

Marketing *This comprehensive work item needs faculty or other expert guidance.*

PBJ Connections needs a creative and comprehensive marketing plan that uses out of the box thinking and:

- a. Determines the communities in central Ohio where we should be marketing our services.
- b. Lays out how we should market services to families, groups, organizations, etc.
- c. Determines how we should market to funders and donors and lays out a plan.
- d. Incorporates the use of technology in the plan – Web 2.0, TV and Radio, viral videos, email, printed media, etc.
- e. Determines how we can get funding for horses and facility.
- f. Reviews our current collateral for improvement.

PBJ Connections is not experienced in marketing; however our collateral including brochures, web page, etc is effective.

Grant Writing

PBJ Connections needs research and assistance in writing grants with a focus on funds to pay for facility and horse use. As we have experienced grant writers in our organization, this task can be short term and focused. Activities include finding the grants through researching opportunities and writing parts of the grant.

Communications and Public Relations *This work item needs faculty or other expert guidance.*

1. Create a kid-friendly horse and therapy related and supportive blog or bulletin board. What will work and appeal to kids? What will keep PBJ Connections looking current. Needs to be safe and secure. PBJ Connections has experienced web developers and security experts on staff. Need out of the box thinking, research, planning, etc. Opportunities for actual development as well.
2. Create radio or TV public service announcements. Plan, get people to do them, record, look for outlets, etc.
3. Get PBJ Connections interviews on the radio.
4. Interview willing parents or clients to write or record some heartwarming stories about the impact of our program.
5. Create and issue press releases.
6. Write newsletter articles on PBJ Connections.
7. Assist in planning and creating a tele-seminar or webinar on Equine Assisted Psychotherapy.

Fundraising Activities

1. Create a detailed plan for a specific fund raising activity that includes the event, venue, target population, execution plans and expected income.
2. Organize and run a fund raising activity.
3. Create an annual giving campaign to be implemented before the end of 2009.

Horse Related Activities

1. Create a photo board (poster board) of horses used in our program. This will be used with the clients to help them learn the horses' names and to learn about identifying marks. This board needs to be sturdy and something we can reuse. We can use one for horses at each location.
2. Need an experienced horse person who can spend time with one of our horses to help relax and desensitize him to sounds and movements that are stressing him. This is a very safe and willing horse who does not feel comfortable with hoola-hoops, bouncing balls, etc. This work would be at the Pataskala farm.
3. Create a sturdy poster board/sign of barn rules applicable for the Pataskala farm.
4. Create a report for the PBJ Connections' board of directors on the cost of keeping a horse in Central Ohio.
5. Read existing horse notes and record horse behaviors. Due to the confidential nature of this activity, it can only be done under PBJ Connections' staff supervision.

Business Management Activities *These work items will benefit from faculty or other expert guidance.*

1. Investigate insurance for Boards of Directors. Include: areas that need covered, types of non-profits that obtain this insurance, obtain quotes from various companies. Output is a report to the PBJ Connections board.
2. Review the organization's financial reports and reports of typical organizations of our size and recommend a set of useful reports. Output is a report to the PBJ Connections board.
3. Review salaries of Program Directors, Executive Directors and Equine Professionals in organizations similar to ours. Output is a report to the PBJ Connections board.
4. Create a comprehensive risk analysis plan for the operations of PBJ Connections, the board, and the facility owners.
5. Create an effective customer satisfaction survey.

Psychology Related Activities *These work items will benefit from faculty or other expert guidance.*

1. Design a clinical trial that measures the efficacy of Equine Assisted Therapy.
2. Research and recommend a behavioral measurement tool suitable for use by PBJ Connections. Include factors like cost, availability, usability, acceptance by the mental health community.