

Wonderspring Early Education

Organization Summary

Wonderspring Early Education is a non-profit organization that offers high quality early education and childcare services to children and families in the Greater Philadelphia area. The company has several early learning facilities throughout the region. They're staffed by qualified teachers who provide curriculum to support children's learning and set children from six weeks to five years old up for success in school.

Wonderspring's mission is to provide children with a safe and nurturing environment that promotes development and lays the groundwork for lifelong learning. The organization's early education programs are created to encourage social, emotional, physical, and cognitive development through play-based learning activities tailored to the child's individual needs (Wonderspring, 2022). Wonderspring also offers parenting education and support services to families. They believe tools and assistance for parents and caregivers is important because they play a crucial role in a child's upbringing.

Wonderspring is accredited by the National Association for the Education of Young Children (NAEYC) and is also a member of the Keystone Stars program, which is Pennsylvania's rating system for early education companies.

Situation Analysis

We developed a SWOT analysis to better understand the standing of Wonderspring Early Education.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Qualified staff members who are trained in early education	Limited geographical reach (branch buildings only located in Philadelphia)	High demand for early education services = opportunity for expansion	Competition with contiguous early education providers in Philadelphia
High quality programs	Limited age range services (only accept six weeks old – five years old)	Partnerships with other local businesses for aid	COVID-19 challenges and its impact on caregivers and families
Officially recognized by the NAEYC & Keystone Stars	Limited funding + resources = budgeting school supplies, food, utilities, etc.	Fundraising, grants, and donations are all opportunities to gain public awareness	Government policy fluctuation that could impact funding + requirements
Positive reputation and feedback on website from past and current clients			

Goals & Objectives

Our #1 goal is to market our loving, caring company where we instill a positive self-concept in these children and give them a place to academically flourish. If done right, this will bring more customers through the door and generate higher profit margins for Wonderspring Early Education. A few ways we plan to do this are listed below:

- ❖ Hold more benefit/fundraising events
- ❖ Increase social media presence
- ❖ Focus on building relationships to increase number of loyal donors
 - Implement monthly “giving levels”

All nonprofits benefit from fundraising events. It’s a fun, interactive way to raise money for a cause. Doing this would check a couple objectives off our list. First and foremost, we could partner with local companies to help with spreading the word, event space rental, catering, digital marketing, etc. Two great benefit ideas we plan to hold are an auction and walkathon in Philadelphia.

Wonderspring has a great social media presence and posts daily, but the engagements are fairly low. According to a survey conducted by Waggener Edstrom, more than 55 percent of those who engage with a nonprofit via social media take action. Of those who take action, most—59 percent—donate money (Landau, 2023) so it’s important to drive people to our social media to increase website traffic. The inclusion of reels to reach a larger media audience would be advised, as well as pushing social media ads to users in the Greater Philadelphia area and Philadelphia suburbs. On both Facebook and Instagram, the links in the bios bring you right to the ‘Explore Our Programs’ page. I would highly recommend inserting a Linktree account that leaves users one click away from the following options: About Us, Explore Our Program Options, and a Donation tab to make it easy for mobile users to give.

Although most non-profits heavily rely on grants to keep their businesses up and running, shifting our focus to increase loyal donations will be key to increasing revenue. Maintaining strong relationships with current donors and being transparent with prospective donors will make all the difference. Providing access to how donations are used + information about our programs, staff, and tax forms will keep donors coming back knowing their gifts are making a positive impact. We also plan to do a monthly “Time 2 Donate” campaign to create a steady brand image and hopefully amplify loyal donors through offering easy-to-use automated donation software and posting about the recurring campaign on social media every month.

Target Audiences

After analyzing our target customer, we defined it as low to middle class households with kids ages anywhere from infants to pre-kindergarteners. These people are working parents or one-income families that have very busy schedules (Brandenberg, 2017). Residents within the North, Northeast, and West Philadelphia area are within closest commute range, so this location is our main focus. It would be a crime to only limit our efforts here, as many residents in the outskirts of the city commute into the Greater Philadelphia area for work. The same demographic audience would remain with a slight expansion on our target geographical reach.

Content Outline

Here are the 3 content creation ideas to spice up Wonderspring Early Education's social media. Ideally, each graphic would be posted to both Facebook and Instagram to reach two separate audiences.

1. Spotlight posts appreciating a staff member
2. Profitable auction fundraiser event promotion (Walkathon)
3. An eye-catching post for our Wonderspring target audience. This post aims to help families with school-age children who are living in poverty access resources. I would provide links in the captions to places in the greater Philadelphia area.

1.



2.



3.



Content Calendar

MAY 2023						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	1	2	3 Work Together Wednesday Post - FB and IG	4	5	6
7	8 Make Walk-O- Thon a FB event	9 IG and FB stories about "TIME 2 DONATE" day	10 Work Together Wednesday Post - FB and IG	11 Questionare post: What do you want your "TIME 2 DONATE" gift to go to?	12	13 "TIME 2 DONATE" countdown post - IG and FB
14 Informational post about our user- friendly donor software (automatic payment feature)	15 OFFICIAL MONTHLY "TIME 2 DONATE" DAY POST W/ DONATION LINK	16 Post to promote Wonderspring Walk-O-Thon - IG and FB	17 Work Together Wednesday Post - FB and IG	18 Walk-o-thon finalist prize teaser post - IG and FB	19 Walk-O-Thon reminder - FB and IG	20 CONTENT CAPTURED AT WALK-O-THON
21	22	23	24 Work Together Wednesday Post - FB and IG	25	26	27
28	29 Team Spotlight Post for Rose - IG and FB	30	31 Work Together Wednesday Post - FB and IG	1	2	3

References

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