

KING URBAN LIFE CENTER

COM 650 - FINAL PRESENTATION

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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 identifies:

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- Outdated materials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

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



Organizational Overview

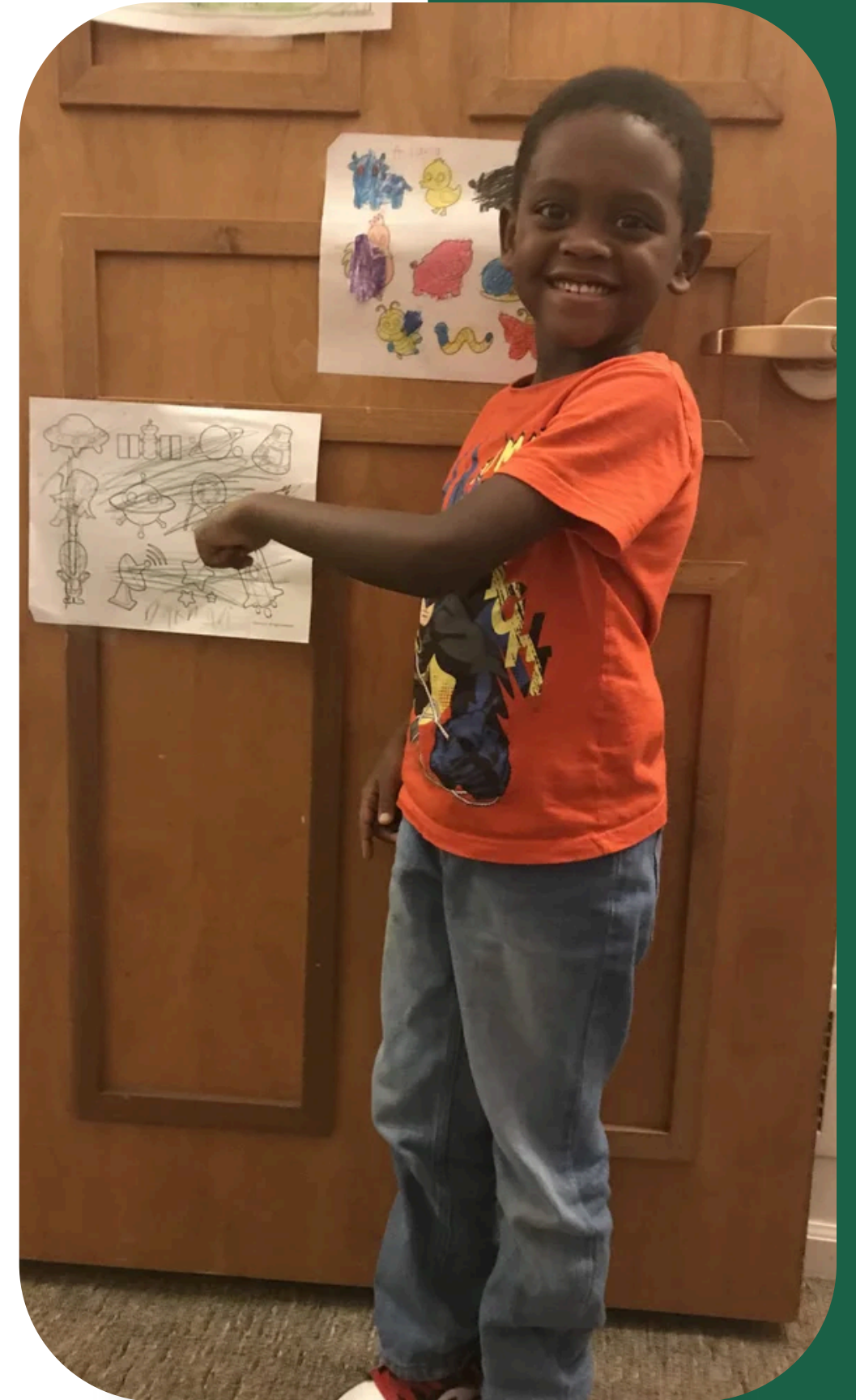
Non-profit organization, serving families for 20+ years

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

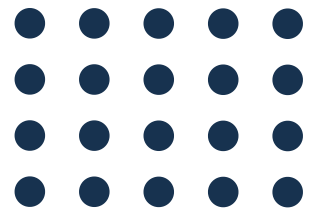
Shift messaging or targeting publics when necessary

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



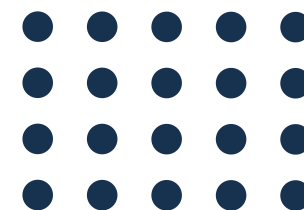
Media Strategy

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

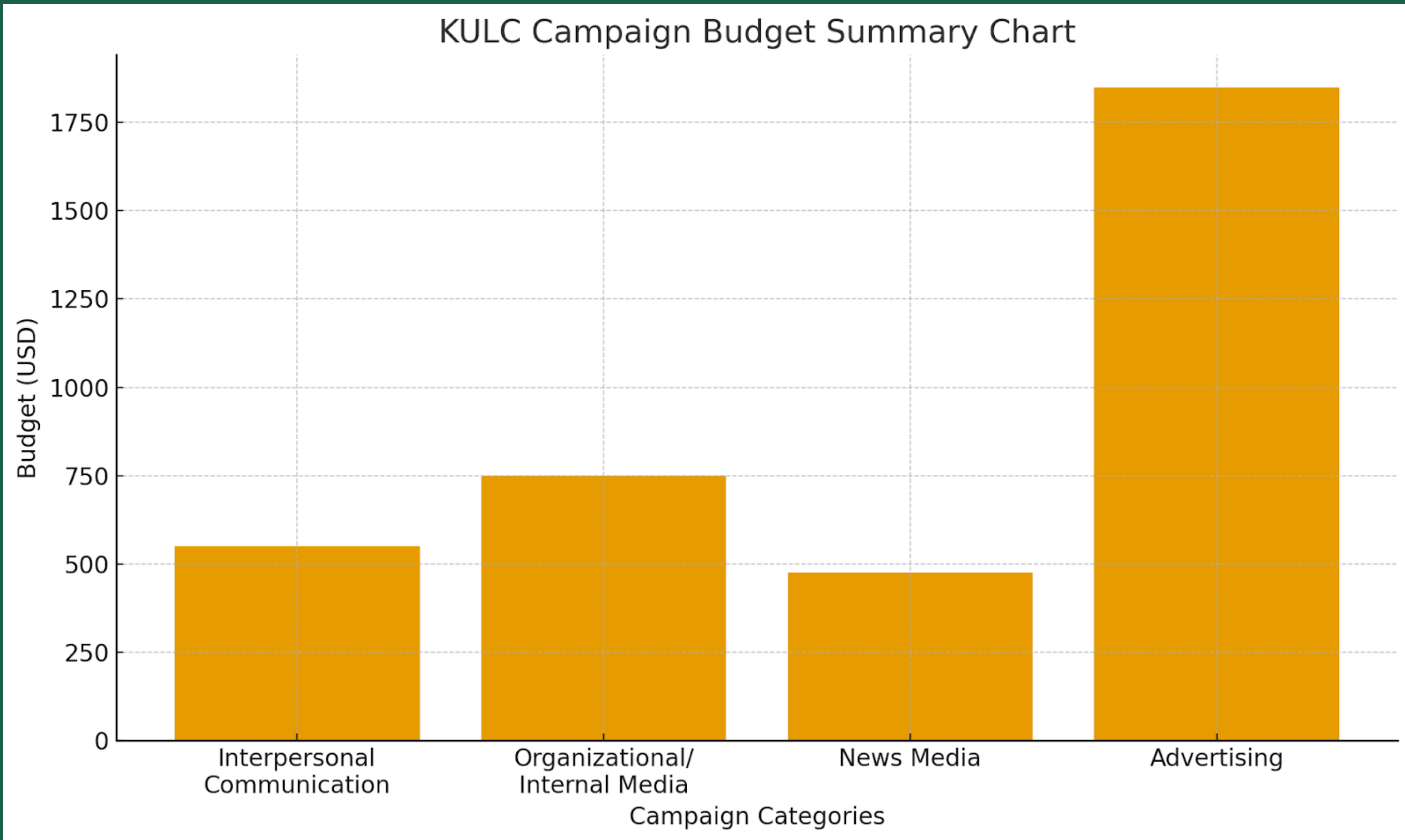
\$150 (March-April)

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

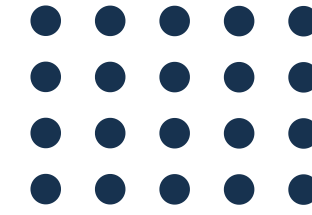
Donor contribution reports

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
 - Larer public awareness
 - Increaased 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

