

Strategic Marketing Communications Plan



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Creative Solutions & Innovations Strategic Marketing Communications Framework

GOAL

To capitalize on DSV.org's existing brand awareness and create additional awareness among target audiences, in order to assist in raising additional funds without creating controversy.



COMMUNICATIONS GOALS

- To create awareness about our organization and our mission
- To position our organization as a successful developer of caring communities
- To motivate our community residents to advocate for change



COMMUNICATIONS OBJECTIVES

- Create partnerships with organizations in our market niche & 2 major corporate stakeholders to promote dsv.org & our mission this fiscal year
- Create awareness among selected audiences of dsv.org and its mission
- Raise 20% additional funds through new awareness and positioning



Audiences	Strategies	Promise
<p><u>Direct Impact</u></p> <ul style="list-style-type: none"> *Local media/bloggers *Local Communities *Past/current donors *Potential donors *Past/current sponsors *Potential sponsors *Volunteers *Potential volunteers *Past/current clients *Potential clients <p><u>Indirect Impact</u></p> <ul style="list-style-type: none"> *Peer organizations *Local & state government 	<ol style="list-style-type: none"> 1. Develop Key Messages to differentiate dsv.org in the eyes of its communications targets. 2. Prioritize Key Audiences/ID Ways to Reach Audiences. From this develop a plan of how to best communicate with these audiences. 3. Capitalize on Key Events/Fundraising. Plan and execute a communications outreach program centered around key events. 4. Conduct Ongoing Media/blogger Outreach Program to key local media contacts and bloggers in our market to build relationships. 	<ul style="list-style-type: none"> ▫ Integrity ▫ Non-discriminatory ▫ Caring ▫ Quality care ▫ Accountable <p>Desired Outcomes</p> <ul style="list-style-type: none"> ◆ Establish dsv.org as premier service provider of caring communities. ◆ Establish our ED as the expert ◆ Raise funds above & beyond goal ◆ Increase repeat donors

STRATEGY 1: DEVELOP KEY MESSAGES

Develop Key Messages that differentiate dsv.org among its peers and give target audiences a compelling reason to meet with, contribute to, or write about the organization and its efforts.

1. Dsv.org is a major independent nonprofit developer of caring communities in DeKalb County GA.
 - Dsv.org has developed or is currently is developing more than 2000 units of safe, decent affordable housing serving more than 5000 families and individuals since 1995.
 - Our development reflects a wide range of housing types including SRO-single room occupancy, multifamily rentals as well as single-family detached and semi-detached housing for first-time homebuyers with development costs of \$75 million.
2. Dsv.org builds high quality, caring communities focused on uplifting the overall well-being of community residents by providing supportive services that foster self-sufficiency and empower residents.
 - We promote self-sufficiency by providing on-site GED preparation, technology skills, job readiness, as well as information about off-site and computer-based training.
 - We provide counseling services, substance abuse services, healthcare and mental health resources and after school services for resident's children.
3. Dsv.org develops projects that are financially and socially successful.
 - We promote a resident as stakeholder philosophy to increase resident involvement and a positive sense of ownership in their community.
 - We hire well-known property managers to maintain our communities and preserve the value of our assets.
4. Dsv.org is respected in corporate boardrooms and the community-at-large because of our senior staff, diversity of partnerships and legacy of commitment to caring communities.
 - Our CEO is a veteran in the development of caring communities with more than 10 years of experience.
 - Our organization partners with other community-based organizations in our market niche.
 - We have a history of successful collaborations with public and private partners, e.g., CREW (Commercial Real Estate Women), NHP Foundation, etc.

STRATEGY 2: PRIORITIZE KEY AUDIENCES AND IDENTIFY WAYS TO REACH AUDIENCES

Identify Key Audiences. *Prioritize audiences. Determine how to best reach each audience through communication tools. From this, develop a plan of how to best to reach audiences based on resources and budgets.*

ACTION STEPS	OWNER/STATUS	DUE DATE
<ol style="list-style-type: none"> 1. Identify key audiences 2. Prioritize key messages to each audience 3. Identify best ways to reach each audience 4. Evaluate opportunities to reach audiences in light of resources & budgets 5. Develop a plan to communicate with key audiences 		

CHANNELS

Communication Channels to Listen, Monitor & Engage	Provide Info & start dialog	Fundraising News & Link	Promote Research	Provide Resources	Promote Events	Person responsible for Channels
Website	✓	✓	✓	✓	✓	DS
Blog	✓		✓		✓	
On-line newsletter						
Email						
SEO						
Facebook						
YouTube						
Podcast						
Twitter						
Webinars						
Conferences, training						
Face to Face meetings						
SEO Press Releases						
PSA						
Advertising						
On-line advertising						
Meeting with Community Partners						
SlideShare						

STRATEGY 3: CAPITALIZE ON KEY EVENTS/FUNDRAISING

Develop and implement a media outreach program specifically around the new key events and fundraising events.

ACTION STEPS	OWNER/STATUS	DUE DATE
<ol style="list-style-type: none"> 1. Prioritize key events for the year 2. Schedule dates and venues for events 3. Designate manager for each event 4. Designate event chairs for each event 5. Create event committees for each event 6. Brand each event to fit with organization brand 7. Identify volunteers for each event 8. Set goals, e.g., fundraising, attendance, media coverage, etc. for each event. 9. Create comprehensive event management template for each event 		

Strategy 4: ONGOING MEDIA/BLOGGER OUTREACH PROGRAM

Implement an ongoing media relations program to build relationships with key reporters in order to create awareness of dsv.org, position the organization as the most successful developer of caring communities in DeKalb County GA, without creating controversy.

ACTION STEPS	OWNER/STATUS	DUE DATE
<p>I. Develop Needed Materials:</p> <p>a. Press kit – hard copy & online</p> <ul style="list-style-type: none"> ▪ Organization profile & fact sheet ▪ List/descriptions of services/products ▪ SEO Press Releases ▪ Management bios & headshots ▪ Board of Directors bios & headshots ▪ Milestones ▪ Case study of major service ▪ Annual Report ▪ Organization brochure ▪ Listing of major donors/sponsored projects <p>b. Media list</p> <p>Organization partners list</p> <p>Updated database of contacts</p> <p>c. Create Sidebar file, your assets & resources to support local media coverage</p> <ul style="list-style-type: none"> ▪ Information & research findings on trends, history of issue, current practices, most pressing needs, etc. ▪ Local experts to interview ▪ Multimedia Assets – graphics, video, audio <p>2. Media Outreach via programs and projects</p> <ul style="list-style-type: none"> ▪ Identify primary/secondary audiences ▪ Develop messages based on call to action ▪ Identify vehicles for projects ▪ Prioritize contact list (media, bloggers, internal contacts) ▪ Work to present information through a third-party medium such as media. This adds credibility to the message. ▪ Leverage your experts, board members & executive staff <p>3. Social media program</p> <ul style="list-style-type: none"> ▪ Identify proper social media tools for your audiences, e.g., LinkedIn, YouTube, Facebook, etc. ▪ Use WOM tactics - including buzz, influencer, community and viral marketing ▪ Synchronize with current tactics & strategies 		

ROLES & RESPONSIBILITIES

- Everyone is a communicator.
- Who does what?
- How do you involve volunteers?
- How do you train?
- Who has final sign-off on initiatives?
- Is there a protocol for sign-off?

WORK PLAN

- How do you roll out the implementation?
- Create and manage a steady stream of activities.
- Ensure coordination in timing and impact.
- Build in evaluations before the end of the year.
- Be clear on who does what & by when.

BUDGET

- Staff costs
- Materials development
- Website implementation and maintenance
- Software & hardware
- Consulting
- Technology systems

REALITY CHECK

- Do you have enough resources?
- Are you finding ways to include key staff, volunteers, and leadership?
- Do you have buy-in from your chapter? What about national?
- Can you measure your success?

MEASURE SUCCESS

- Measure Impact
- Use anecdotal as well as quantifiable measurements
- Benchmark prior to starting
- Identify mix of outputs & outcomes.
- Outputs are a measure of your efforts. Outcomes are the changes that occur.



Creative Solutions & Innovations Inc.

in the **SPOTLIGHT**
at Creative Solutions & Innovations



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