

Messaging at the Community Level for Increasing Participation and Fundraising

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Motivation

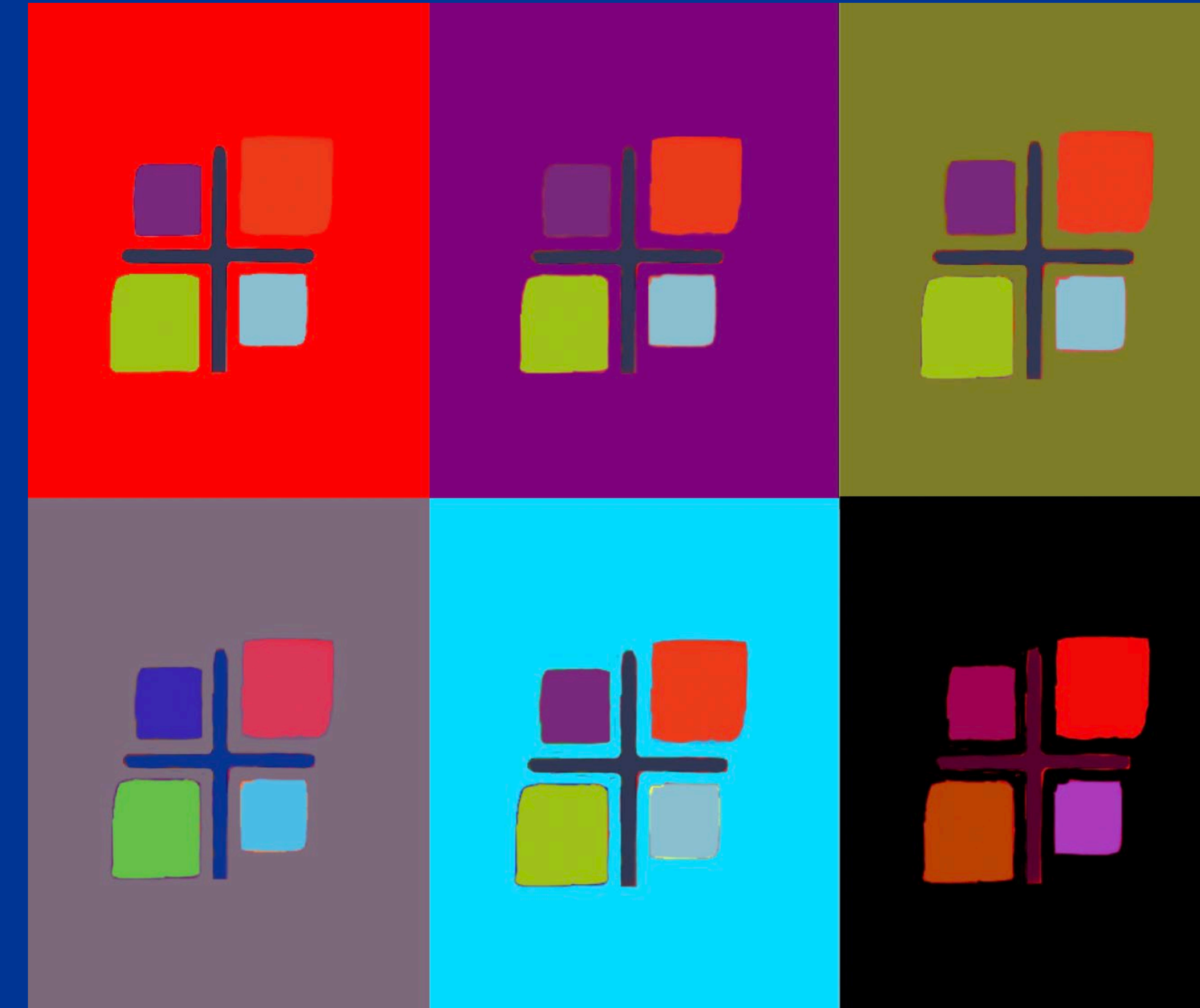
- Hosanna House provides and partners to deliver Health & Wellness Services from, and not limited to:
 - Child Development - Event Space - Career Assistance - Swim classes - Health Care - Dental Care - Allegheny Health Department – Center for Aviation Technology and Training (C.A.T.T.)
- Hosanna House wants to expand its visibility in Wilkinsburg and the Pittsburgh area.
- Hosanna House faces challenges in staffing, including burnout, shortages, and retention.
- Increasing funding from donors can support staffing, which in turn can optimize health & wellness for the Wilkinsburg community.
- Further connections with other community partnerships.

Context

- Hosanna House was founded in 1990 by Mr. Leon E. Haynes after Wilkinsburg was declared a distressed community in a 1987 report by the University of Pittsburgh Graduate School of Social Work.
- Hosanna House is an IRS Section 501 (c)(3) charitable organization.
- Current properties include the Wallace Event Center & the Sherwood Event Center.
- Hosanna House partners with 10 in-house providers and 23 collaborative partners.
- 5.3% of persons in Wilkinsburg are without insurance. (U.S. Census Bureau, 2023)
- 31.9% of Wilkinsburg is White alone, 58.7% is Black or African American alone, 1.7% is Asian alone, and <1% American Indian and Alaska Native. (U.S. Census Bureau, 2023)
- Wilkinsburg's population has decreased by 11% since 2010. (U.S. Census Bureau, 2023)
- Wilkinsburg faces barriers to equitable employment opportunities and the growth of intergenerational wealth due to neglect and systemic racism.

Project Description

- Messaging for Critical Needs Alert (C.N.A.). #OneDay
- C.N.A. is a one-day fundraising event hosted every August by The Pittsburgh Foundation. (Pittsburghgives.org, 2025)
- Asset Assessment of Hosanna House's Messaging Critical Needs Alert Messaging:
 - Why? - Increase engagement & education on Hosanna House Services and Partnerships.
 - How? - Interactive messaging.
 - What? - The C.N.A. Wheel, raffle, poster, press releases, and social media posts.



Increasing the Visibility of Community Health Services is Important to Increasing Donor Engagement for Community Revitalization.

“People working together providing opportunities that will empower families and individuals to discover, acknowledge, and develop their maximum potential physically, spiritually, and economically.”
 - Founding CEO Mr. Leon E. Haynes, III

**#OneDay
August 5th**



Project Deliverables

- The C.N.A. Wheel will be bought, decorated, and formatted for the Hosanna House staff and participants.
- Participants will spin the wheel and be asked a question about Hosanna House. If they get the question right, they'll get a prize.
- Conduct short interviews with participants.
- Host a raffle to get donations and get participants' contact information for measurability.
- Measurability
 - The number of people who visited the table and spun the wheel.
 - The number of raffle participants and total donations.
 - Track the amount and type of online donations and donors.
 - The number of people who visited the website after the C.N.A.



Potential Impact

- Increasing visibility of Hosanna House services and partnerships can increase private donors, donations & community engagement.
- Longer-term strategy of tracking engagement through events & interactive tools.
- Maintain and improve retention of community health services and collaboration in Wilkinsburg.

Recommendations

- Expanding presence on social media through interactive posts and interviews.
- More staff to manage their social media accounts.
- Host focus groups for community members on attitudes towards current health services and behaviors.

References & Resources

