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Rogers Park Business Alliance
Business Accessibility Toolkit (BAT)
DePaul University - MKT 393
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I. Background

Rogers Park Business Alliance (RPBA) is a 501c3 non-profit organization established in 1993 and located at 1448 W. Morse Ave. Chicago, IL. Funded in part through a cooperative agreement with the U.S. Small Business Administration (and the Department of Commerce and Economic Opportunity) and the City of Chicago.

RPBA's mission is to strengthen business and build community. RPBA provides multiple services to develop and implement innovative ways to increase commerce and assist local businesses in the Rogers Park neighborhood. Some of these initiatives include training programs, tools, resources, events, shop campaigns, and so on.

According to its website, RPBA's employs a professional staff and are governed by a volunteer Board of Directors composed of local business owners, residents, and other stakeholders. The organization's broad vision is to offer diverse businesses, arts, cultural and recreational activities, good schools, safe streets, excellent transportation, and sustainable practices for all of its residents and visitors. (2)

II. Environment

A. Competition: RPBA's direct competition covering a similar approach in the Rogers Park Neighborhood is the Rogers Park Chamber of Commerce since both organizations share a related cause and audience market. Also with the similarity of membership packages make Rogers Park Chamber of Commerce a direct competitor. These two organizations promote the neighborhood by guiding entrepreneurs, established businesses, service organizations, and individuals to stimulate economic growth. According to its website, the Rogers Park Chamber of Commerce mission statement is "To provide leadership and representation in order to benefit the members operating businesses in the Rogers Park community." (3) RPBA's mission statement is "To cultivate and sustain a thriving economic environment in Rogers Park, serving businesses and residents." (2) Outside Rogers Park Neighborhood, there are well-known nonprofit organizations that provide community services and business consulting as SCORE, IHCC, etc.

RPBA also has indirect competition such as Rogers Park Community Alliance and Mary Crane Center Rogers Park. Although they do not offer the same service, many donors prefer to give away money to these organizations. For instance, other nonprofit and profit businesses could be considered indirect competition.

B. Technology: The impact of technology is positively affecting the nonprofit sector. Using the right technological tools, NPO can deliver better services to a large population, which helps increase their revenue. According to a philanthropy.com article, “Nonprofits budgeted an average of \$114,443 for technology in their most recent fiscal year. That figure ranges from \$10,530 to \$432,214, depending on the size of the organization.” (5) That is why technology's role in RPBA has been a strategic investment even before covid-19 when most businesses operation went online. For example, the 2019 RPBA impact report shows 15,579 social media followers, and 101 million online impressions. Exhibit (1). Also, as shown in Exhibit (2), in 2020, the number of social media followers increased to 20,580 and 103 million online impressions. Due to the pandemic, most RPBA services and events are delivered virtually, such as webinars, events, business consulting, online training programs, etc. More metrics about how technology and digital resources have impacted RPBA is shown in Exhibit 1 and 2.

C. Economy: Most nonprofit organizations focused on business development have the mission of creating and stimulating economic activity in their local community. However, economic factors such as unemployment impact the nonprofit industry, especially in Covid-19 times. Forefront.org conducted a survey in November 2020 to understand the impact of the Pandemic on the Illinois nonprofit sector and the impact expected to be in 2021. Results from the survey from nearly 500 NPO Illinois respondents (with fewer than 5 staff to over 100 and those with annual budgets of less than \$100,000 to over \$10 million) show that “53% of respondents have seen fees for services and earned revenue fall by 15% or more, and more than three quarters (77%) report depressed income from special events (51% reported missing their projections by 50% or more).” (Exhibit 5) See exhibits 3 & 4 for respondent demographics.

Related to the economic unemployment factor, the Forefront.org survey also shows that job losses at organizations were less stark than some feared, despite felt and projected revenue shortfalls. “Overall, 14% of respondents reported that their organization had experienced layoffs, furloughs, or voluntary departures of staff who would not be replaced.” (5)

In terms of funding, Forefront.org data shows that “access to federal and private relief funds appears to be inconsistent. The Paycheck Protection Program was the only federal relief fund that a significant percentage of overall respondents received support from, though this was not consistent across race or geography. And, Almost half (44%) of respondents reported receiving no funding from a private COVID-19 fund.” (See Exhibit 6).

Although for the RPBA, the Covid-19 Pandemic affects the possibility of reducing revenue. Also, due to the Pandemic, this organization is expanding its

services to businesses affected by the outbreak. According to RPBA's website, "The Illinois Small Business Development Center (SBDC) at Rogers Park Business Alliance (RPBA) is launching Business Accessibility Toolkit (BAT)." (4) This program, through the [CARES Act](#) provides personalized, expert assistance in multiple languages, especially for those businesses owned by minority and underserved communities.

D. Legal or Political factors, Customer trends, and Effects of Covid-19:

The global pandemic has changed the world in every industry. According to a deloitte.com article named, *Covid-19 Induced Business Trends: Preparing for the new normal*. "Companies and public institutions face their inability to respond fast; their limited digital resilience is causing severe business problems." (6) Therefore, more than ever in order to survive businesses need assistant in every area of their business. As previously mentioned, RPBA is covering the new market trend through the Business Accessibility Toolkit (BAT) program in response to the pandemic.

Some of the key business areas BAT program cover are:

- Capital access and financial literacy
- Technology access, cybersecurity, web integration and utilization
- Legal requirements and compliance
- Health and safety workplace protection and regulation compliance
- Disaster preparedness and continuity of operations
- PR, marketing, social media enhancement

This new NPO customer trends increase the possibility of RPBA getting more public attention on its mission and vision statement and giving evidence/motives on why this organization's cause should be supported.

According to data from Forefront.org, the nonprofit survey Report shows the demand for services stating that "47% of respondents said demand for/participation in their programs has increased by 10% or more since March. And, BIPOC-led organizations were more likely to have seen an increase in demand for services: 61% reported an increase of 10% or more, compared to 42% of all other respondent organizations." (Exhibit 8)

Based on the previous and other vital data obtained by conducting the survey, Illinois 3 nonprofit needs include 1. General operating support 2. Long-term commitments and solutions. 3. Programs that provide connection to experienced peers and professional expertise. The complete list of nonprofit recommendation can be seen in Exhibit 7.

III. The Organization's Marketing Mix

A. Target Market

RPBA's target market, which is the audience this organization hope to reach are the following:

-*Corporate sponsor/partnership* - residents, business owners and other stakeholders.

-*Donors*: Individuals, businesses, organizations

-*Volunteers* – community members

-*Members* – Entrepreneurs and Business owners \ RPBA's network

To survive as a nonprofit, this organization will often need donations and government funding. The ideal RPBA donor persona would be a female/male over the age of 21, with a professional degree and income level of \$45k and above. This individual should also be interested in community service, social justice, philanthropy, and local business supporter, preferable living in Rogers Park and surrounding areas. (See Exhibit 9)

Another important source of income to consider is corporate sponsorship. In order to increase revenue and develop relationships, the ideal RPBA sponsor persona is for-profit and nonprofit businesses and organizations with values that align with RPBA's mission and vision. These companies should have the ability to support the nonprofit's mission by partnering (providing goods or services) and making a monetary donation. RPBA is currently working with community-based steering committees composed of residents, business owners, and other stakeholders, including 24th Police District, Chicago Lawyers' Committee for Civil Rights, Wintrust Bank, CIBC, Chicagoland Chamber of Commerce, The City of Chicago, and many others. (9)

Volunteers and members are also a crucial resource of Rogers Park Business Alliance. While volunteers support the organization in delivering programs and services, members are entrepreneurs and business owners that support the organization with a monthly recurring payment and help to expand the RPBA network.

B. Offering (Product/Service):

Rogers Park Business Alliance (RPBA) offers a great variety of professional business and community services. Rogers Park Business Alliance (RPBA) provides solutions, expert assistance, promotional tools to start-up, existing small businesses, and the community.

Some of these services include the bilingual program Grow - Progresando that provides visionary entrepreneurs with the resources and tools necessary to create a feasible business plan in English and Spanish. *Sustainable Rogers Park* is a services that provides local businesses information, tools and connections to implement sustainable business practices. As well one the most popular events organized by RPBA is the *Glenwood Sunday Market*, an award-winning farmers market, located on Glenwood Avenue between Lunt Avenue and Morse Avenue.

According to the RPBA 2020 report, this event got 12,000 shoppers and \$10,000 provided in matching dollar for dollar grant. (See Exhibit 2)

Other events organized by RPBA include, The Annual Fundraising Event – Sneak Peek; Annual Membership Meeting and Awards Ceremony – Best of Rogers Park; Celebrate Clark Street World Music Festival; Taste of Clark Street and so on. The purpose of these and many other events organized and sponsored by RPBA is to build community by bringing together residents, visitors and businesses.

C. Revenue/Pricing

RPBA's revenue is obtained thanks to government funds, donations, and membership programs. According to the organization's website in "our partners" section, "Illinois SBDC at RPBA is Funded in part through a cooperative agreement with the U.S. Small Business Administration (and the Department of Commerce and Economic Opportunity) and the City of Chicago. (9)

Also, The City of Chicago, Department of Business Affairs and Consumer Protection (BACP), Neighborhood Business Development Centers (NBDC) program provides grants to Chicago-based chambers of commerce and business support organizations, otherwise known as NBDC delegate agencies, to assist in the development of small businesses in Chicago, serve as a liaison between local businesses and the City of Chicago, and provide neighborhood business development services. RPBA was awarded for 2-year contracts for generalist and specialist.

Due to the Pandemic, nonprofit organizations have experienced decreases in revenue compared to pre-pandemic budgets and projections, as seen in results from the forefront.org Illinois nonprofit report. (Exhibit 5).

D. Distribution and marketing communication

As previously mentioned, the RPBA focuses on business, community, and economic development by organizing community and in-person/online business training programs and events. All of their services are listed on their website rpba.org and are promoted on social media sites, newsletters, radio, TV, public relations, and other marketing materials such as flyers, billboards, etc. The Outreach section in the RPBA 2020 Impact report shows 1 million as the estimated value of media secured by RPBA. 7.8 million in print and broadcast impressions. Along with 20,580 social media followers reaching 103 million online impressions. RPBA also secured multiple interviews and TV segments for

different businesses, and RPBA events like Small Business Saturday in 2020 reached 15K via social media. (2)

IV. SWOT Analysis

Strengths: RPBA possesses a strong reputation thanks to the excellent relationship with stakeholders and the adequate exposure on the media/social channels, as shown in the 2019 and 2020 RPBA Impact report. (Exhibit 1 & 2)

As previously mentioned, RPBA has a high social media retention rate with more than 20,000 followers. Facebook is their strong social media since RPBA, compare to the Rogers Park Chamber of Commerce, has 720 more followers on this popular social site. As well in google reviews, RPBA has a 4.2 rate; in contrast, the RP Chamber of Commerce has a 1.0 Rate.

Weakness: This organization's internal weaknesses are the narrow niche they serve, making it challenging to expand. RPBA provides services only to the Rogers Park neighborhood and surrounding area in the North of Chicago. Another weakness point to take into account is the differences in the donation process compared to the competition. Although the Rogers Park Chamber of Commerce has the same vision and mission statement, this company membership benefits is offered at a lower price. RPBA membership is more expensive; the organization provides three packages that include multiple services. The more complete RPBA package costs \$800 monthly, including similar benefits and opportunities that the Chamber of commerce offers for only \$200 for nonprofit entities and \$250 for-profit businesses, such as promoting its company members on their website. Also, the minimum donation you can make in the Chamber of commerce is 5 dollars, while RPBA's cheapest donation is \$25. (See Exhibit 10 &11)

Threat: RPBA's main threat is the current economic conditions; due to the Covid-19 pandemic, many businesses are at risk of closing their doors. Thus RPBA will not have a market to provide services. Another critical threat is gentrification; since the demographic population is changing, big corporations like Target and Wholefood plan to open branches near the area. Therefore, the small business community could be affected as well as Business development nonprofit organizations. According to the article at Rogersedgereported.com, "Pro-gentrifiers advocate for rapid economic investment, increased socioeconomic, racial, and ethnic integration while anti-gentrifiers caution the forced displacement through increasing property prices, stripping of the neighborhood's culture, and ruining community ties." Loyola University is one of the causes of the demographic changes, according to Rogersedgereported.com. (11)

Opportunities: The possibility of joining local nonprofit and profit organizations implies increasing revenue and expanding services. For example, partnering with other nonprofit institutions that offer complementary services like the most demanded causes due to the new post-pandemic era could be a plus for RPBA.

NPO that RPBA could consider joining is the ten best nonprofit organizations listed on Yelp.com. For example, Northside Community Development Corporation (NCDC) is one of Chicago's premier housing agencies providing quality counseling, education, and resources. (1) Organization partnership could be an effective means to achieving RPBA goals.

Another opportunity is to implement a multilingual internship program to increase brand awareness in services offered by RPBA in multiple languages. Since Rogers Park is a multicultural neighborhood, there are businesses with limited English proficiency. This internship aims to break the barriers that block access to find information to participate in RPBA programs such as Business Accessibility Toolkit (BAT).

The complete SWOT Analysis can be found on Exhibit 12

V. A Statement of the Benchmark and Marketing Goal

RPBA's current situation has been determined with the most recent impact report this organization published and through the SWOT analysis. This organization currently holds a good reputation and excellent results in most of its well-known programs and activities. Thus, RPBA maintains strong relationships with stakeholders. (Exhibit 2)

Although RPBA has significantly impacted events, shop local campaigns, Covid-19 assistance, outreach, etc. This organization's vision statement and ideal goal of strengthening business and building community by offering diverse businesses, arts, cultural and recreational activities, good schools, safe streets, excellent transportation, and sustainable practices for all of its residents and visitors. There is still room for improvement. That is why the proposed marketing goal based on the best opportunities on the SWOT analysis is to raise brand awareness, funding, and volunteers since all of these areas are an integral part of achieving RPBA's mission and vision. By implementing a multilingual Internships program, RPBA could increase brand awareness by at least 30%. With the ability of multilingual consulting, the organization can reach a more diverse audience and consequently raise its brand awareness.

VI. Proposal

According to rogersedgereporter.com, "Rogers Park is credited as the most diverse neighborhood in Chicago with 80 countries represented by its residents."(11)

The recommended actions and marketing strategies to raise awareness, funding, and volunteers are partnering and collaborating with other NPO specialties in areas that this organization wishes to cover. For example, a partnership with the City Colleges of Chicago to establish an internship program that hires multicultural and multilingual students to support and expand business consulting and promotions in other languages. Also, increase multiculturalism in digital marketing strategies and boost awareness. The multilingual internship could strengthen the organization's cause and mission as well.

Using online marketing tactics such as email marketing, video and storytelling marketing, content marketing, etc., will help RPBA retain and attract new supporters, engage stakeholders, and inspire the community to get involved in the organization. The importance of storytelling is crucial in nonprofits because it describes the story behind the cause of the organization. According to firespring.com, "Brand storytelling shows a nonprofit's personality, mission, and values. It says who you really are and what is most important to your organization." (7) With good storytelling, RPBA could attract more attention and grow its awareness. Also, creating the bottom donate now on Facebook will create a more flexible way to monetize followers. To have the donate now button RPBA has to apply directly with Facebook.

To determine success and impact when implementing these marketing strategies, the performance indicators can be tracked using HubSpot, google analytics, or other measure tools built on selected social sites like Facebook, LinkedIn, YouTube. The use of google analytics will be very helpful to track the traffic on the RBPA website. The goal is to attract more traffic to the website to inform potential donors about what the organization does. Additionally, RPBA, as a nonprofit entity, can apply for google grant program that can give 10,000 dollars per month to be spent on google ads. (8) Creating the "Donate Now" button on Facebook and applying for the google grant program could open a new tool for potential donors to contribute to the organization.

VII. Reference page

1. “About Us.” *Northside Community Development Corporation*, www.northsidecdc.org/about/.
2. “About Us.” *Rogers Park Business Alliance*, 28 Apr. 2021, rpba.org/about-us/.
3. “About Us.” *Rogers Park Chamber of Commerce*, rogerspark.cc/pages/about.
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10. *Philanthropy.com*, www.philanthropy.com/article/average-nonprofit-spends-3-2-of-budget-on-technology-report-says/. \
11. Rogers Edge Reporter, et al. “The Continued Conversation of Gentrification in Rogers Park.” *RogersEdge Reporter*, 24 Dec. 2020, rogersedgereporter.com/2020/12/23/the-continued-conversation-of-gentrification-in-rogers-park/.

VIII. Exhibits (Figures)

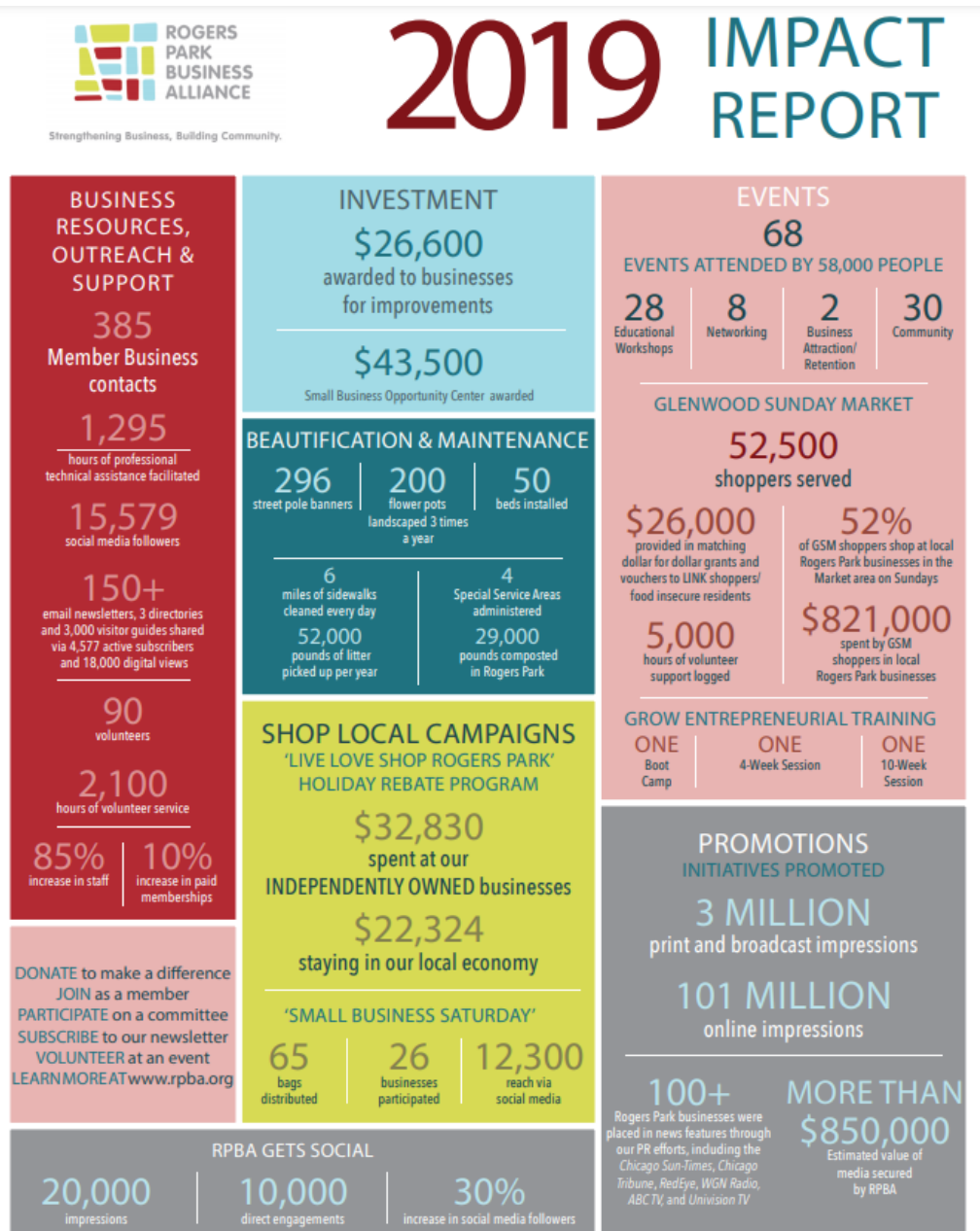


Exhibit 1. RPBA 2019 Impact Report

https://rpba.org/wp-content/uploads/2020/04/RPBAImpactReport19_FINAL.pdf

2020 IMPACT REPORT



STRENGTHENING BUSINESS, BUILDING COMMUNITY



Exhibit 2. RPBA 2020 Impact Report

<https://rpba.org/wp-content/uploads/2021/04/2020-ImpactReport-FINAL.pdf>

WORK FOCUS AREAS

- Human Services was the most frequently selected area of work for respondents (47%).
- Organizations serving Northwest, Central, and Southern Illinois were even more likely to choose Human Services as an area of focus (60%).
- BIPOC-led orgs were more likely to check Community Improvement (30%) and Education (45%) as their main areas of focus when compared to respondents as a whole (17% and 30% respectively).

FIGURE 2: WORK FOCUS AREAS

Respondents were able to select all areas that pertained to their work.

Responses: 497

Agriculture, fishing, food security, and/or forestry	7.04%
Arts and culture	10.87%
Community improvement (Community, economic, housing development; financial services)	16.90%
Education	29.78%
Environment	7.04%
Health and health care	20.32%
Human rights (Antidiscrimination, individual liberties, justice rights)	9.66%
Human services (Emergency aid, family or personal services, job services, shelter & residential care, youth development)	47.08%
Information and communication (Technology, libraries, media, news and public information)	3.42%
Philanthropy (Foundations, nonprofits, venture philanthropy, voluntarism)	8.65%
Public affairs (Democracy, public policy)	4.43%
Public safety (Abuse prevention, consumer protection, criminal justice, disaster and emergency management)	6.84%
Religion	2.62%
Social sciences	2.01%
Sports and recreation	4.63%
Science, Technology, Engineering, and Math (STEM)	4.23%

Exhibit 3. Covid-19 in Illinois – Impact on nonprofits in 2020 – Respondent Demographic

<https://myforefront.org/wp-content/uploads/2021/01/Nonprofit-Survey-Report-1.8.2021.pdf>

COVID-19 IN ILLINOIS

IMPACT ON NONPROFITS IN 2020



Respondent DEMOGRAPHICS

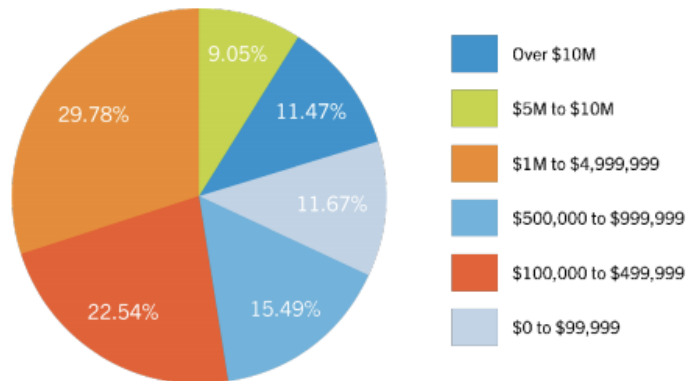
ANNUAL BUDGET

While **34%** of all respondents were from organizations with budgets of less than \$500,000, nonprofits serving outside the Chicago area (Cook, DuPage, Kane, Lake, McHenry, and Will counties) were more likely to be financially smaller organizations. Nearly half (**49%**) of respondents serving Northwest, Central, and Southern Illinois had budgets under \$500,000 as opposed to **29%** of organizations serving the Chicago area.

BIPOC-led organizations were also more likely to be in the lowest annual budget range. **16%** of BIPOC-led organizations had annual budgets under \$100,000, while only **9%** of all other respondents fell into that category.

FIGURE 3: ORGANIZATIONAL BUDGET

Responses: 497



ORGANIZATION SIZE

- **40%** of all respondents are from organizations with 5 or fewer employees.

- Nearly half (**49%**) of organizations serving Northwest, Central, and Southern Illinois reported having 5 or fewer FTE compared to **38%** of Chicago area organizations.

FIGURE 4: AMOUNT OF FULL-TIME EMPLOYEES

Responses: 497

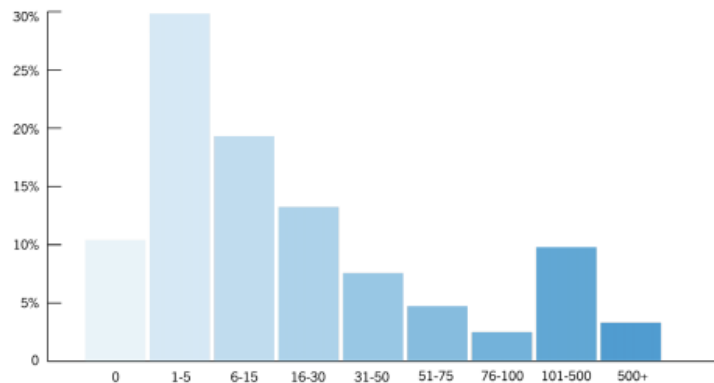


Exhibit 4. Covid-19 in Illinois – Impact on nonprofits in 2020 – Respondent Demographic

<https://myforefront.org/wp-content/uploads/2021/01/Nonprofit-Survey-Report-1.8.2021.pdf>

FIGURE 9: IMPACT ON REVENUE SINCE MARCH 2020 <i>Responses: 446</i>		Organizations serving Northwest, Central, and Southern Illinois	Organizations within Chicagoland	BIPOC-Led Organizations	Non-BIPOC-Led Organizations	All responses
Fees for Service / Earned Revenue	Down 15-49%	17.04%	26.89%	28.41%	24.41%	25.36%
	Down 50% or more	17.04%	21.23%	31.82%	26.38%	27.64%
Government Grants	Down 15-49%	5.93%	14.09%	12.79%	5.81%	7.39%
	Down 50% or more	1.48%	5.91%	8.14%	3.49%	4.55%
Foundation Grants	Down 15-49%	14.07%	19.25%	16.83%	18.15%	17.97%
	Down 50% or more	8.89%	7.11%	13.86%	5.69%	7.85%
Corporate Grants or Sponsorships	Down 15-49%	19.26%	34.32%	24.47%	27.96%	27.68%
	Down 50% or more	11.11%	10.59%	24.47%	11.47%	14.62%
Special Event Revenue	Down 15-49%	27.41%	35.71%	20.21%	27.93%	26.01%
	Down 50% or more	42.22%	35.29%	48.94%	51.38%	50.76%
Individual Giving (not related to special events)	Down 15-49%	29.63%	29.51%	26.73%	28.76%	28.40%
	Down 50% or more	12.59%	9.84%	19.80%	9.80%	12.65%



Exhibit 5. Covid-19 in Illinois – Impact on Revenue since March 2020

<https://myforefront.org/wp-content/uploads/2021/01/Nonprofit-Survey-Report-1.8.2021.pdf>

FIGURE 16: PRIVATE RELIEF FUNDS *Responses: 388*

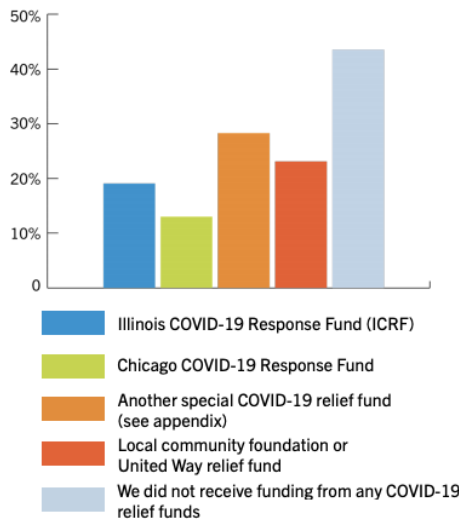
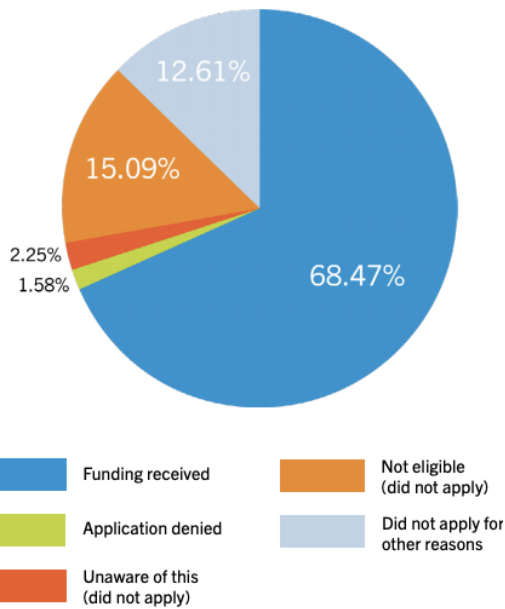


FIGURE 18: PAYCHECK PROTECTION PROGRAM USE *Responses: 351*



COVID-19 in Illinois: Impact on Nonprofits in 2020

Exhibit 6. Covid-19 in Illinois – Private and Federal Fund Access and Use 2020

<https://myforefront.org/wp-content/uploads/2021/01/Nonprofit-Survey-Report-1.8.2021.pdf>

ILLINOIS NONPROFITS NEED:

- 1** General operating support.
- 2** Long-term commitments and solutions.
- 3** Programs that provide connection to experienced peers and professional expertise.

KEY RECOMMENDATIONS FOR FUNDERS:

- 1** Provide continued and expanded opportunities for **multi-year general operating support**. Flexible resources are critical for organizations as they continue to navigate increased demand for services and the ongoing uncertainties of a slow economic recovery.
- 2** Leverage your **advocacy influence**. Many nonprofits were unaware of potential support from federal programs. Spreading the word about all funding opportunities is vital.
- 3** Offer **alternatives** that will help nonprofits replace revenue lost from special events and services that cannot happen at this time.
- 4** Leverage opportunities to connect grantees to **experienced advice and assistance**. Nonprofits are looking for connections to those who are experts in their fields as well as peers who have knowledge to share.

Exhibit 7. Covid-19 in Illinois – Summary of Fundings

<https://myforefront.org/wp-content/uploads/2021/01/Nonprofit-Survey-Report-1.8.2021.pdf>

DEMAND FOR SERVICES

- 47% of respondents said demand for/participation in their programs has increased by 10% or more since March.
- When later asked about staffing changes (see page 8, Fig. 8), 45% of these organizations said they had added staff during the survey period vs. 25% of those respondents who had experienced flat or decreased interest in their programs.
- BIPOC-led organizations were more likely to have seen an increase in demand for services: 61% reported an increase of 10% or more, compared to 42% of all other respondent organizations.

BIPOC-led organizations are seeing a disproportionately high increase in demand.



VS.



FIGURE 5: SERVICE DEMAND

Responses: 483

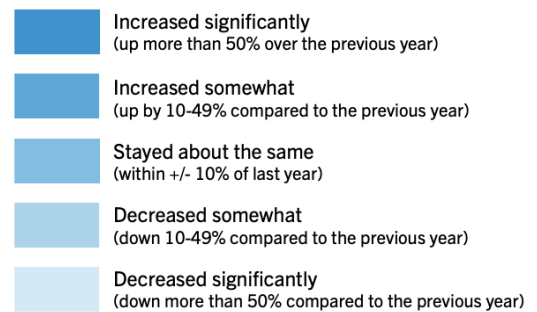
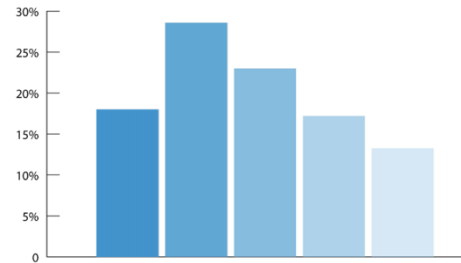


Exhibit 8. Covid-19 in Illinois – Demand for Services.

<https://myforefront.org/wp-content/uploads/2021/01/Nonprofit-Survey-Report-1.8.2021.pdf>

Donor Persona |RPBA

Age: 21 - and above

Gender:
Male / Female

Education\job:
Higher education

Interests: Community service / Social Justice / philanthropy /Loyal supporter / Local business supporter



Marital Status:
Single\Married

Location: Rogers Park and surrounding areas

Social media:
LinkedIn
Facebook
Instagram

Income Level: \$45k

Exhibit 9. RPBA – Donor Persona

Membership That Works For You

Monthly recurring payments available

Individual/Resident Membership available upon request.

Contact us for more information.

Marketing Services	Emerging \$0	Enthusiast \$150	Visionary \$250	Cornerstone \$800
Display Promotional Material in RPBA's Visitor Center	●	●	●	●
Subscription to RPBA's Weekly E-blast, Rogers Park Happenings	●	●	●	●
Basic Directory Listing on RPBA's Website, www.rpba.org	●	●	●	●
Posting to the Calendar on RPBA's Website, www.rpba.org		●	●	●
Subscription to RPBA's Monthly Business Essentials E-blast		●	●	●
Posting in RPBA's Weekly E-blast, Rogers Park Happenings		●	●	●
Inclusion in RPBA's Community Profile & Visitor Guide		●	●	●
Reduced Price to RPBA Events		●	●	●
Enhanced Directory Listing on RPBA's Website, www.rpba.org		●	●	●
Inclusion in RPBA's Holiday Guide (Emerging & Enthusiast may pay \$50 to be included)			●	●
Hot Deal Postings on RPBA's Website, www.rpba.org			●	●
Mailing Labels of RPBA Paid Members			●	●
Sharing Social Media Posts on RPBA's FaceBook Page (4 per month)			●	●
Premiere Directory Listing on RPBA's Website, www.rpba.org			●	●
Banner Ad on RPBA's Website, www.rpba.org				●
Advertising in RPBA's New Member Welcome Packet (member to provide)				●
Discounted Advertising Opportunities				●
Job Posting on RPBA's Website, www.rpba.org				●
Pro Directory Listing on RPBA's Website, www.rpba.org				●
Business Services				
Technical Assistance/ Business Development	●	●	●	●
Connections (City Hall, Law Project, Access to Capital, etc.)	●	●	●	●
Sustainable Rogers Park Participation Opportunities	●	●	●	●
Business to Business Connections, Referrals & Networking		●	●	●
Discount to RPBA's Educational Workshops		●	●	●
Free Notary Services			●	●
Use of RPBA's Office Equipment (Fax, scanner, copy machine)			●	●
Meeting Services (Use of conference room/phone conferencing. Based upon availability)				●

Exhibit 10. RPBA – Membership

<https://rpba.org/become-a-member/>



Business Membership \$250

Non-profit, Church, School, Institution Membership \$200

Membership Benefits

• **Advertisement and Marketing** – Outdoor advertising opportunities through event sponsorship, street-pole banners and newspaper advertising. Promotion online through our website, social media, and monthly newsletters.

• **Business Advocacy** – We represent the businesses and organizations in Rogers Park and will use our network to assist your with a plethora of tasks.

• **Business Well-being Checks** – We will visit your business to ask about your current issues and do what we can to assist.

• **Media Mentions** – The Rogers Park Chamber of Commerce will mention any and all members possible during radio, television, and press interviews.

• **Referral Program** – When a resident or business needs a good or service, we will refer them to our Chamber members.

• **Ad Hand Out** – We will distribute brochures and advertising materials throughout Rogers Park.

• **Shop Local Campaign** – We encourage residents of Rogers Park to shop at local businesses to stimulate our local economy.

• **Community Outreach** – We will connect you with our community leaders and their programs and events, so that you are in the know about upcoming developments and keep your business ahead of the trends.

• **Local Business Directory** – We will list your business or organization in our directory with complete contact information including a direct link to your website.

• **Event Involvement** – You will be invited to introduce your business at all of our events. You can also host one of our events at your location to bring potential customers through your front door.

• **Fresh Start Monday** – On one Monday a month, we will hold a lottery to clean up a members storefront exterior for one hour.

• **Snow Shovel Lottery** – We will pick a member weekly during the months November – February and shovel a portion of their front walkway when the snow exceeds two inches.

Exhibit 11. The Rogers Park Chamber of Commerce – Membership

https://cdn.shopify.com/s/files/1/0248/2261/2067/files/Membership_BenefitsRPCoC_1.pdf?695

RPBA - SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ■ Strong relationship with government, community, staff and other stakeholders ■ A well-developed innovative programs, campaigns and events. ■ Loyal donors and volunteers ■ Excellent reputation within all Chicago area and outside ■ Community partners ■ Great use of social channels with excellent results ■ Membership, donor and volunteering programs 	<ul style="list-style-type: none"> ■ Limited/ issues with funding ■ Lack of promotion for some of the programs and volunteer opportunities ■ Narrow niche - Limited to Rogers Park area ■ Low yelp.com rating compare to the competition ■ Expensive membership benefits compared to main competitor ■ Same mission and vision like main competitor
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ■ Partnering with well known and government organizations ■ Join to local competitor to increase revenues ■ Establish and internship and recruit new volunteer program ■ Profit margin expansion / increase revenue by online donations ■ Ability to expand services ■ Support from donors, the media and advocacy organizations ■ Increase yelp rating 	<ul style="list-style-type: none"> ■ Loss of funding support which can cause operations not sustainable ■ Competitor organizations ■ Loss of staff and volunteers ■ Increased competition's supporters (partnership , donors, volunteers) ■ Competition's innovative and attractive memberships and programs ■ Restriction from the government level ■ Economic recovery from COVID-19 crisis

Exhibit 12. Rogers Park Business Alliance – SWOT Analysis