

#### **LHA CLASS OF 2003 TEAM PROJECTS**

**Council for Public Education (CPE)** - CPE is the Capital Region coordinator of support for public education dedicated to involving the community in public education. The project entailed planning and implementing five "Educator in the Workplace" workshops. Duties included recruitment of participants, securing host venues and presenters, developing informational brochures and facilitating all sessions.

**Harrisburg Area YMCA-East Shore Branch** - The project developed an action plan to help the downtown facility expand and enhance its childcare services. The plan included streamlining current system of tracking enrollment and retention, developing a marketing plan, surveying parents and other child-related agencies.

**Allied Arts Fund (AAF)** - AAF is the region's united arts fund. The project entailed developing a strategy to recruit and engage 100 new volunteers. The team surveyed current and potential volunteers and produced a comprehensive plan outlining ways to promote volunteerism in the arts.

**Association of Retarded Citizens (ARC) of Dauphin and Lebanon Counties** - The project entailed developing a strategy to better utilize the ARC's greenhouse and generate a profit. The team presented several recommendations on how the greenhouse could best be utilized.

**City of Harrisburg Adopt-a-Lot Program** - This program allows individuals or groups to adopt and maintain a lot. The project entailed oversight of two city-owned lots. Tasks included: working with neighborhood groups, organizing tasks to be completed during beautification activities, assisting with clean-up, developing a project budget and securing financial contributions and donations of materials.

#### **LHA CLASS OF 2004 TEAM PROJECTS**

**CONTACT Helpline** - Developed a comprehensive marketing plan for a 24-hour helpline. Duties included creating a comprehensive media list, developing program brochures, securing billboard space and helping produce an informational video.

**Friends of Fort Hunter** - Developed a methodology for researching the volunteer recruitment and retention factors. Created a volunteer survey and compiled results from several non-profit organizations regarding motivations for volunteering.

**Harrisburg School District** - Worked with the district's GEAR UP program to develop and oversee three career days for seventh grade students. Secured 40 presenters to represent a wide-range of careers. 600 students from 12 schools took part in the program that was held at HACC.

**Institute for Cultural Partnership** - The team conducted research on the issues of conflict resolution and diversity in local schools. Research included focus groups, formal surveys, individual interviews and analysis of school violence reports and bias-related incidents.

**Susquehanna Folk Music Society** -The team undertook a survey of the society's membership, prepared a database of member information for future use and analyzed existing financial data regarding current pricing of events and ways to increase outreach and audience attendance.

## LHA List of Completed Team Projects

### LHA CLASS OF 2005 TEAM PROJECTS

**Aurora Club** - This organization provides social services to adults with mental illness or retardation. The team performed both demographic research and program analysis then developed a marketing plan to better promote Aurora Club services to its target population.

#### **Big Brothers Big Sisters of the Capital Region**

The team assisted in identifying and locating BBBS alumni, a goal of the organization's strategic growth plan. The team established points of re-entry for alumni and created an alumni section on the BBBS website.

**CHANNELS Food Rescue** - This organization rescues prepared but un-served food for immediate delivery to soup kitchens and homeless shelters. The team helped create a sports challenge; one component of a signature event to promote recreation and better nutrition that will be held annually.

**Concertante** - Concertante is a Harrisburg-based chamber music ensemble that performs both nationally and internationally. The team researched demographic and audience information to assist in audience development and marketing and PR for its five-concert season at the Whitaker.

**Shalom House** - The team reviewed current grants and helped secure several small grants in addition to developing a tracking tool for grants administration. Also assisted with PR, web design and brochure development.

### LHA CLASS OF 2006 TEAM PROJECTS

**Brethren Community** - Developed and expanded current peacemaker program that teaches conflict resolution, anger management and peacemaking skills to teens residing in the Allison Hill section of Harrisburg.

**Central PA Food Bank** - Developed and compiled results of a donor survey used to evaluate the impressions of existing donors. Based on survey results, also assisted with additional outreach to potential donors.

**Delta Community** - Worked with board and staff to assess organization's compliance with the PA Association of Non-profit Organization "Standards of Excellence". Reviewed mission and programs, human resources, financial/legal, fundraising and public policy practices.

**Goodwill Industries** - Conducted several focus groups with donors of clothing/household goods. Created a system to track data collected. Also worked with staff to develop a survey tool.

**Simpson Public Library** - Updated brochures and other PR materials for the library. Reviewed and revised library's human resource documents and by-laws.

#### **Tri-County Association for the Blind**

Researched, planned and implemented an awareness campaign of the services provided to the blind/visually impaired, their families and the community.

### LHA CLASS OF 2007 TEAM PROJECTS

**Dauphin County Library System** - Assisted the library with improving recruitment, deployment, recognition and other aspects of the volunteer program in its eight branches throughout the county. Also helped rewrite volunteer job descriptions and application.

**PA Coalition to Prevent Teen Pregnancy (PPSV)** Researched and made recommendations regarding retention of PPSV Board Members who have completed their terms. Also helped to plan and execute an event designed to reengage former board members.

**Girl Scouts in the Heart of PA** - Identified potential use and developed a marketing plan for the utilization of the council's Urban Program Center and Small Valley/STAR Program Center by outside organizations.

**Harrisburg Downtown Improvement District (HDID)** - Assisted HDID to expand specific segments of its business plan which had been underdeveloped and also helped with a marketing plan and branded campaign message.

## LHA List of Completed Team Projects

### LHA CLASS OF 2008 TEAM PROJECTS

**American Red Cross of the Susquehanna Valley**  
Developed award selection process, planning and implementation materials for “Everyday Heroes” recognition event.

**Catholic Charities** - Developed a comprehensive marketing plan, brochure and identified venues and targets for increased exposure of the Immigration and Refugee Program.

**Dauphin County Library System** - Evaluated the interaction and growth possibilities of various library Friends groups. Provided strategies and recommendations to enhance the impact of the Friends within the libraries they serve.

**Harrisburg Young Professionals** - Evaluated current membership trends and developed a plan to expand membership by 50% in two years. Focused on retaining existing members, growing corporate membership and refining student membership program.

**Shalom House** - Compiled a comprehensive resource manual for use with homeless clients.

### LHA CLASS OF 2009 TEAM PROJECTS

**Drug Free PA** - From concept to execution, created a signature event for Drug Free PA to implement to recognize community volunteers.

**Harristown Development Corporation**  
Performed a needs assessment and gaps analysis for the local public transportation system and create a campaign to increase the use of public transportation.

**Jewish Family Services** - Conducted a feasibility study surrounding the need for services to senior citizens in the region and how JFS might create programming to meet the need.

**Open Stage** - Created a marketing campaign and strategy for Open Stage to engage young professionals and local residents to utilize this community arts resource.

**United Cerebral Palsy** - Created a volunteer recruiting, training, and retention manual and plan for UCP to use in its multi-county volunteer program.

### LHA CLASS OF 2010 TEAM PROJECTS

**The Arc** - Developed a strategic plan to increase the number of new businesses participating in its Supportive Employment Program.

**CONTACT Helpline** - Created a Continuity of Operations Plan.

**National MS Society** -Created an outreach and recruitment plan targeted at the millennial generation.

**Pinnacle Health** - Created a Directory of Health Services.

**Volunteers of America** - Developed an advertising campaign and supporting documents.

### LHA CLASS OF 2011 TEAM PROJECTS

#### 25<sup>th</sup> Anniversary Year

**Team Project Impacts** - Quantify the impacts of LHA Team Projects since 2003.

**Alumni Survey** - Quantify the outcomes and impacts of LHA and the alumni impacts in the community.

**The LHA Story** - Created a short video highlighting LHA’s history and outlining a “case for support.”

**Servant Leadership in Action** - Team developed the Walk & Roll Fundraiser and proceeds were shared across community organizations.

**YCDT Survey** - Efforts to locate and survey YCDT graduates to answer “where are they now?”

### LHA CLASS OF 2012 TEAM PROJECTS

**Community Action Commission** - Created plan to increase awareness in Harrisburg through effective and targeted communication.

**The Kidney Foundation of Central PA**  
Conducted a feasibility study to determine the need/demand for a new life skills program for clients/families.

**Leadership Harrisburg Area** - Created a comprehensive directory of arts, cultural and recreational activities/opportunities in the Capital Region.

## LHA List of Completed Team Projects

### **The LGBT Community Center Coalition**

Created an outreach plan to promote CPLAN program to the LGBT community who are 55 years of age and older.

**The Salvation Army** - Created a vertical marketing plan.

### **LHA CLASS OF 2013 TEAM PROJECTS**

**Central PA Youth Ballet** - Increased understanding, awareness and involvement among corporate and business audiences.

**Community Carepoint, Inc.** - Identified, recruited, engaged and helped to manage volunteers during a one day build event.

**Dress for Success Central PA** - Developed a comprehensive emergency action plan for multiple business locations.

**Mental Health Association of the Capital Region** Created a resource directory of mental health services for adults, teens and children.

### **LHA CLASS OF 2014 TEAM PROJECTS**

**BARAK, Inc.** - Created a set of reasonable strategies to strengthen the organization; recruit and retain volunteers, and position the organization for future success.

**Harrisburg Public Schools Foundation** Assisted the Harrisburg Public Schools Foundation in raising its profile among alumni and members of the greater Harrisburg community.

**Paxton Ministries** - Worked to increase awareness, understanding and involvement of Paxton Ministries among the FAITH community in the Capital Region.

**Shalom House** - Developed a plan to increased community awareness about the challenges of homelessness and the important role that Shalom House plays in addressing this community-wide problem.

**Someone To Tell it To** - Created a video tutorial to teach empathetic listening skills in order to expand the reach of the organization.

**Theatre Harrisburg** - Completed a volunteer assessment and developed a recruiting plan.

### **Tri-County Association for the Blind**

Conducted a study to determine if a name change would be beneficial, bring in new clients and better represent its position in the community.

### **LHA CLASS of 2015 TEAM PROJECTS**

**Capital Area Girls on the Run** - Created a marketing plan with comprehensive strategies and action items geared to raising awareness of the organization.

**Capital Region Partnership for Career Development** - Provided PCD's career counselors with the tools and information necessary for them to help over 30,000 students in their consortium.

**City of Harrisburg** - Provided City of Harrisburg residents with the information necessary to navigate natural and man-made disasters.

**Harrisburg Public Schools Foundation** - Created a marketing plan with related strategies and action items to support the Foundation's ongoing efforts to grow the Alumni Association.

**Jewish Federation of Greater Harrisburg** Supported the Jewish community's ability to plan for future needs by providing accurate and current demographic information for the region.

**Messiah Lifeways** - Provided a comprehensive program assessment report and outlined recommended strategies for increasing participation.

**Perry County Council of the Arts** - Created a business plan to help increase profits and minimize loss for the PCCA Gallery.

### **LHA CLASS OF 2016 TEAM PROJECTS**

**Capital Area School for the Arts** - Create a mentoring program to match current CASA students with alumni

**Center for Champions** - Create a system to measure program outcomes and community impact as related to the organizational mission.

**Neighborhood Center of the United Methodist Church** - Create a staffing and volunteer plan to

## LHA List of Completed Team Projects

support organizational programming priorities.

**Susquehanna Art Museum** - Create a new, comprehensive volunteer program.

**United Methodist Home for Children Residential Care** - Create a promotional video and social media distribution plan.

**WITF** - Conduct a feasibility study to determine whether or not WITF should conduct The Listening Project in the Capital Region.

### LHA CLASS of 2017 TEAM PROJECTS

**Big Brothers Big Sisters** - Created strategies for increasing male volunteers.

**Christian Churches United** - Created a comprehensive community awareness plan for the Susquehanna Harbor Safe Haven shelter.

**Four Diamonds** - Provided research-based recommendations to justify whether or not Four Diamonds should sell merchandise online.

**Hospice of Central PA** - Recommended systems, processes and activities to increase employee engagement.

**Sprocket Mural Works** - Assisted with the planning of a mural festival and providing groundwork for future events.

**Vickie's Angel Foundation** - Assisted the board and staff in leadership succession planning.

**YWCA of Greater Harrisburg** - Created multi-audience marketing strategies to increase usage of Camp Reily.

### LHA CLASS OF 2018 TEAM PROJECTS

**Capital Area Coalition on Homelessness** - Created a Marketing & Communication Plan to increase public awareness and understanding about homelessness, CACH, its needs and resources.

**D.R.E.A.M. Partnership** - Increased awareness of the D.R.E.A.M Partnership through the production of a video and related plan to circulate using social media, website, events, etc.

**Girl Scouts in the Heart of PA** - Produced a comprehensive Employee Retention & Engagement Plan tailored to the unique circumstances of GSHPA.

**The Joshua Group** - Provided Technology Resources & Support to improve overall organizational efficiency.

**Jump Street** - Created a Marketing Plan and Related Strategies to build brand awareness and lead to increased overall awareness & participation.

**National Coalition of 100 Black Women** - Produced a Membership Recruiting & Retention Plan targeted to enlisting minority women in Central PA.

**St. Stephen's Episcopal School** - Provided SSES with a Community Integration Plan as a road map to meet the goal.

### LHA CLASS OF 2019 TEAM PROJECTS

**Capital Area Greenbelt Association** - Created a Volunteer Engagement Plan to streamline processes that will help increase number of volunteers and their involvement.

**Habitat for Humanity** - Reworked the organization's social media platform in order to increase social media interactions.

**Healthy Steps Diaper Bank** - Created an educational video and strategies for promotion and distribution designed to increase community engagement & interactions.

**Leadership Harrisburg Area** - Conducted a community assessment of organizations, programs and activities currently supporting business and community service in order to inspire collaboration across the region and improve the overall quality of life.

**PennFuture** - Created a Central PA-specific plan to improve name recognition and greater understanding of PennFuture to increase organizational engagement and support in the Capital Region.

**PCN TV** - Created a targeted marketing plan for CIVICS 101 aimed at improving student understanding of PA Government.

**Randi's House of Angels** - Created a system to collect, track, record and report program outcomes and overall organization success to prove a community need is being met and the mission is being fulfilled.

**Susquehanna Chorale** - Created a research-based,

## LHA List of Completed Team Projects

comprehensive marketing plan aimed at increasing attendance at performances and attracting new patrons.

### LHA CLASS OF 2020 TEAM PROJECTS

**Capital Area Girls on the Run** - Collected alumni data, measured outcomes, and “where are they now” stories in honor of the organization’s 10 year anniversary.

**The Kidney Foundation of Central PA** - Created a promotional video about the Patient & Family Partner Program along with distribution plan.

**Medard’s House** - Created a volunteer recruiting & retention plan to help meet the organization’s growing needs.

**PA Career Link** - Created infrastructure around a mentoring program for professionally skilled clients seeking new or advanced employment.

**Team Scott Inspire** - Provided outcome measurement tools and tracking strategies for the organization to quantify its success.

**Vista Autism Services** - Provided marketing plan and strategies for the organization to reach families in need of services and community partners who would refer enrollment.

**Wildheart Ministries** - A plan to help increase awareness of the work, outcomes & impact of the organization and increase community partnerships and volunteer involvement.

### LHA CLASS OF 2021 TEAM PROJECTS

**Collective Impact for the Arts** - Convened over a dozen arts organizations to increase their understanding of and encourage their development of an Arts Collective in Central PA.

**Virtual Volunteer Fair** - Organized and hosted the regions first ever volunteer fair using the zoom platform. Fifty organizations participated in 2 events where dozens of potential volunteers joined in to individual chat rooms with organizations of choice.

### LHA CLASS OF 2022 TEAM PROJECTS

**Middletown Ministries** - created a MARKETING PLAN for two distinct audiences: 1) potential

participants in substance abuse counseling program and 2) community members who can make referrals and provide resources to support substance abuse counseling programming through local church. As an added bonus, the team created an informational and promotional VIDEO for the organization.

**Peyton Walker Foundation** - created processes, tools, and support for DATA COLLECTION of past HEART SCREENING participants served by the Peyton Walker Foundation. Data will be used to inform legislative and fundraising proposals; plus marketing initiatives.

**Tomorrow’s Smiles** - prepared BOARD OF DIRECTORS basic information including bylaws, roles & responsibilities, job descriptions, etc.; helped create org chart and growth plan for volunteer based- non- profit organization. Several team members joined the board of directors and recruited more new board members before the end of the project.

**Volunteer Fair 2.0** - the second annual volunteer fair was offered in both a VIRTUAL and LIVE format between two events which garnered the participation of over 70 non profit organizations and 100 potential volunteers.

### LHA CLASS OF 2023 TEAM PROJECTS

**Center for Independent Living of Central PA** - working to create MARKETING PLAN to bring awareness, enrollment, and support to the wheelchair rugby league in particular.

**Open Stage of Harrisburg** - working to advocate on behalf of a teaching certificate or degree for Theatre through the PA Department of Education.

**Volunteer Fair 3.0** - a continuation of what was started in 2021.

**Young Professionals of Color**, Greater Harrisburg - a MEMBERSHIP ASSESSMENT plan to ultimately increase community services by gaining more members.