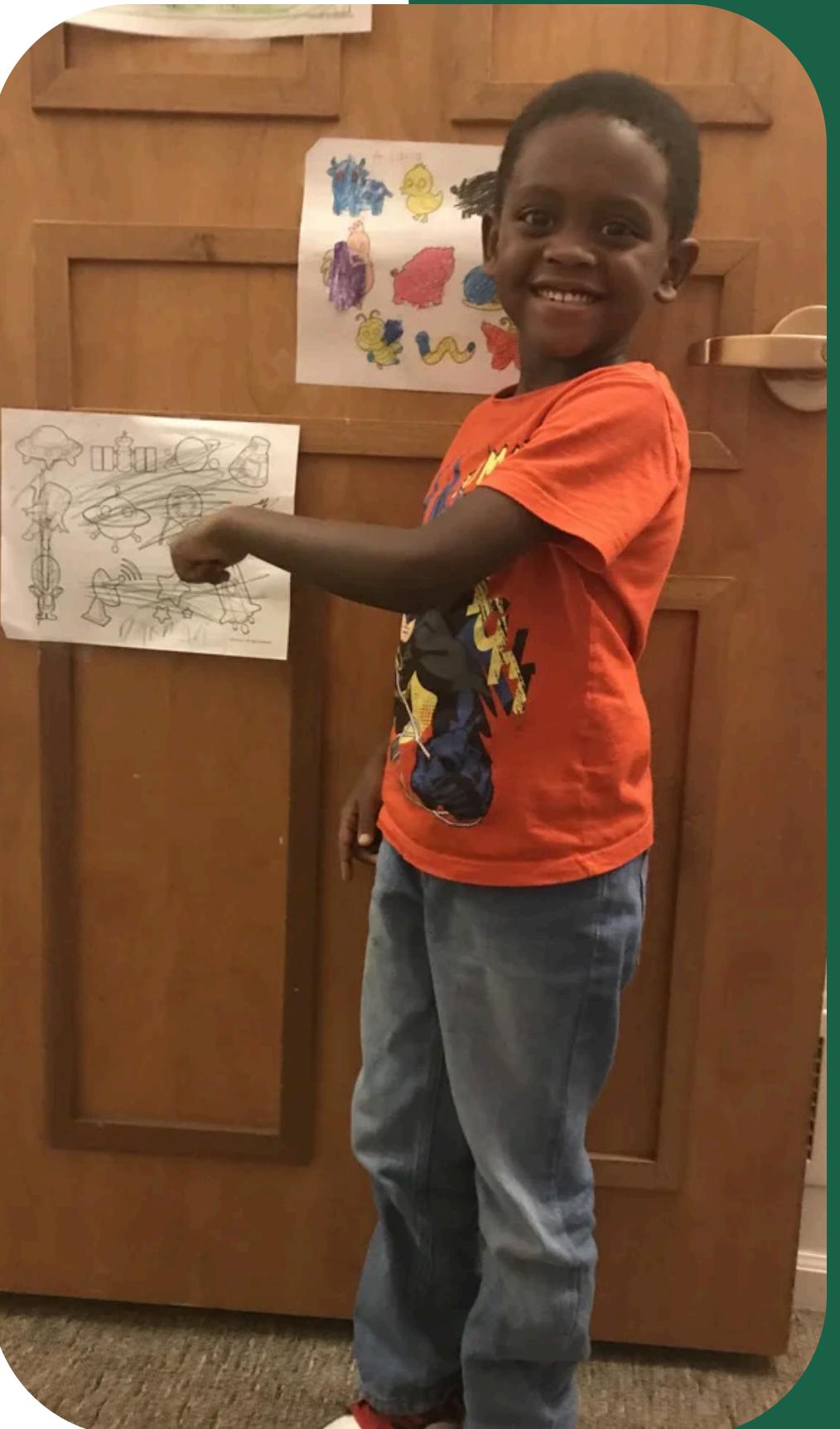
Non-profit organization, serving families for 20+ years

Programs include: ParentChild+, STEAM after-school, cultural enrichment, summer camps

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Strong Community ties but low awareness among youth

**Mission:** Community education & historic preservation



# SITUATION ANALYSIS

## INTERNAL

Historic building with a 99 year lease.

Long term stability ✓

Staff turnovers can result in inconsistent communication

Need up to date website, materials, and branding

Impacts public perception, reliability, & outreach success



# SITUATION ANALYSIS

## EXTERNAL

Serves immigrant & low-income families

Competes with large, well-funded organizations  
(YMCS, Say Yes to Buffalo)

Buffalo revitalization presents partnership opportunities

Community recognizes the church building but not the programs within it



# KEY PUBLICS

## Primary

Parents & families  
in low income and  
immigrant  
neighborhoods

## Secondary

Local schools,  
educators,  
donors,  
volunteers, media

## Third

City leaders,  
common council,  
business  
sponsors

## Enablers

Schools, partner  
organizations,  
local media, city  
initiatives

# Vision for Success

Make KULC a household name on Buffalo's East Side

Shift perception from "historic building" to "active education hub"

Improve community understanding, participation, and partnerships

Build recognition through consistent messaging and increased visibility



# GOALS & OBJECTIVES

## Goal 1

Increase awareness and brand recognition

## Goal 2

Strengthen digital engagement

## Goal 3

Increase program participation (from 25 → 60 students per year)

## Goal 4

Expand donor support (target: 25% increase)

# Proactive Strategies

## Strengthen digital visibility & brand consistency

- Updated templates, logos, unified messaging

## Meet families where they are

- School visits, community events, flyers

## Human-Centered Storytelling

- Student spotlights, testimonials, day-in-the-life content



# Reactive Strategies

Adjust outreach based on engagement trends

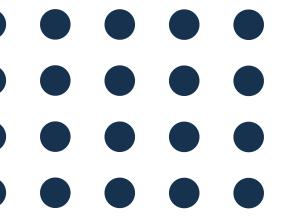
Shift messaging or targeting publics when necessary

Respond quickly to digital trends and questions

Clarify branding if confusion arises due to historical or staff change factors



# Messaging Strategy



## Unifies themes:

- “A place where youth grow academically and socially”
- Accessibility: Free & low cost programs
- Community pride and cultural enrichment
- Historic preservation with modern purpose

## Channels

- Flyers, website, social media, in person outreach



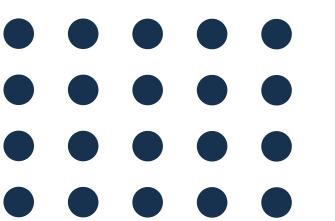
# Media Strategy

## Digital

- Instagram and Facebook as primary platforms
- Monthly posting calendar
- Reels, videos, branded templates

## Community Media

- Buffalo News, WGRZ, local radio
- Feature stories, event invitations



# TACTICS

## Interpersonal Communication

- **Family Fun Fridays**

Monthly events January - March  
Total budget: \$300

- **School Visits**

Twice a month January - May  
\$150 printing/transport

- **Clean Sweep & Community Events**

April - June  
\$100 cost



# TACTICS

## Organizational Media

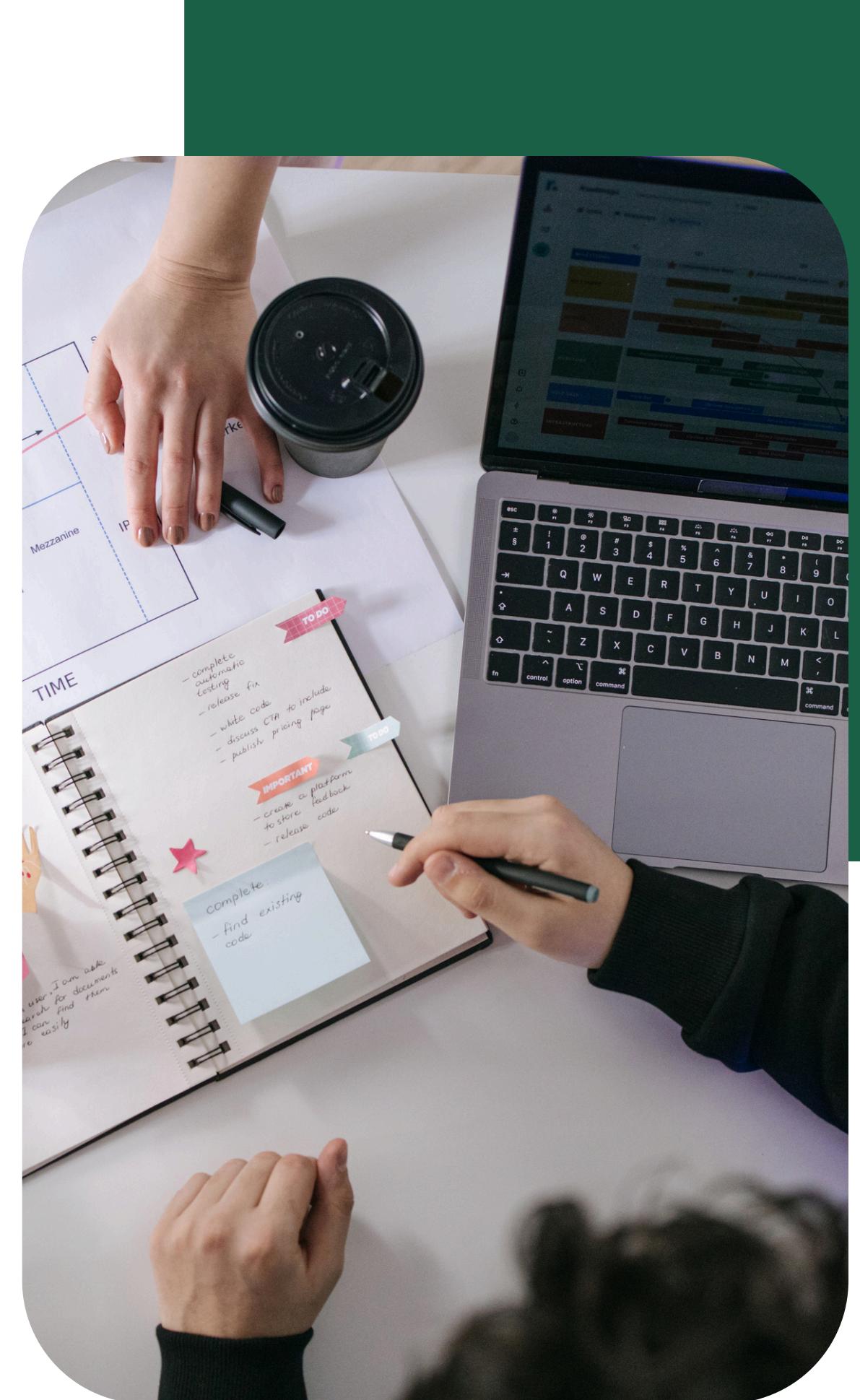
New internal media kit

- Brochures
- Flyers
- Forms
- Templates
- Brand guide

Monthly newsletter (internal & external)

Staff communication training (quarterly)

Digital internal resource hub for brand consistency



# TACTICS

## News Media

Branding launch announcement

Monthly story pitches to local media

Gala media coverage

Spring media open house

Budget: \$100-\$500 depending on event



# TACTICS

## Advertising

### Social Media Ads

\$1,500 over six months

### Bus Shelter/Community Board Ads

\$200 in March

### Google Search Ads

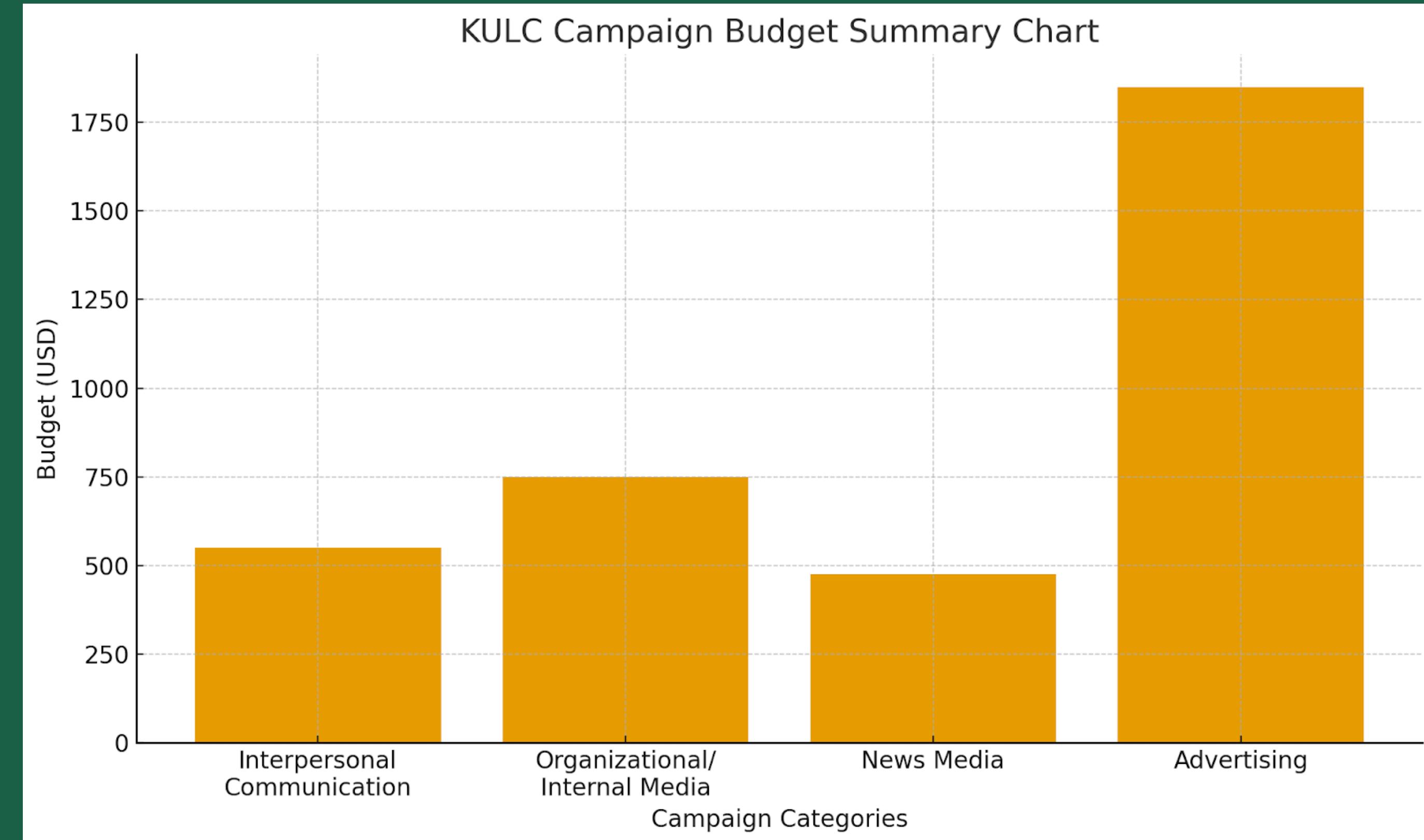
\$150 (March-April)

Target:

Families within 10-mile radius of East Side



# Budget Overview



# Evaluation

## Awareness

Pre- and post- campaign surveys

School partners & family feedback

Event attendance tracking

Flyer distribution and outreach reports

## Digital Engagement

Instagram & Facebook analytics

Follower growth, post reach, engagement rates

Performance of storytelling content



# Evaluation continued...

## Participation

Enrollment numbers for after school programs, camps, Family Fun Fridays

Comparison to previous years

Tracking returning vs. new families

## Donor & Partnerships

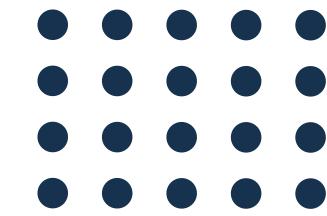
Donor contribution reports

Tracking new & returning donors

Partnerships formed: business, schools, churches



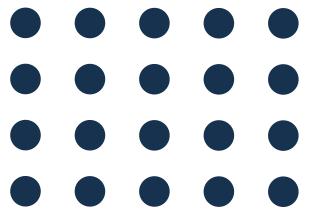
# Conclusion



- KULC has strong roots, but visibility gaps limit impact
- This communication plan builds
  - Stronger brand identity
  - Larger public awareness
  - Increased program participation
  - More robust partnerships and donor support
- With consistent messaging and outreach, KULC can reinforce its role as a trusted community education hub on Buffalo's East Side



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# THANK YOU

