

# LIMERICK'S GATEWAY TO EDUCATION

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## Introduction

Limerick's Gateway to Education is a Limerick-based educational support charity that offers school books, uniforms, and tutoring services to local families who would otherwise struggle with the expense of sending their children to school. In order to pay for its overhead, LGTE also sells second-hand books, movies, clothing, and shoes in its shop and relies on donations to receive these items. LGTE also runs a Homework Club, where university students provide affordable tutoring services to local children.



Figure 1: Store Growth Timeline

## Aims & Objectives

Limerick's Gateway to Education does important, meaningful work, but many people in the Limerick community aren't even aware that the organization exists. LGTE requires donations to sustain its shop, run its homework club, and pay its overhead costs, so it is imperative that it is well-known and a top destination for donations. We know LGTE is a worthwhile cause because it facilitates affordable education, and education is among the most important things a person can obtain. Our aim as practicum volunteers was to increase awareness of LGTE, its mission, how it contributes to the community, and its need for donations. We decided that the best way to do so was to take a multi-faceted marketing approach.

## Implementation

### Donor Report & PowerPoint:

The donor report and accompanying presentation highlight LGTE's impact on the community and encourages prospective donors to contribute.

### Survey:

The survey was designed to collect commentary, suggestions, and concerns from those who are directly impacted by LGTE's Homework Club, and it will be used for program evaluation and assessment.

### Thank You Card:

The thank you card showcases appreciation to those who have donated and encourages them to donate again.

### Website Update:

The LGTE website was rewritten and redesigned to make it clearer, more concise, and more intuitively structured.

### LGTE Communication Chart, Roles & Contact Sheet, and Charity Shop Contact Sheet:

These resources will allow internal and external constituents of LGTE to communicate effectively and further LGTE's cause.

### Donation Drive:

At the end of the semester, we organized the first annual International Spring Cleaning Drive on behalf of LGTE, which was communicated to all international students through the UL International Education Division.

## Outcomes

The University of Limerick Practicum students of Spring 2017 have positively impacted Limerick's Gateway to Education through providing the organization with resources that will encourage future donations, improve LGTE's internal and external communication, measure the effects of the homework club, and give thanks to current donors for their support. Overall, the practicum students have created a solid foundation for future students to promote LGTE and spread awareness of the organization moving forward. They have also benefited the Limerick community as a whole by supporting an organization that works to promote education among local families.

## Conclusion

Overall, we worked together to provide Limerick's Gateway to Education with concrete tools to use in furthering their goals. Future practicum students could help by updating the existing donor report and PowerPoint to reflect current information; developing innovative ways to contact potential sponsors and news outlets; using the tools we created to aid Karen and Suzanne in presenting to potential clients and donors; or engaging with media to develop advertising and marketing strategies. Future students can use the tangible products we created to advocate for LGTE in the community among donors and media outlets.

## Community Partners:



### Suzanne Roche & Karen Keane

Address: No. 9 Wickham St, Limerick, V94 Y4X7, Ireland

Website: [limericksgatewaytoeducation.ie](http://limericksgatewaytoeducation.ie)

Call: (061) 481 633

Email: [limericksgateway@gmail.com](mailto:limericksgateway@gmail.com)

Facebook: <https://www.facebook.com/LimericksGateway/>

Twitter: <https://twitter.com/limerickgateway>

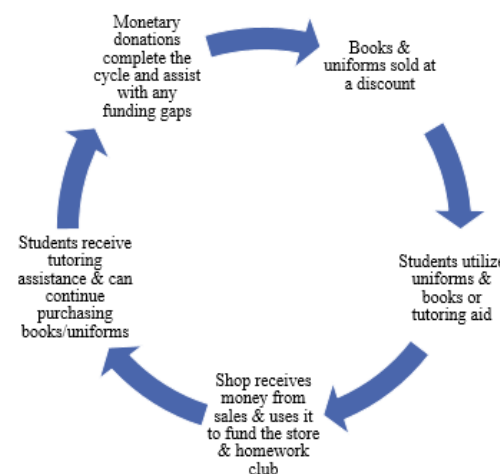


Figure 2: Shop Donation Cycle