

A Soldier's Hands



A Soldier's
Hands



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Client Overview



A Soldier's
Hands

A Soldiers Hands is a non-profit organization dedicated to acknowledging deployed troops with the partnership of communities, corporations, and volunteers of all ages. They fundraise, organize inventory , and care package shipments, coordinate volunteers and reach out to communities to speak and partner with.

Secondary Research

When conducting research on A Soldier's Hands, we used the [website](#) to find any resources we needed. We were able to further research their social media pages and take note of what it is that needed improving and what needed to stay consistent, like their brand, logos, one, and mission.

Situation Analysis

Prior to this semester, A Soldier's Hands made an impressive impact on the community but struggled to maintain a presence online. They had social media accounts already set, but did not have many posts to keep posting and keep their followers and donors engaged in the organization and all that they have accomplished. A Soldier's Hands came to Happy Valley Comm in hope of helping them build a strong and cohesive brand across their social media platforms and help with internal organization and communications with their donors and supporters.

SWOT Analysis

Strengths

- Clear mission.
- Clean and informative website.
- Positive community reputation.

Weaknesses

- Inconsistent posting on social media.
- Not much attention to detail.
- Only consistently active on Facebook.

Opportunities

- Effort on Instagram can raise awareness for a younger audience.
- Content ideas for related holidays.
- Chance to increase social media presence.

Threats

- Low amount of brand awareness.
- Hard to engage the student demographic.
- Difficult to share the mission with a little social media presence.

Target Persona



Caring

Carly

DEMOGRAPHICS

- 21 years old
- Female
- From Westchester, NY

LIKES

- A good sitcom
- Iced vanilla latte with almond milk
- Color coding

DISLIKES

- Lazy people
- Waking up late
- Sad movie endings

PERSONALITY

- Kind and caring
- intelligent
- Eager
- Goal-oriented

INTERESTS

- Donating to people in need
- Charity work
- Nonprofit organisations
- Getting more involved in the community

SOLUTION

- Volunteering at A Soldier's Hands

Caring Carly is that girl you grew up with who was always doing something. She was the president of 4 clubs in high school, graduated with all honours, and started her own nonprofit organisation for orphans in needs. When Carly started studying at Penn State University, the only thing she brought back from her high school reputation was her caring self. It was easy for her to shine as a big fish in a small pond, but now she is getting lost as she enters the big ocean. The club fair gave Carly tons of opportunities but she wants a more hands on activity with real meaning behind it.

Social Media Audit

Platform: Instagram

Link/Username: @asoldiershands

Metrics

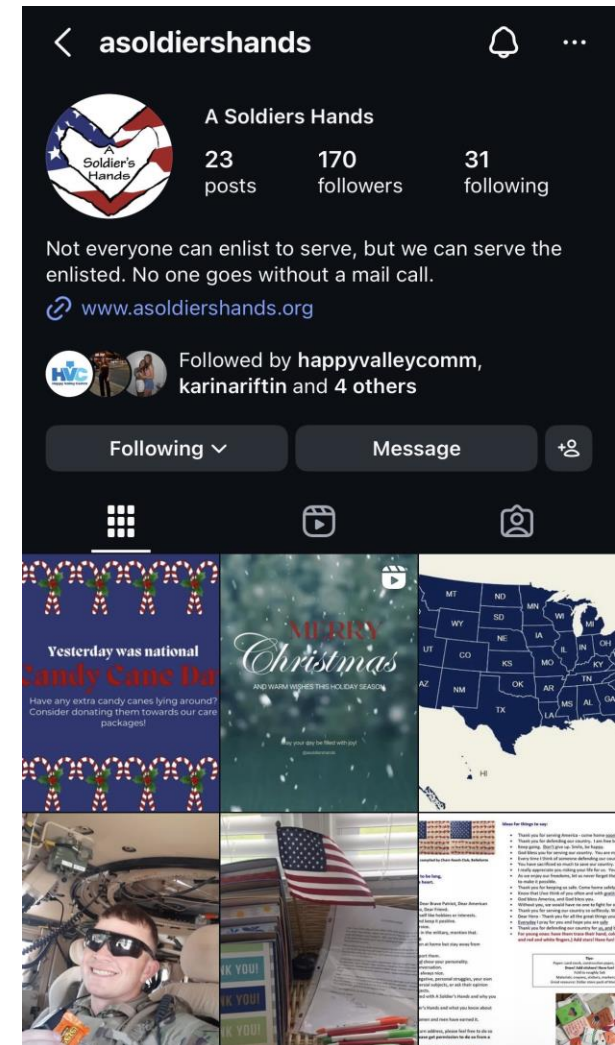
Number of Posts: 23

Number of Followers: 168

Averagely Weekly Posting: 0

Bio: “Not everyone can enlist to serve, but we can serve the enlisted. No one goes without a mail call.”

Pros	Cons
<ul style="list-style-type: none"> Link to website in bio works Consistent profile picture/naming across social media platforms, so easy to find when searched up The guidelines for volunteers sending letters are posted. Great idea, but should be re-made and pinned. The text is cut off, so it is difficult to read. One post has a quote from a soldier in relation to the packages. That is great, keep that up. 	<ul style="list-style-type: none"> Have not posted since 2023. The posts that do exist do not really have a consistent theme or voice: some photos, graphics, videos, etc. No highlights of story posts When you click “tagged” photos and scroll all the way down, they’re tagged in a couple weird posts from a brand that seems unaffiliated. If we could, maybe remove ourselves from that tagged <ul style="list-style-type: none"> Otherwise, tags seem related



Website Audit

Top Findings

- Clean look.
- Easy to use and navigate.
- Clearly shares the mission.



A Soldier's
Hands

[Home](#)

[Get Involved](#)

[Our Partners](#)

[See ASH in Action](#)

[Stay Connected](#)

[Shop](#)

[About](#)

Serving Abroad—Supported from
Home

DONATE TODAY

Competitor Analysis



Soldiers' Angels is a volunteer organization with the goal to send personalized care packages to deployed troops. They also work with Veterans in person by providing a variety of support within the VA.

What Makes Them Different

They pair a soldier with a volunteer, and the volunteer always sends to the same soldier

- They have themed volunteer events to get more people to sign up during these times
- Ex: Right now they are doing "Treats for Troops" where you can send troops candy for Halloween
- In-person volunteer work by offering food distribution services for Active Duty, Veterans, and Guard/Reserve
- Direct support for veteran hospital patients nationally
- They have a caregiver program which offers caregiver support by pairing a female caregiver with a female volunteer for a "shoulder to lean on"

Strengths

National Program

- Well-known, highly rated organization
4th highest-rated non-profit in the nation in 2024
- Provided support to over 1.3 million service members, veterans, and military family members
- Really good, easy to navigate website
- Good, consistent posting on various social media platforms
- Option for donations if you don't want to volunteer but still want to give back

Weaknesses

Makes it very hard to unsubscribe from sending payments, even if your paired soldier comes back from war.



Fact Sheet

A Soldier's Hands Fact Sheet

Overview

A soldier's hands, founded by Trish Shallenberger, is an organization that curates and delivers care packages to soldiers that are deployed and serving. Their message hones in on taking care of those serving for our country during their hardships. They provide many opportunities to get involved through donations, volunteers, and an annual walk. Their message and Trish's story touches the hearts of many.

Ways to Get Involved

Volunteer

They offer volunteer services where you can curate and build care packages or send letters alongside a community.

Donation

There's an option for people to donate through their website towards funding mail calls.

Annual Walk

They also hold an annual walk on Memorial weekend to honor fallen soldiers. This is a great and easy way to get involved.



A Soldier's
Hands

Contact

 trish@asoldiershands.org

 State College, PA

asoldiershands.org

Newsletter Template

To update volunteers and donors, we made a template with different sections to highlight all updates within the past month that can be shared on a monthly basis

title goes here		Date here
Moment of Meaning pick an inspirational quote each month to motivate readers to do some good in the world!	Trish Story Trish has so many amazing stories, I think they should be shared!!! Each issue should include a story from Trish to give personality to the company and familiarize prospective volunteers with Trish	
From The Heart of a Soldier There are so many great "thank you" quotes and letters from soldiers that have received your packages. Pick one each issue and highlight it here!	Behind the Box Each issue, pick one item from the box (candy, hand cream, letters, etc...) and describe its importance to the soldiers.	
Event Highlight Here, you could highlight an event that either happened or is coming up. Packing party, travel event you had, community events. If you want to add a picture, you could also do so.	Ways to help Donate Walk Volunteer	
asoldiershands.org Contact Us @asoldiershands		

Holiday Newsletter


To update volunteers and donors, we made a template with different sections to highlight all updates within the past month that can be shared on a monthly basis.

We also made a holiday newsletter template to be used during the holiday season.



Social Media Calendar

We created a calendar to give the client an examples of how posting can look on a weekly basis with different templates made to update and put out to maintain a social media presence.

 A Soldier's Hands NOVEMBER 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	10 Marine Birthday Post	11 Veteran's Day Gratitude	12	13	14 Family Friday (heartfelt quotes, reminders)	15 Service Saturday (Community Service)
16 Sunday Story (Trish/Soldier)	17 Monday Memory (Honoring a loved one/ a memory of the org)	18	19	20	21 Family Friday (heartfelt quotes, reminders)	22 Service Saturday (Community Service)
23 Sunday Story (Trish/Soldier)	24 Monday Memory (Honoring a loved one/ a memory of the org)	25	26	27 Thanksgiving Gratitude	28 Family Friday (heartfelt quotes, reminders)	29 Service Saturday (Community Service)
30 Sunday Story (Trish/Soldier)						

Social Media Templates

We created different templates that can be updated by the client to form a regular posting schedule and maintain an active social media presence on platforms like Instagram or LinkedIn



Holiday Social Media Templates

We created different templates that can be updated by the client to form a regular posting schedule and maintain an active social media presence on platforms like Instagram or LinkedIn. We created holiday posts that can be updated per holiday.



Results

We have put A Soldier's Hands in a comfortable position to maintain consistency across social media for the upcoming two months, and for a social media intern to pick up and continue the branding across new posts coming up, updating three rotating social media templates along with special holiday content, and a newsletter template that will need to be updated monthly.



Transition Plan

We have created templates that can be updated and used for any topic that wants to be covered by. HVC has built up a social media presence for the client and set them up for a consistent timeline that can be used for future posting. All links that are needed to be used are included within the handover document. HVC achieved all the goals discussed with the client and set up A Soldier's Hands to have a social media intern takeover for any further communication goals needed.



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