

Memphis Goodwill, Inc.- Media Analysis & Strategy

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Organization Overview

Memphis Goodwill, Inc. is an independently operated non-profit organization that is a member of Goodwill Industries International, Inc. It is one of 165 autonomous Goodwill organizations in North America.

Memphis Goodwill History & Mission

Founded in 1927, Memphis Goodwill, generates more than \$35 million dollars annually and employs more than 800 people. The company operates 14 retail stores, 3 bookstores, 2 job centers, a charter school for adults, and several donation centers across Memphis and north Mississippi.

The mission of Memphis Goodwill is to change the lives of people with disabilities and other barriers to employment through the power of work, education, and empowerment. They do this by hiring and training people with disabilities for their retail and contract services operations. In, spring 2015, they launched a free charter school for adults called, The Excel Center. The program helped 38 adult students earn their high school diplomas in their first graduation commencement ceremony, in June 2016.

Public Perception

On September 4, 2015 federal agents raided Memphis Goodwill's corporate headquarters as a part of a growing national fraud investigation. The organization started because of reported abuse of Ability One, a program that provides work to disabled workers. The raid was covered by local as well as national news organizations and caused a lot of community and supporter backlash. The public perception of Memphis Goodwill is mixed. Long time shoppers and donors love the organization but, those that saw the federal raid on television have lost trust

in the brand.

Media Strategy for Combating Public Perception

Goal: We want to rebuild community trust in Memphis Goodwill.

Proposition Statement: Memphis Goodwill has always operated its contracts business according to Federal guidelines. It gives those with barriers to employment a chance at self-sufficiency through the power of work.

Objectives;

- Produce a short documentary about the history of Memphis Goodwill and how it got started in the commercial services business. The video will spotlight how they've been servicing the IRS building (in downtown Memphis) since 1995. It'll also feature stories and positive testimonies from long time employees.
- As a part of the company's 90th anniversary, in 2017, we'll create a website that delves deep into the organization's rich history and accomplishments. The site will utilize multimedia to bring Memphis Goodwill's history to life.
- Lastly, we'll produce a free event to thank Memphis Goodwill's customers for their support. The event will feature raffles, give-a-ways, food, and entertainment.

Sources:

- <http://goodwillmemphis.org/about/>
- <http://www.cnn.com/2015/09/04/us/abilityone-investigation-update/>
- <http://www.socialbrite.org/2010/05/27/create-distribute-media-for-a-campaign/>