

# OLD WEST CHURCH

Recommendations for increasing community awareness of and engagement with Urban Food Forest





# Agenda

## OVERVIEW

Background  
The Challenge

## RECOMMENDATIONS

Study Consumers  
Shape Thoughts  
Influence Attitudes  
Impact Choices

## IMPLEMENTING PLAN

Prompt Choices

## EVALUATION

Strengths & Weaknesses

Urban Food Forest is a project under Old West Church (OWC). It aims to promote food justice within the community.

It is partnered with the Boston Food Forest Coalition (BFFC) where there are 8 food forests within Boston.

OWC has put in over 250+ labor hours since then by collaborating with Northeastern through their nuSERVES program and Orientation Leaders training.

## Background



# The Challenge

Determine how to increase community awareness of and engagement with Old West Church's food forest





**Recommendation: Study Customers**

# Research Methods

## Observational Research

- Visit Old West Church's Urban Food Forest
- Volunteer at Monday Community Dinner
- Met church members before Sunday Worship

## Exploratory Research

Informal Interview with Northeastern University, Service Learning staff member, Sara, and Suffolk Students, through email and verbal communication.

## Survey

Surveyed church members on their thoughts about the Urban Food Forest before Sunday Worship.



Students in the Food Justice and Community Awareness course at Northeastern University

**Target Group**



**Recommendation: Shape Thoughts**



# Poster Design

## Individual factors

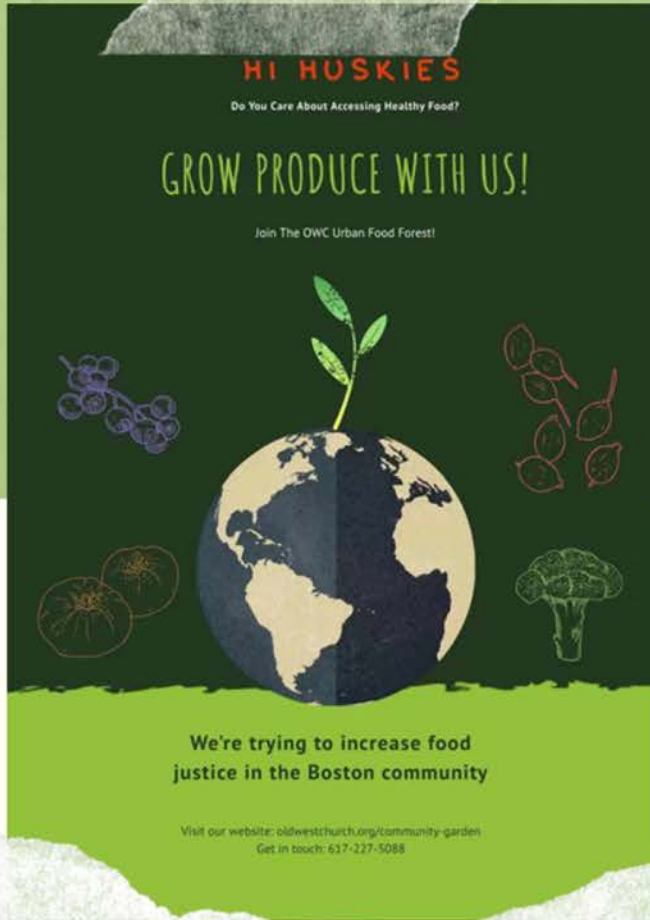
- Capacity - simple message
- Sensitivity - personal relevance

## Source factors

- Vividness - question, images
- Intensity - colors (green)
- Novelty - sprout on earth

## Locations

- Curry Student Center
- Dodge Hall
- Outside of Church





**Recommendation: Influence Attitudes**



## Current Outlook

Strong religious, political, serious presence on the general look of the church.

*E.g. Black fence, painting on the wall*

Peripheral route thinking → "Imposing"

# How to Make the Look of the Church More Welcoming?



**OLD WEST CHURCH**



## Visual Priming and Reciprocity

Redecorate the wall:

- Mosaic art: collaborate with art clubs who seek partners to collaborate with
- Ins wall: attract people to take pictures so there could be word-of-mouth promotion

Repaint the fence color (color theory):

- White matches with the brand, and depicts certain factors such as faith and goodness

# Direct Communication, Promotional Materials, and Social Media

## Likeability

- Speak with class to explain food forest's mission, making students feel they are on the same team with Sara working towards food justice
- Emphasize food forest's commitment to helping with food justice through flyers, social media, and other promotional materials

## Consistency

Ask students to follow Old West Church's social media accounts because doing so will make them feel the need to behave consistently with their decision to follow OWC online, leading students to remain involved with the church



**Recommendation: Impact Choices**

## Current Situation

- Students may have negative biases about churches
- May judge all churches as negative without realizing their bias

## Solution

- Speak to students about Old West Church's values and beliefs
- Emphasize how church is welcoming of people who are immigrants, LGBT, and have other diverse backgrounds

## Result

Students will become more comfortable at Old West Church as they've become aware that OWC is different from churches they have negative opinions about



# Managing Expectations



You've put in so many hours this week. I really appreciate it!

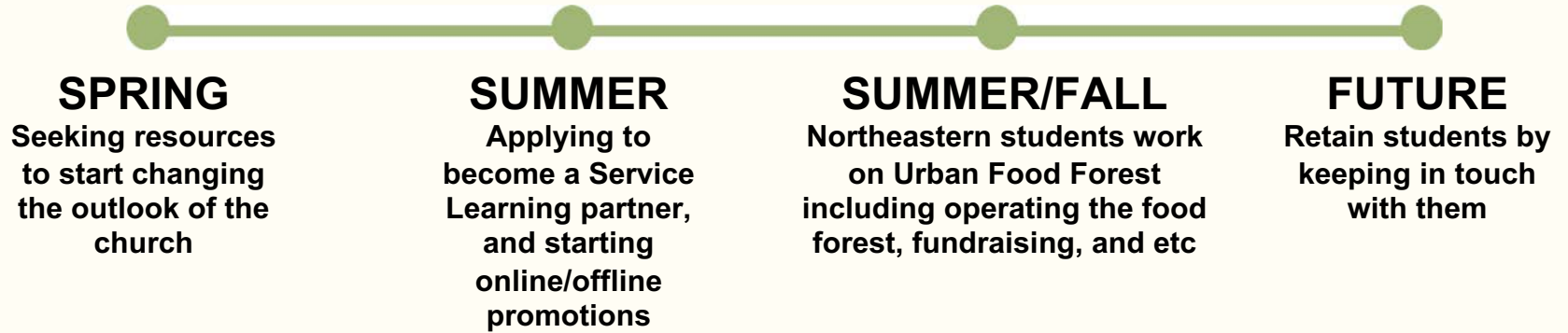
You're welcome!  
Thank you for noticing. I can't wait to come back next week!

## Recognizing Volunteers

- A primary way of retaining volunteers is by recognizing their efforts, showing them appreciation, and demonstrating their impact
- Recognize individual students for their efforts
- **Diminishing marginal utility:** When recognizing students for their efforts, it would be best to do so in increments instead of lumping all achievements together



# Implementing Prompt Changes



# Evaluation

## Strengths

- Highly selective target market
- Dedicated volunteer work
- Loyal relationship
- A firm start can help with attracting more people from the neighborhood

## Weaknesses

- Small number of students
- Requires funding to support the project
- Seasonal

# References

- <https://cssh.northeastern.edu/humanservices/2017/03/register-for-food-justice-and-community-development-class-summer-1/>
- <https://www.facebook.com/northeastern/videos/10154469929524812/>
- <https://www.oldwestchurch.org/community-garden>
- <https://bostonfoodforest.org/old-west-church/>
- <https://www.colorpsychology.org/>
- <https://www.northeastern.edu/communityservice/become-a-service-learning-partner/>
- <https://reachrightstudios.com/color-scheme-church-brand/>
- <http://haleyhouse.org/what-we-do/urban-agriculture/mckinley-garden/>
- <https://insights.theberkeleygroup.org/how-can-nonprofits-leverage-college-students-1a98429bf407>

The image features a central green rectangular box with the text "Thank you." written in white, sans-serif font. The background is a light cream color with torn paper edges at the top and bottom. The torn paper at the top shows a grid pattern on the left and some illegible text on the right. The torn paper at the bottom shows a grid pattern on the right and some illegible text on the left.

Thank you.