Musical Memories Café
Primary Goals for Program Success

The second year will see an expansion to isolated adults, completion of our web site and replication model, and expansion to 1-2 additional sites.

**Specific Goals:**

- Expand participants to include isolated adults by 25-30%
- Expand replication sites by 1-2
  - Working with Canopy of Neighbors at Temple Beth Zion as next replication site
- Complete Website for Musical Memories Café
  - Complete customizable marketing collaterals
Current Recruiting Strategies:
1. Cultivating relationships with current MMC participants ongoing
2. Encouraging word-of-mouth
3. Connecting to partners with flyers promoting MMCs at West Falls and the replication sites weekly
4. Posting on our web site weekly
5. Posting on social media including Facebook and Instagram weekly
6. Promoting at other Center activities, including announcing MMC dates and times and handing out flyers several days a week

Messaging through:
1. Social Media: Photos, videos, and content (digital)
2. Flyers (print)
3. Outreach (meetings, calls, emails, CRM, and Zoom)

“Our Musical Memories Café is a gathering place for caregivers and their loved ones to relax, socialize, and enjoy a meal and some great music!”
Partner Referrals
1. Partners are provided announcements of Musical Memories Café at each of the three locations (on one flyer)
2. We reach out through phone and email to stay in touch
3. We attend meetings and events hosted by partners (in-person and Zoom)
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Partner Referrals
- SPCAPaws for Love
- Aspire of WNY
- Alzheimers Association
- Canopy of Neighbors
- Independant Health (Family Choice of WNY)
- Network in Aging
- MMC facilities (Juniper Glen, Brompton Heights, Tennyson Court, Elderwood, Bristol Village, Park Creek...)
- Buffalo Music Hall of Fame
- Local and national professional musicians
- Local restaurants
- Dale Association/Niagara County
- Amherst Senior Center
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What works?
1. Word of mouth is the best promotion.
2. Announcing MMC at Concerts has proved effective.
3. Strong communication with Partners has been effective.

Jury’s Out
1. Television coverage has been great, but few say that is what has led them to attend MMC
2. Email announcements
3. Facebook and Instagram: Not sure about his but worth continuing
Biggest Challenges

• The pandemic has been the biggest challenge for us. It hurt our momentum, but we are regaining that each week.
• When we are at 50, we are close to capacity for this event. We are close to achieving that once again. People still want space between them.

Where do we need help?

• Assisting our licensees with their recruitment efforts
• Identifying other organizations to connect with to promote MMC

Immediate marketing needs?

• Bouncing ideas off to make sure we are on the right track
• Exploring ways to expand licensees, regionally, statewide, and nationally
Questions?