



MEALS on WHEELS
DIABLO REGION

**MOWSOS TO MOWDR:
THE POWER OF A NAME (CHANGE)**

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50 YEARS OF HISTORY

- Established in 1968
- Addition and adaption of programs
- Previous name changes
- Celebrating a momentous anniversary
- Whole person care – the movement forward



**Meals on Wheels and
Senior Outreach Services**



A YEAR-LONG PROCESS



- Challenges specific to name and region
- Considerations before decisions
- Working with a consultant
- Timelines and task plans
- Research and connections
- Direction: planning the next 50 years



PARTNERS IN SERVICE

REACHING OUT

- Review multiple websites
- Consult with sister MOWs
- Glitches?
- Recommendations?
- 'Punch list'
- Prioritize 'to-do' list
- Checking in



TOGETHER, WE CAN DELIVER.™

STAFF INVOLVEMENT

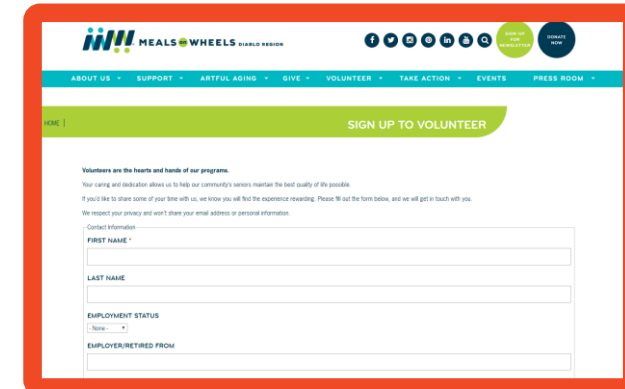
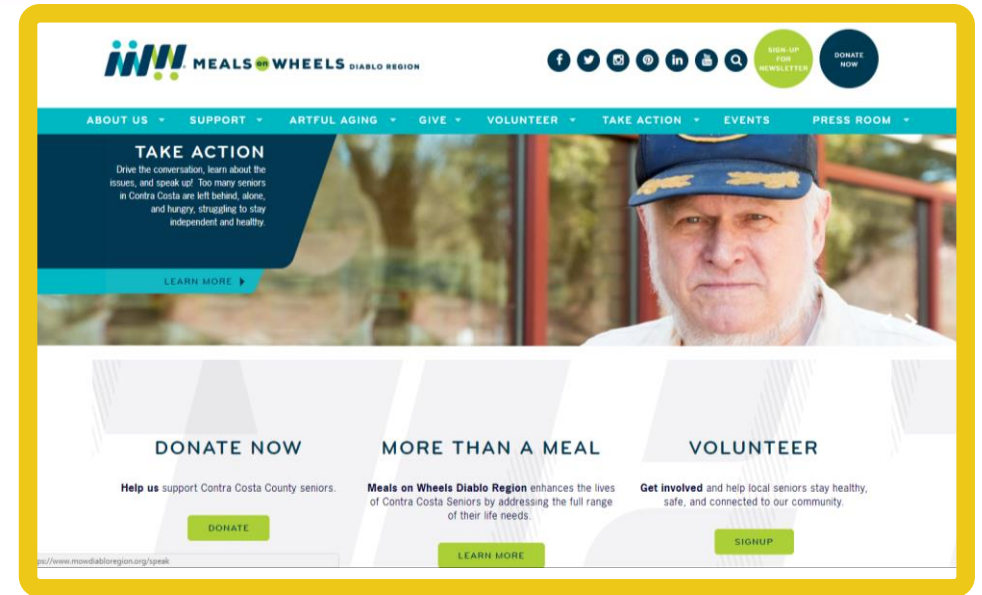


- In on the ‘secret?’
- When/what to share
- Board vs. staff
- Collection of swag and materials
- Retraining
- Removal of previous branded items
- Establishing rebrand marketing policies

WORKING ON YOUR WEBSITE

THE PROCESS

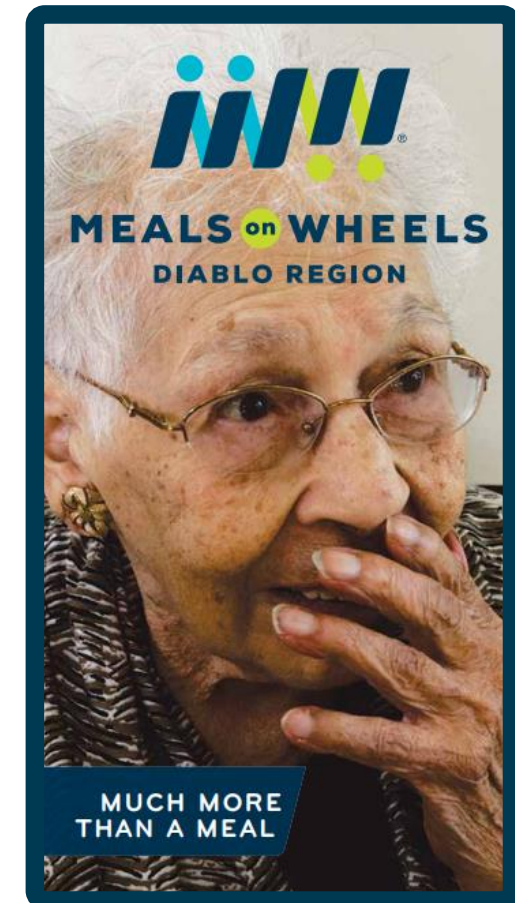
- Website checklist: platform training, donation processing, social links, etc.
- Redirect from old to new site – 1 month
- Google Analytics with new URL
- Match footer with top-tier navigation
- Direct web forms to new email addresses
- Confirm compatibility of newsletter service
- Regular communications with OneEach
- Be ready for last-minute changes



THE FINAL COUNTDOWN

GETTING READY FOR REVEAL

- Soft reveal vs. flip-the-switch
- IT and the email address process
- Share process with staff/board
- Order rebrand materials: swag, signage, vehicle wrap/s, etc.
- Announcement plan: talking points, press release, digital
- Work with development team – grants, funders, rankings
- Create marketing material templates
- Prepare social media links, graphics, and headers
- Review MOWA design guide
- Assign day-of tasks to key staff





MEALS on WHEELS
DIABLO REGION

#HELLOMOWDIABLOREGION

CREATE BUZZ AROUND THE NEW BRAND

COMMUNICATIONS

- Tease pending announcement
- Final marketing plan: PR, email, print
- Develop an “Impact Piece” for key supporters bit.ly/mowdrimpact
- Personally reach out to high-level contacts
- Request promotion support – radio PSAs, media briefs, social media shares
- Paid ads in target demographic media outlets
- Announcement in volunteer driver binders
- Press release eblast on launch date

MEALS ON WHEELS AND SENIOR OUTREACH SERVICES IS NOW...



MEALS ON WHEELS
DIABLO REGION

TOGETHER, WE CAN DELIVER™

- **50 years of service in Contra Costa County**—Through evolution and impact, we continue to address seniors' most pressing issues of hunger and isolation.
- **New name, unified voice**—By aligning with the national senior advocacy movement and Meals on Wheels of America branding, we amplify our impact.
- **Expanded role**—We are going even further to enable seniors to live independently and with dignity at home through whole person care and collaborative partnerships.
- **More than a meal**—As the county's provider-of-choice, we connect seniors to critical services and solutions that keep our seniors' best interests at heart.
- **Help kick-off the next 50 years**—Celebrate our 50th Anniversary on May 12, at Blackhawk Museums. Purchase Gala tickets at mowos.org/events/gala.

GET INVOLVED TODAY!

VOLUNTEER OR DONATE

MEALS ON WHEELS DIABLO REGION IS A NON-PROFIT 501(C)(3) ORGANIZATION (IRS #58-0044205)
WWW.MOWDIABLOREGION.ORG / 925.937.8311

MEALS ON WHEELS DIABLO REGION

Evolution and Impact

FIFTY YEARS OF EMPOWERING SENIORS—PROVIDING MORE THAN A MEAL

Meals on Wheels Diablo Region has been serving the needs of Contra Costa seniors for over 50 years. Starting in 1968 as a meal delivery service, the organization has evolved, adding programs to address the full range of seniors' most pressing life issues. In 1971, the Friendly Visitors program was established to help fight senior isolation. A year later, C.C. Cafes opened, providing lunches and companionship at six senior center locations. The Home Care Registry was created in 1975 to provide respite care and training for low-income older adults and their caregivers.

Over the next two decades, as the population continued to increase, these programs grew and became more established. In 1996, we created a Care Management team to address the special issues of low-income seniors. This vital safety net focused on mental health, nutrition, mobility, housing, and companionship—areas often overlooked by society. We launched the Fall Prevention program in 2008 as a county-wide coalition to address this frequently fatal epidemic.

WHERE WE ARE TODAY—COORDINATED CARE


To create a holistic approach, we adopted a Coordinated Care model in 2014. This model provides for a seamless blend of services tailored to each individual. We assess the client's current situation and then provide links to a broad network of support services from nutrition to social interaction to fall prevention to respite care. We recently added Elder Abuse Prevention outreach and training services. This comprehensive, integrated, and personal approach has built our reputation in the County as the provider-of-choice to connect seniors with critical services like food, housing, and emergency care.

A NEW NAME—OUR EXPANDED ROLE

Though our organization is 50 years old, it's not the same as it once was. We have expanded and created a new model to effectively meet the changing needs of the population. Meals on Wheels covers more ground now, both geographically and


close aligned with the national senior advocacy movement. By keeping the Meals on Wheels name and speaking in one, unified voice, we amplify the effects.

We adopted the geographic descriptor “Diablo Region” to reflect our broader focus in the county. To further signal our transformation, we've adopted a new look, created a new web site, and developed new materials. Coordinated Care and coordinated efforts continue to be the common threads that bind us locally and nationally. Meals on Wheels Diablo Region is more than a meal. And together, we can deliver.




OUR VISION FOR THE FUTURE—STRATEGIC COLLABORATION

As the aging population grows, Meals on Wheels Diablo Region will continue to create collaborative partnerships. Most of the challenges that seniors face—loneliness, falling, poor nutrition and lack of social supports—are, fundamentally, health issues. The financial and societal costs of not addressing the social determinants of health are enormous. Acknowledging the direct health impact of a safe living environment provides an opportunity for us to team up with healthcare providers, schools and universities, elected officials, and other community-based organizations. It also allows us to connect health outcomes to home-based services including home-delivered meals, fall prevention, and visits by our social workers. Understanding the effects those services have on seniors' physical and mental health will enable us to develop new services to address the changing needs of low-income, older adults living in Contra Costa County. Expanding services for the thousands of low-income older adults living in Far East Contra Costa County remains a key focus for us. Uncertain government priorities, the aging population, and the changing healthcare landscape require Meals on Wheels Diablo Region to remain strong, innovative, and collaborative. We



MEALS ON WHEELS
DIABLO REGION

FOR IMMEDIATE
RELEASE



SAY GOODBYE TO MEALS ON WHEELS AND SENIOR OUTREACH SERVICES ...
HELLO TO MEALS ON WHEELS DIABLO REGION

Contra Costa County's Meals on Wheels and Senior Outreach Services ring in 50 years of service with new name, new logo, renewed purpose, and incoming 50th Anniversary Gala.

DAY-OF BEST PRACTICES

ALMOST THERE!

- Come in early
- Connect with IT department and OneEach
- Staff meeting
- Change phone greetings
- Replace all displayed marketing materials and swag
- Update all social media
- Go public
- **CELEBRATE!**



RENERGIZING BRANDED ITEMS



6 PROGRAMS WORKING TOGETHER

Meals on Wheels	800 meals delivered daily
C.C. Cafes	220 lunches served in 6 cafes
Fall Prevention	180 homes made fall-safe
Care Management	800 case management interventions
Companionship	200 friendships created
Artful Aging	4 Tai Chi classes and 4 nutrition classes



MEALS ON WHEELS DIABLO REGION IS A NONPROFIT

50TH
ANNIVERSARY
GALA



DELIVERY
DRIVER CAR
MAGNETS

ELAINE CLARK
CHIEF EXECUTIVE OFFICER

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ELEVATOR
PITCH CARD



2ND ANNUAL
POKER
TOURNAMENT
FUNDRAISER



**VOLUNTEER
DRIVERS NEEDED**

925.937.8311

BUSINESS
CARDS

COORDINATED CARE SLIDE

MEALS ON WHEELS

Nourishes frail, socially isolated, homebound seniors by delivering meals 5 days each week.

ARTFUL AGING

Exercise, nutrition education, workshops and emerging therapies.

CARE MANAGEMENT

Our care managers provide confidential guidance to help older adults and their families meet long-term care needs.



FALL PREVENTION

Reducing falls, injuries and loss of independence are the focus of this award winning program.

COMPANIONSHIP

Weekly visits by volunteers reduce isolation and depression among frail seniors.

C.C. CAFÉS

The C.C. Café lunch program is designed for active older adults who enjoy “eating out” at their local senior center.

ALL THE GOOD STUFF

REBRAND REWARDS

- Unified vision
- PR power
- U.S. News and World Report
- Increased social media presence
- Internal processes, efficiencies
- New demographics
- Brand recognition
- New and improved messaging style
- A bigger voice and broader reach!





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OUR TWITTER	:	@MOWDIABLOREGION
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