

COMMUNICATIONS STRATEGY

DECEMBER 2020



created by

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MARKETING PERSONAS





This is Grace.

Demographics



Higher education



Applied
Psychology and
Human
Development



Religious and
practicing

Grace is **23 years old**. She is from **Boston, Massachusetts**. Grace grew up in a **religious household**, going to church every Sunday with her family. She recently graduated from Boston College with a **degree in Applied Psychology and Human Development**. In school, it was important for Grace to have a sense of **community** and connections among her peers. Because of this, Grace was very involved in various **student organizations** such as Catholic Relief Services Student Ambassadors and Relay for Life.

Grace is a champion **smart-phone user**. She grew up in the age of technology and consumes a large amount of information via mobile and digital channels. Mobile-centric social media platforms like Snapchat and Instagram are some of her favorite forms of social media as it allows Grace to share her ideas and information rapidly with friends and followers. Grace is very **social** and looks to her networks to stay up-to-date with current events.

Behavioral Identities



Smartphone
savvy



Healthcare
industry
interest



Wants sense of
community

Now that Grace has finished school, she is unsure what her next steps will be. She is looking for a **job within the healthcare sector**, where she can find **inspiration** in her work and utilize her knowledge in human development. Similarly to her time in college, Grace is looking to become a part of a **community** and have a connection among her colleagues.

She is also interested in experiencing a **new city**. Boston has always been home to Grace, but she is open to relocating for this next chapter in her life. Grace does have **family in the Washington DC area**, and she has been looking into job opportunities in this metropolitan area. Grace is aware that the cost of living is relatively high in the nation's capital, so a roommate would help offset **housing costs**. **Career development** is significant to her, so she is excited to find a job that will provide her with the expertise she needs to be successful in the **healthcare industry**.



This is Ben.

Ben is 25. He grew up in a town right outside **Berlin** with his **Jewish family**. They go to the **Temple every Saturday**.

Since he was a child, he has always enjoyed being helpful as he **volunteered** for chores at home and assisted his friends with homework. He is a **swift learner**, loves being around **people**, and **openminded**.

Ben likes reading blogs and mainly consumes content on Facebook, Instagram, and LinkedIn. He utilizes **social media** to keep up with his friends, current world events, and to find new **volunteer opportunities**.

Two years ago, he got his **undergraduate** degree in **Business Administration** at Humboldt University, where he was a student advisor for four semesters. A few days before graduation, he stumbled upon L'Arche International's **Facebook page**. Unsure of his plan after Humboldt, he expanded his **online research** on this particular nonprofit. He realized this organization would be an ideal place to start his career journey. Ben would **strengthen his professional development** thanks to L'Arche's three-month training program for new assistants, and **positively impact** other people's lives. He immediately decided to move to Tecklenburg, Germany, where L'Arche has a community, and he became a live-in assistant.

He found an apartment very close to his new workplace, became close friends with Sven, a 53-year-old core person, and found an inclusive, welcoming environment that he calls his "second home."

After 13 months of caregiving at L'Arche Tecklenburg community, Ben was ready for a new opportunity. He enjoyed his time in this country; however, he only wanted to **live abroad** for a limited period. He wanted to have a positive **impact** on other L'Arche communities and explore a **different** city and culture. He took advantage of L'Arche **International Experience Program** and moved to Washington, DC. This program guaranteed Ben's insurance coverage, a stipend, and the possibility of housing with reduced rent fees.

Demographics



Higher education



Business
Administration



Religious and
practicing

Behavioral Identities



Computer
savvy



Wants to make
a positive
impact



Wants to live in
an **inclusive**
community



International
travel is possible
and appealing



This is Parker.

Parker is **24 years old**. She is from Chicago, Illinois.

She spends several hours a week watching television shows on Netflix. She enjoys sharing content on Facebook, Instagram, and Snapchat.

She lived with her parents and brother, Sam, until she had ventured off to Indianapolis to attend college. Sam is 15 and has Down Syndrome. Parker has always **assisted her family with caring for her brother**, and in high school, she discovered that **art therapy** is a powerful tool for people with this disorder. Since that observation, her dream has transitioned into becoming an art teacher to support individuals like her brother.

To fulfill that dream, Parker just got her graduate degree in **Art Therapy** at Indiana University. While in college, she **volunteered** as a **special needs** teaching assistant at a kindergarten for six months.

Demographics



Higher education



Art Therapy

Behavioral Identities



Digital media savvy



Wants to make a positive impact



Aspires to help by teaching



Combines volunteer experience with career goals

Parker is apprehensive about starting her teaching career immediately. Therefore, she is **looking for opportunities** where she can have a **positive impact** on communities through art.

Her brother inspired her, and now Parker would like to pursue an experience in the **social service sector** to help elderly citizens. Her short-term aspirations are to enhance her interpersonal skills with different generations and have a positive impact on communities.



BROCHURE

What is L'Arche of Greater Washington, D.C.?

- It is a community of people with and without intellectual disabilities who share their lives together as one
- It welcomes people of **all walks of life** and of **all backgrounds**
- It offers a place of **growth** and **belonging**
- It is part of the **movement** the International Federation of L'Arche Communities - a **worldwide interfaith organization** of **more than 130** independent communities



We welcome every opportunity to introduce people to the life and spirit of L'Arche.

If you're interested in working for L'Arche, we would love to hear from you.

Please visit:
www.larche-gwdc.org

Mailing address:
L'Arche Greater Washington, D.C.
P.O. Box 21471
Washington, DC 20009

Working at L'Arche of Greater Washington, D.C.

Building inclusive communities



At L'Arche, adults with and without intellectual disabilities share life and friendships in community.

About You

Do you want to have an unforgettable experience in Washington, DC?

Do you want to feel inspired in your work?

How does working abroad while having a positive impact in a new community sound?

About US

OUR MISSION IS TO...

Make known the gifts of people with disabilities through mutually transforming relationships. We do this in our daily life, in our greater solidarity with those around the world, and in our personal work through formation, prayer, and friendship.



WHAT DOES AN ASSISTANT DO?

- **Provide** professional, personalized services to the core people;
- **Collaborate** with other assistants and members of L'Arche;
- **Advocate** for and with core people for the rights they deserve;
- **Grow** personally through mutual relationships within the community.

To find out more information about assistants and how to apply, please visit our website at: <https://larche-gwdc.org/get-involved/career-opportunities/>

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Building communities
of faith and lifelong
homes with people who
have intellectual
disabilities

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BECOME AN ASSISTANT!

Benefits include:

- competitive salary
- room and board for live-in assistants
- lower housing rates for live-out assistants
- health insurance
- free 3-month training
- love and gratitude from the core people
- the option to work for one of L'Arche's 130+ communities around the world





INTERNAL NEWSLETTER #1



L'ARCHE GWDC



A Staff Newsletter for the Greater Washington DC Community



SHARING OUR STORIES FOR A NEW CHARTER

By Lauren Palmer

Take a moment to think about your life, your story. How has your understanding of who you are changed over time? What have you discovered about yourself that you needed and wanted to share with others? Similarly to our individual stories, the stories of communities and organizations deepen with time.

*L'Arche is no difference in this regard. Our collective understanding of the essence of L'Arche has grown...
Enter: The Charter.*

HIGHLIGHTS & ANNOUNCEMENTS

October

- Halloween Costume Party
- Charter Work Day
- Group Trip to Philadelphia

November

- Arlington Open House - **Nov. 4th**
- Launch of new GWDC website - **Nov. 30th**

TOP SOCIAL POST



L'Arche community members taught a class at Georgetown University last week! Bruce, Luke, and Meredith led a lesson and discussion on personal and social transformation.



CAREER OPPORTUNITIES AT L'ARCHE GWDC

- Home Life Leader for 6th St House
- Virginia Program Coordinator

CAREER OPPORTUNITIES AT L'ARCHE USA AND BEYOND

- Director of Development - Portland, OR
- Daytime Assistant - Grenoble, France

HIGHLIGHTS OR ANNOUNCEMENTS

HALLOWEEN COSTUME PARTY

CHARTER WORK DAY

GROUP TRIP TO PHILADELPHIA

ARLINGTON OPEN HOUSE - NOV. 4TH

LAUNCH OF NEW GWDC WEBSITE - NOV. 30TH

DC Activities

EVENT	DATE
Butterfly Pavilion	11/15
Enchant Light Maze	11/22
Georgetown GLOW	12/06



INTERNAL NEWSLETTER # 2



L'ARCHE GWDC

The Greater Washington DC's Monthly Staff Newsletter



Sharing Our Stories for a New Charter

By Lauren Palmer

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Enter: The Charter.

Read the full blog here.

L'Arche GWDC's charter resource person is Lauren Palmer and she can be reached at charter@larche-gwdc.org

HIGHLIGHTS AND ANNOUNCEMENTS

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Getting to Know You

In Focus: Caitlin Smith



You may know her as the friendly face of HR for our L'Arche of Greater Washington DC community, but did you know she has been at L'Arche for almost 10 years!

Over the years, Caitlin has held a number of roles in our homes and in our leadership teams, stepping into the role of Director of Human Resources in the Spring of 2017. Caitlin also has played an active role in the development and leadership of the L'Arche Diversity Commission.

TOP SOCIAL POST OF THE MONTH



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GET TO KNOW YOUR CITY

- Butterfly Pavillion
- Enchant Light Maze
- Georgetown GLOW
- Swingin' in the Season
- November 15th
- November 22nd
- December 6th
- December 14th