

Case Study

Rebuilding Day 2025



Executive Summary



Rebuilding Together Richmond (RTRVA) is a regional affiliate of Rebuilding Together, the only national nonprofit organization dedicated to preserving affordable homeownership through home rehabilitation services. We help people and neighborhoods in need by bringing together volunteers and hiring contractors to repair homes and community spaces in Richmond, Chesterfield, Petersburg, and Hopewell.

Throughout our 30 years of service, we have served more than 1,600 homeowners, addressing more than 30,000 repairs. RTRVA's programs encompass hundreds of repairs that remedy critical home hazards making a safe and healthy home more accessible, livable, and affordable than ever.

April is National Rebuilding Month, and the last Saturday of this month is National Rebuilding Day. For National Rebuilding Day '25, RTRVA had 12 volunteer groups restoring 14 properties. Everything from rebuilding a deck or front porch or planting and mulching went on this day.

Jennuine Raydiance was brought in to handle all social media for National Rebuilding Day.

Overall Problem

With four full-time staff members, it would have been exhausting to have to do their own tasks as well as capture moments for social media. This is where Jennuine Raydiance stepped in.



The Stats

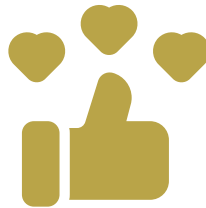
Here are the overall statistics from social spanning from April 24th to April 28th

Platforms used:

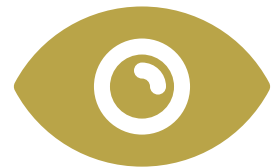
Facebook, Instagram, and LinkedIn



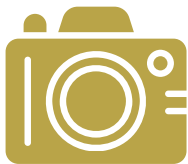
5 new IG
followers



178
interactions



More than
4,000 views



More than
200 pictures
and video
taken in 8
hours



Around 10
shares and a
few mentions
from national



A Few Posts



Post #1

Former Pool Becomes Patio

Have you ever seen a former pool become a deck? Well, it's happening TO-DAY. I got a chance to speak with the 70-year-old homeowner who cannot stop smiling. She says she doesn't know what she did to get such a blessing, but the blessing isn't just for her.

She has a fear of water and has grands and great-grands that visit the house. Grandma wanted to make sure those babies are safe to freely roam the yard without worrying about an accident.

We will check in later on @advansix's progress on this project. STAY TUNED.

Fun fact: The house has been in her family for GENERATIONS. We're talking since the 30's.

16 likes, 1 comment from national and 2 reposts



Post #2

What does it mean to be a "good neighbor?"

Ms. Ruth, and her neighbor, have each lived in their Northside homes for more than 40 years. She's seen a lot in her day, so we wanted to ask her what it means to be a good neighbor.

She's enjoyed sitting in her front with members from @riverroadumc, who told me that some of their members have been volunteering for more than 20 years!

20 likes and 2 reposts



Post #3

Garden Reveal (Reel not seen here)

We came just in time to catch her reaction to her new front flower bed. Needless to say, she was astounded! She and Ms. Ruth are good friends and called each other when the volunteers from @riverroadumc arrived this morning.

Volunteers also repaired some cabinets in her bathroom, painted her fence, and painted the front porch.

Fun fact: We've seen a lot of children volunteering today! (We like to think the little one here was the one in charge.)

You're never too old or young to volunteer!

20 likes and 1 repost