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Yamhill Community Action Partnership

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First Federal Internship

Yamhill Community Action Partnership (YCAP)



Kenja Wiseman



First Federal

MEMBER FDIC

About YCAP

∞ Mission is to advocate for and assist persons toward self-sufficiency.

Services offered

- Food Bank
- Client Services & Housing
- Energy Services
- Transit
- Youth Outreach

The Issue

1. Clients need to know where to turn for services
2. Volunteers are needed to help in many of the programs
3. Awareness supports fundraising efforts

The Solution

Brand Awareness Survey

- ∞ Test community awareness of YCAP's five program areas
- ∞ Distribute the survey throughout communities
- ∞ Analyze the results
- ∞ Develop a plan for increasing program awareness

What I Did

- ⌘ Determine the best way to achieve the goals
- ⌘ Meet with Project Director & Marketing expert
- ⌘ Plan possible avenues for distributions
- ⌘ Draft the survey
- ⌘ Redo the survey after some feedback
- ⌘ Re-Redo the survey after even more feedback

The Results

- ✎ Survey distributed in YCAP's spring newsletter
- ✎ Continue to work on other possible avenues of distributions
- ✎ Organize volunteer team to conduct survey research & input data

Strength Finder

- ✎ Communication- People strong in the Communication theme generally find it easy to put their thoughts into words. They are good conversationalists and presenters.
- ✎ Discipline- People strong in the Discipline theme enjoy routine and structure. Their world is best described by the order they create.

What I learned

- ☞ How to work “professionally” in the office
- ☞ Anyone can make a difference if they work at something
- ☞ How to “be my own boss”
- ☞ Effective teamwork can make work more efficient

Special Thanks

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First Federal

Krista M.

Questions?



Thank You!

