Application Summary Sheet

Application Number: 13.10-13

Name of Organization: Barrington Senior Center

Type of Organization: Non Profit

Location: Barrington

Project Timing: Flexible

Project Title: Marketing Plan

Project Synopsis: Creation of a marketing plan that would encourage participation in the center by baby boomers and contribute to the quality of life of the older adults in the community. Marketing should be directed at current and future participants. RWU students would develop a marketing plan focused on promotion current and potential products, programs, activities and services to the public.

What is the Final Product Output for this Project: Marketing Plan

Designated Support from Staff/Volunteers: One staff member

Does this Project have Funding? No funding for this project

How will this Project Benefit the Organization? By providing marketing techniques, we could help educate the community on aging issues, publicize our mission, promote our activities and program and enhance the image of older adults. It would help the Center improve delivery of services to our older adults by having a marketing plan which would effectively provide direction for obtaining information about services available to participants.

Why are you Seeking the CPC’s Help? We have no expertise in this field and would like to have the students help us on this win-win for us all.

Project Type/Discipline: Marketing

Past CPC Participant?: NO

Potential RWU Involvement: Marketing