

# HEARD NOW

Memory Café April Workshop  
Crowley Webb





# CAREGIVER INTERVIEW PROGRESS

## Background and Objectives

Crowley Webb is conducting research in the form of in-depth interviews with opted in subscribers from each participating organization. The research aims to gather firsthand caregiver insights that will help with memory café program development.

The main objectives of the caregiver interviews are to:

- Obtain **firsthand perspectives** from potential memory café visitors about their experiences as caregivers of loved ones with memory loss
- Identify **challenges** and listen to **suggestions** from the target audience that would either make it easier to or make them more likely to visit a memory café
- Determine **organization-specific needs** or considerations that should be factored in for potential memory café development at each of the different locations



### PROGRESS:

Currently, about 75% of interviews are finished with the remaining being scheduled.

At the next workshop on **May 16th**, we will present the results. This will include commonalities we found among all organizations as well as individual reports showing specific findings for each organization where applicable.

# What You Will Learn

Interview questionnaires were developed based on a variety of input including the main objectives of the memory café programs as well as the results from the 2023 survey. Caregiver insights from these interviews can be directly applied to program development.

Question Topics
• Caregiver stories, experiences, and hardships
• Past experiences with the organization
• Feedback about memory cafés in general
• Specific challenges they may face
• Suggestions of activities
• What caregivers need and value most



# Example Preliminary Common Findings



## ADMISSION FEES

When asked if an admission fee would affect likelihood or frequency of visiting a memory café, the majority said that it would not.

This was sometimes with the caveat of the admission amount being reasonable and if it went toward some of the accommodations like snacks or activities.

A few did say this would affect their potential *frequency* of visitation.

*“Well, I was expecting that I would just be paying for the food and some thing for the activities. So, no, if it’s reasonable.”*

*“Not at all. We would do whatever needed to be done to help my brother.”*

*“Maybe just the frequency, depending on what the admission fee is.”*



## FLEXIBILITY

Caregivers mention challenges that come with caring for loved ones with memory loss often including unexpected mood shifts or schedule changes.

For this reason, many caregivers highlight the benefit of having flexibility in their schedules as well as worked into memory café programming. Making accommodations that fit in with a flexible schedule would make caregivers more likely to try out a memory café with their loved one.

*“It’s not a cut and dry thing with her. It all depends on the day, the time, and the mood. It’s like a makeshift. I’m not sure of the person I’m going to see that day. So, there could be a programming, but it depends on where she’s at if we would be able to go or not. So, it’s going to be hit and miss depending on the day. That’s the biggest challenge that I’m seeing.”*

**More to come!**



# MARKETING PLANNING

## Situation Analysis

Based on the information available, a situation analysis is developed and should include, state of the respite category, target audience information, industry/competitive landscape, budget parameters, and any relevant information.

The situation analysis may also answer these kinds of questions:

- What are the strengths, weaknesses, opportunities, and threats?
- What are your projects key differentiators?





# Target Audiences

Paint a vivid picture of your audience using demographics (age, race, gender, income level) and psychographics (values, desires, goals, interests, and lifestyle choices).

Try to answer these types of questions:

- What keeps caregivers of older adults up at night?
- What are their pain points?
- What are their hopes?
- How do caregivers search for information?
- What media do caregivers consume?
- Who do caregivers of older adults trust for information?



# Identify Marketing Goals

In this step, you want to define your overarching marketing goal for your initiative.

- Goals are big-picture, broad, and generally long-term.
- As you launch your new initiative, **awareness** should be your initial marketing goal.



## Example Goals:

- Build/increase brand awareness and name recognition
- Drive traffic to website
- Grow social media following
- Attract caregivers of older adults
- Obtain coverage with key media

## Identify Objectives

- In this step you want to outline your short-term objectives that will help you reach your marketing goal.
- Objectives are specific, measurable, and usually linked to specific tactics.

### Example Objective:

- Reach 1,000 caregivers of older adults within 6 months of launch



## Identify Strategies and Tactics

- Once goals and objectives are set and agreed upon, an overall campaign strategy and supporting tactics can be developed.
- Based on the strategy that rises to the top, think through specific tactics to support the strategy and how individual tactics can work together to form an overall plan.



### Example Strategy:

Leverage healthcare providers.

### Example Tactic:

Develop an informational flyer addressed to caregivers to be provided after doctor visits.

# Outreach Examples

A wide range of tactics can be utilized. Caregiver outreach tactic examples include:

- Distribute flyers in physician offices, eye doctor offices, rehab centers, grocery stores, churches, etc.
- Personal mailed letters
- Geo-targeted digital campaigns
- Post in local community caregiver Facebook groups
- Run targeted banners ads on caregiver resource websites
- Leverage Caregiver resources like NY Connects
- Hold presentations at local organizations
- Email blasts using existing customer lists
- Cross promote with other Exhale initiatives

## Memory Café Survey Results



**70%**

prefer to use  
email  
communication



**51%**

prefer to use  
social media

# Budgeting

When you're building your plan, consider the following items for your marketing budget:

- Outside Marketing Services – determine what outside talent you need for graphic design, web development, copywriting, video, etc.
- Printing – budget for initial, as well as reprints
- Online Expenses – website hosting and domain renewals
- Postage & Shipping Fees
- Email service fee – MailChimp is an inexpensive option
- Mailing List Fees
- Advertising Fees
- Photography



## Outlining KPIs

Lastly, your plan should include Key Performance Indicators (KPIs) to assess the performance of your marketing efforts.

Example KPIs for an awareness campaign:

- Impressions
- Number of visitors to the website
- Time spent on website
- Social interactions



# Plan Activation: Creative Development

Once the plan and budget is approved, the items in the plan can be developed.

It's important to remember that your marketing and outreach materials should have a consistent look and feel and clear message keeping in mind what's important to the caregiver.

For marketing design services there are resources to consider including:

- [Catch a Fire](#) (free services)
- Design tools like [Canva](#)
- Graphic design interns through Universities (paid or free internship)
- Local advertising companies (pro-bono opportunities might be available)



ExhaleForCaregivers.org exhale  
Source: nhational.org/national-family-caregivers-month



ExhaleForCaregivers.org exhale  
Source: aarp.org/content/dam/aarp/research/public\_policy\_institute/lu/2012/understanding-impact-family-caregiving-work-AARP-ppi-10.pdf



ExhaleForCaregivers.org exhale  
Source: exchangelife.com



ExhaleForCaregivers.org exhale  
 November 30 10AM-12PM ET  
 December 6 1PM-3PM ET





**QUESTIONS?**



THANK YOU.