

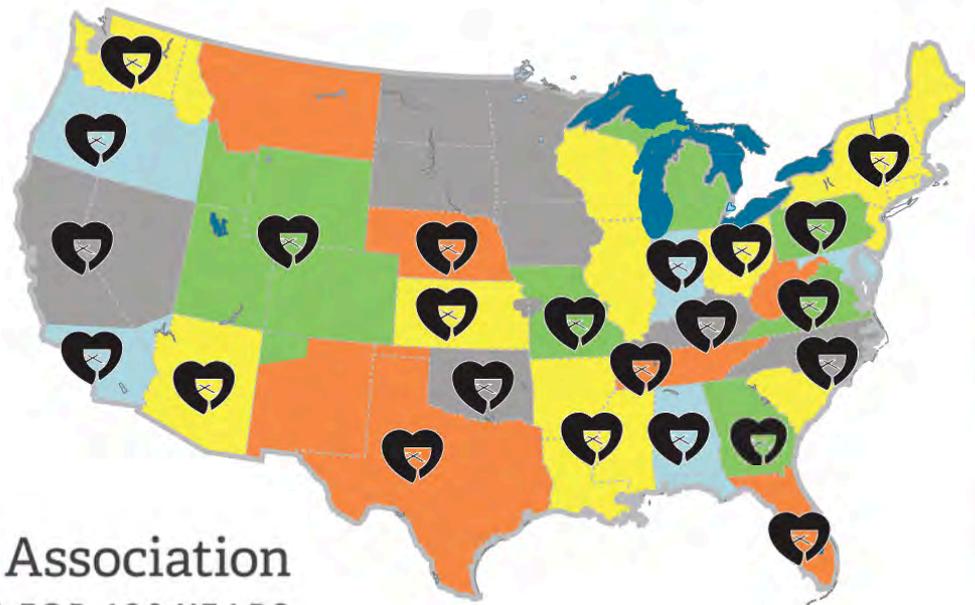
# Building a Communications Plan

*Kasi Zieminski, NBA Director of Marketing*  
*February 15, 2017*



National **Benevolent** Association  
of the Christian Church (Disciples of Christ)

# Sharing Our Stories



National **Benevolent** Association

1887 - 2017

CALLED TO CARE FOR 130 YEARS

# Sharing Our Stories

**Why is it so important?**

**Why is it so hard?**



# Put On Your Marketing Hat!



- Strategic Planning
- Who, What, When, Where & Why?
- Templates & Tips
- Q&A

The background of the slide is a teal-colored image featuring several dandelion seed heads. The seed heads are in various stages of being blown away, with some showing the intricate, radiating structure of the seeds. The overall aesthetic is clean and modern, with a focus on natural, organic forms.

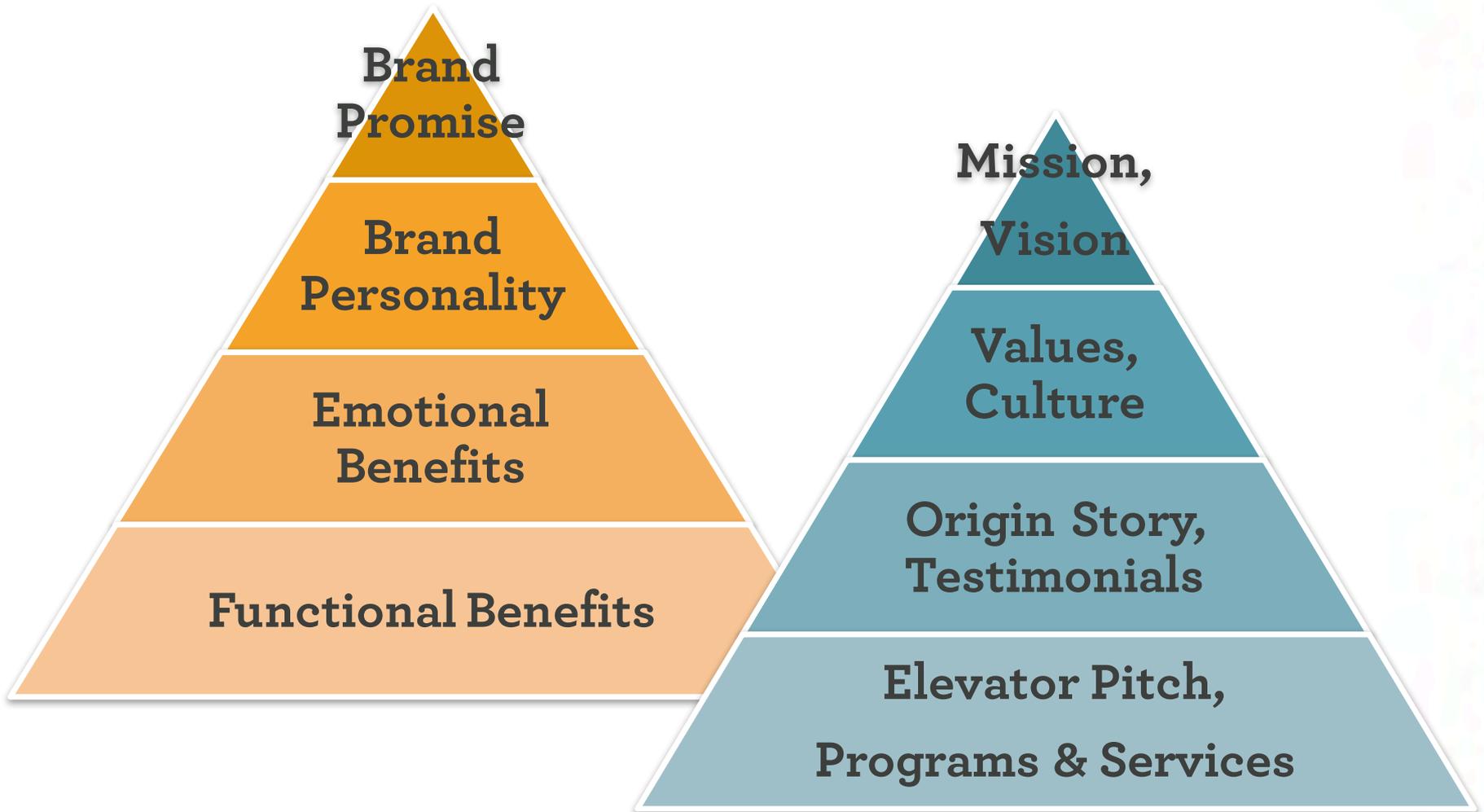
# STRATEGIC PLANNING

# Strategic Planning

MISSION					
Objectif #1		Objectif #2		Objectif #3	
Stratégie 1	Stratégie 2	Stratégie 1	Stratégie 2	Stratégie 1	Stratégie 2
Tactique 1	Tactique 1	Tactique 1	Tactique 1	Tactique 1	Tactique 1
Tactique 2	Tactique 2	Tactique 2	Tactique 2	Tactique 2	Tactique 2
Tactique 3	Tactique 3	Tactique 3	Tactique 3	Tactique 3	Tactique 3
Tactique...	Tactique...	Tactique...	Tactique...	Tactique...	Tactique...
KPI / Indicateurs de performance & Cibles		KPI / Indicateurs de performance & Cibles		KPI / Indicateurs de performance & Cibles	

Source: <http://www.adviso.ca/en/blog/2015/04/13/definition-mission-objectifs-strategies-tactiques/>

# Adapting the Brand Pyramid



# Positioning Statement

For [\_\_\_\_\_], [\_\_\_\_\_] is the  
[\_\_\_\_\_] that [\_\_\_\_\_].

For [audience], [brand/org] is the [category/  
provider] that [unique selling proposition].



**WHO, WHAT,  
WHEN, WHERE,  
WHY?**

# Who?

- Staff / Board
- Donors / Funders
- Volunteers
- Clients / People Served
- Partners
- Communities at large
- CC (DOC)



Source: Audiomack

# Audiences → Storytellers!

# What?

- What does your audience want / need to know?
- What types of content can best tell your story?



# What?

- Make it personal
- Right brain / left brain
- Big 3 in storytelling:
  - Involvement
  - Impact
  - Thank You



Summer = Time for Adventures

## YOUTH ENRICHMENT

During the summer, QC Family Tree helps youth and kids from west Charlotte explore the limits of their bodies and minds through daily enrichment programs.

- 6** WEEKS OF FREEDOM SCHOOL (FREE SUMMER LITERACY CAMP FOR K-5 GRADERS)
- 42/12** AVERAGE DAILY ATTENDANCE AT FREEDOM SCHOOL/ SUMMER YOUTH ACTIVITIES
- 16** YOUTH PARTICIPATED IN EXPLORE 2016 SUMMER TRIP

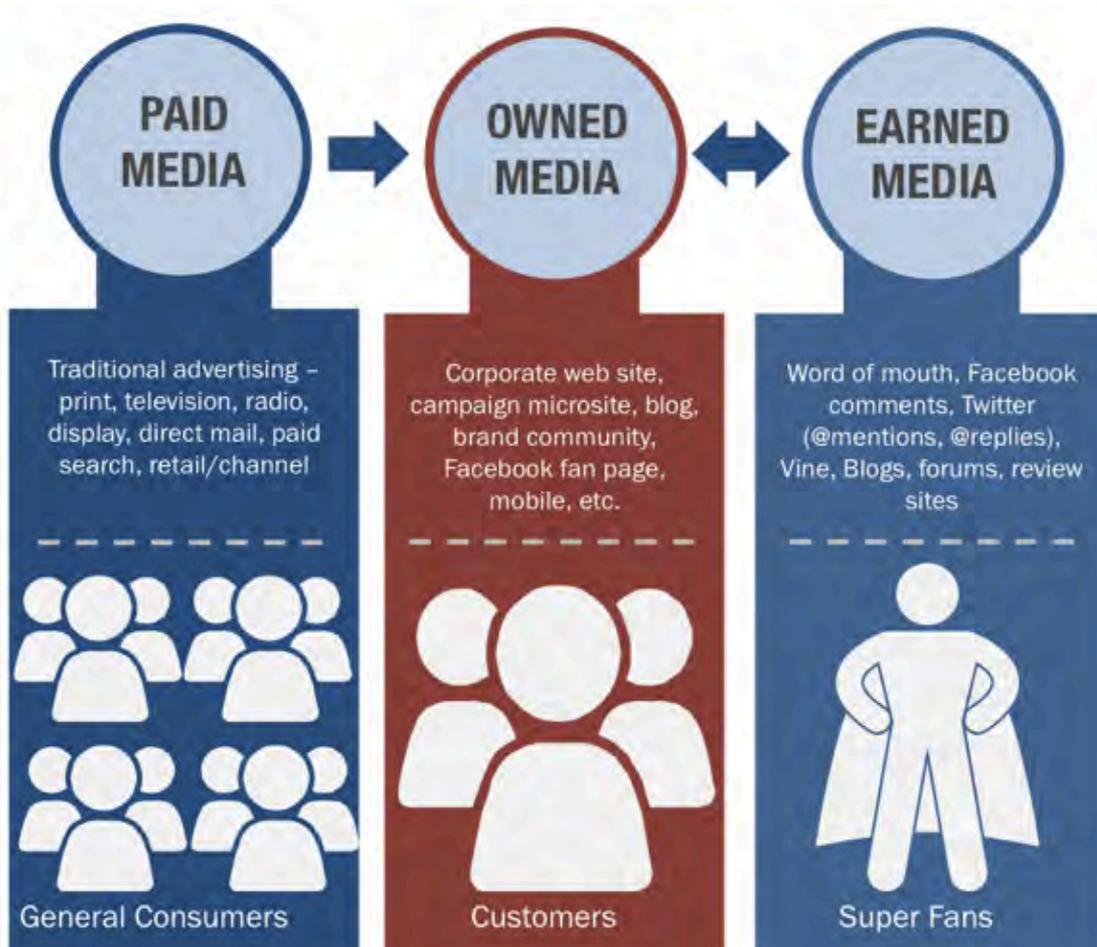
To see more pictures from our summer adventures, visit [facebook.com/qcfamilytree](https://facebook.com/qcfamilytree)

# When?

- **Communications plan and content calendars**
  - By week/month/year
  - By channel
  - By audience
- **Start a routine**
  - Daily/weekly posts
  - Weekly/monthly emails
- **Consider seasons, events, milestones, etc.**
- **Curate timely and evergreen content**



# Where?



Source: [www.business2community.com](http://www.business2community.com)

- Website
- Blog
- Social Media
- (e)Newsletter
- Email
- Direct Mail
- Print
- Public relations / local press
- **\*Repurpose!\***

# Why?

- Why should we care?
- 'What's in it for me?'  
→ Key Takeaway(s)



The image features a close-up of a dandelion seed head, with numerous seeds radiating from a central point. The seeds are illuminated from above, creating a warm, golden-brown glow. A dark, semi-transparent horizontal band runs across the middle of the image, providing a clear space for the text.

# TEMPLATES & TIPS

# Content Calendars

[INSERT MONTH + YEAR]							KEY:
							Holiday
							Campaign
							Ebook
							Webinar
							Blog Post
							SlideShare
							Product Launch
							Experiment
							Other
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		New Product Launching		Holiday SlideShare Holiday Blog Post			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Ebook Social Media Blog Post					
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
				Holiday			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Facebook Experiment	Facebook Experiment	Facebook Experiment			

Source: <https://blog.hubspot.com/blog/tabid/6307/bid/33415/The-Social-Media-Publishing-Schedule-Every-Marketer-Needs-Template.aspx#sm.0001u2mvsd6iff5py9022125ecl3n>

DAY	DATE	TIME	MESSAGE	LINK	CAMPAIGN	IMAGE
<b>MONDAY</b>						
	1/2/17	9:00:00	Don't batch and blast. HubSpot's social media pu	<a href="http://www.hubspot.com/products">http://www.hubspot.com/products</a>	Social Inbox	Paste a web link to your image (size: 1200 x 900 pixels)
	1/2/17	12:00:00				
	1/2/17	15:00:00				
	1/2/17	17:00:00				
<b>TUESDAY</b>						
	1/3/17	9:00:00				
	1/3/17	12:00:00				
	1/3/17	15:00:00				
	1/3/17	17:00:00				
<b>WEDNESDAY</b>						
	1/4/17	9:00:00				
	1/4/17	12:00:00				
	1/4/17	15:00:00				
	1/4/17	17:00:00				
<b>THURSDAY</b>						
	1/5/17	9:00:00				
	1/5/17	12:00:00				
	1/5/17	15:00:00				
	1/5/17	17:00:00				
<b>FRIDAY</b>						
	1/6/17	9:00:00				
	1/6/17					
	1/6/17					
	1/6/17					
<b>SATURDAY</b>						
	1/7/17					
	1/7/17					
	1/7/17					
	1/7/17					
<b>SUNDAY</b>						
	1/8/17					
	1/8/17					
	1/8/17					
	1/8/17					

DAY	DATE	TIME	DATE & TIME	MESSAGE	LINK	CAMPAIGN NAME	CHARACTER COUNT	IMAGE
<b>MONDAY</b>								
	1/2/17	8:00:00	1/2/2017 8:00:00	Move social media from a side show to a business driv	<a href="http://www.hubspot.com/prod">http://www.hubspot.com/prod</a>	Social Inbox	91	Paste a web link to your image (size: 1024 x 512 pixels)
	1/2/17	9:00:00	1/2/2017 9:00:00				0	
	1/2/17	10:30:00	1/2/2017 10:30:00				0	
	1/2/17	12:00:00	1/2/2017 12:00:00				0	
	1/2/17	13:30:00	1/2/2017 13:30:00				0	
	1/2/17	15:00:00	1/2/2017 15:00:00				0	
	1/2/17	16:30:00	1/2/2017 16:30:00				0	
	1/2/17	18:00:00	1/2/2017 18:00:00				0	
	1/2/17	20:00:00	1/2/2017 20:00:00				0	
<b>TUESDAY</b>								
	1/3/17	8:00:00	1/3/2017 8:00:00				0	
	1/3/17	9:00:00	1/3/2017 9:00:00				0	
	1/3/17	10:30:00	1/3/2017 10:30:00				0	
	1/3/17	12:00:00	1/3/2017 12:00:00				0	
	1/3/17	13:30:00	1/3/2017 13:30:00				0	
	1/3/17	15:00:00	1/3/2017 15:00:00				0	
	1/3/17	16:30:00	1/3/2017 16:30:00				0	
	1/3/17	18:00:00	1/3/2017 18:00:00				0	
	1/3/17	20:00:00	1/3/2017 20:00:00				0	
<b>WEDNESDAY</b>								
	1/4/17	8:00:00	1/4/2017 8:00:00				0	
	1/4/17	9:00:00	1/4/2017 9:00:00				0	
	1/4/17	10:30:00	1/4/2017 10:30:00				0	
	1/4/17	12:00:00	1/4/2017 12:00:00				0	
	1/4/17	13:30:00	1/4/2017 13:30:00				0	
	1/4/17	15:00:00	1/4/2017 15:00:00				0	
	1/4/17	16:30:00	1/4/2017 16:30:00				0	
	1/4/17	18:00:00	1/4/2017 18:00:00				0	
	1/4/17	20:00:00	1/4/2017 20:00:00				0	
<b>THURSDAY</b>								
	1/5/17	8:00:00	1/5/2017 8:00:00				0	
	1/5/17	9:00:00	1/5/2017 9:00:00				0	
	1/5/17	10:30:00	1/5/2017 10:30:00				0	
	1/5/17	12:00:00	1/5/2017 12:00:00				0	
	1/5/17	13:30:00	1/5/2017 13:30:00				0	
	1/5/17	15:00:00	1/5/2017 15:00:00				0	
	1/5/17	16:30:00	1/5/2017 16:30:00				0	
	1/5/17	18:00:00	1/5/2017 18:00:00				0	
	1/5/17	20:00:00	1/5/2017 20:00:00				0	

Source: <https://blog.hubspot.com/blog/tabid/6307/bid/33415/The-Social-Media-Publishing-Schedule-Every-Marketer-Needs-Template.aspx#sm.0001u2mvsd6iff5py9022125ecl3n>

## Content Marketing Editorial Calendar Templates

TEMPLATE	FORMAT				ACCESSIBILITY	
	Excel	Google	WP Plugin	PDF	Gated	Ungated
Curata	✓				✓	
HubSpot	✓				✓	
Convince & Convert	✓					✓
Pam Moore	✓					
Bob Angus	✓					✓
VerticalMeasures	✓					✓
Lee Odden	✓					✓
Shareaholic	✓				✓	
myMarketing Cafe	✓					✓
Web. Search. Social	✓				✓	
Content Marketing Institute	✓					✓
Bluewire Media	✓				✓	
98toGo	✓				✓	
Brett Snyder	✓					✓
Webpage FX		✓				✓
Crackerjack Marketing		✓			✓	
Editorial Calendar			✓			✓
EditFlow			✓			✓
Roger Parker				✓	✓	
CoSchedule				✓	✓	



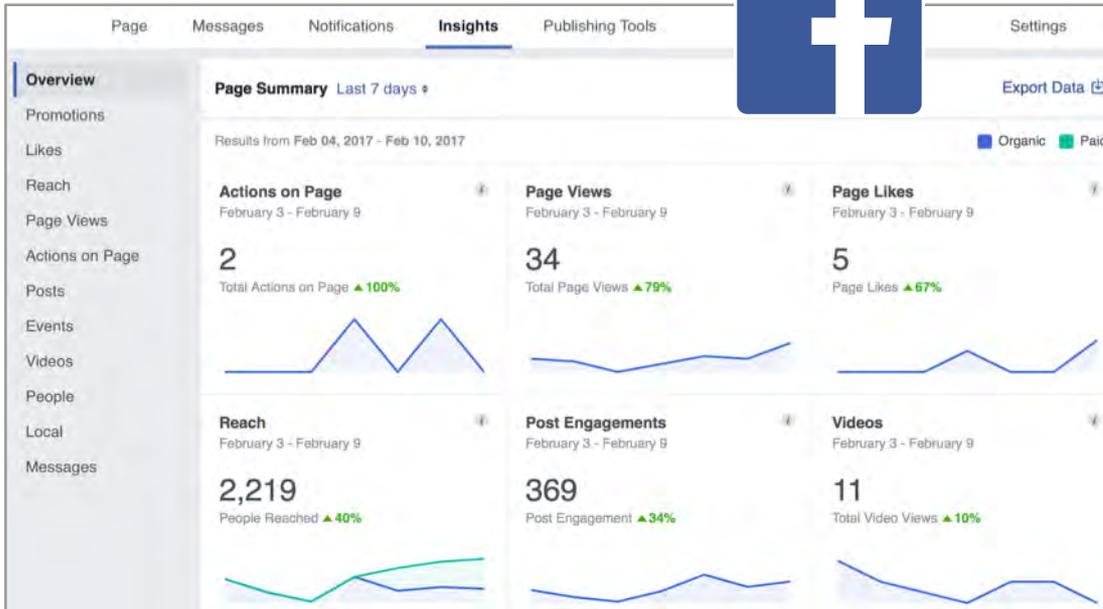
If you use this graphic or framework, please cite and link to [www.curata.com](http://www.curata.com).

Monday	Tuesday	Wednesday	Thursday	Friday
<b>NBA / DOC / GM</b>	<b>Incubate</b>	<b>XPLOR</b>	<b>Connect</b>	<b>NBA / DOC / GM</b>
	1	2	3	4
	Social Enterprise Resource Bank / Facebook webinar	XPLOR application live	PJM (Dean) / NRCAT shared post	November eNews
7	8	9	10	11
DoD job posting	Election Day Justice Table post / Facebook webinar event	Shared Sharon's election post	(Posted in PJM FB group, job opening)	n/a
14	15	16	17	18
NBA Board Meeting thanks/photo	Resource Bank / webinar reminder	XPLOR blog (Matt)	Justice Table shared post	n/a
21	22	23	24	25
Ministry Spotlight email / job postings	Facebook webinar (live tweeting) / OPC blog / INC-HOPE event	XPLOR blog (Sarah) / XPLOR video #2	Happy Thanksgiving from NBA!	n/a - Thanksgiving holiday
28	29	30	1	2
n/a	Giving Tuesday / Resource Bank (FB webinar)	XPLOR H-M local news story / INC-HOPE event	Connect video / job posting reminders	December eNews / BOT recap

Month / Send Date	Lead	Incubate	Initiate	Connect	Wild Card	Support NBA	Events/News	Get Involved
	(All NBA or Rotate)				(Rotate / Misc. News)	(Give / Testimonials)		
<b>January 7</b>	XPLOR 1/15 app deadline	Partner Spotlight: RBM (2016 dates)	Latest XPLOR Resident reflections	P&JM 2015 recap (Dean)	MH blog: Autism and Youth (Jeter)	N/A	Incubate job posting	DCE, Incubate, Contact Us
<b>February 4</b>	PJM Webinar: Juvenile Justice	Leadership Academy reflections	North Hollywood XPLOR video	DCE blog (Monica)	MH blog (Hernandez)	130th anniversary: women/prayer circle	PJM Webinar 3/17, XPLOR app deadline	DCE, Incubate, Contact Us
<b>March 3</b>	DMF/Easter Offering resource page	Partner Spotlight: Tulsa's Table	XPLOR video(s), "To Lead" Easter/DMF	MHAG blog (Wiggins)	PJM blog (Dean)	Donate: DMF/Easter	PJM Webinar 3/17, PJM RIBB Conference 4/15	DCE, Incubate, Contact Us
<b>April 7</b>	"Injustice Anywhere" film, resource page	Partner Spotlight: H4C	XPLOR Resident reflections	Upcoming MH/PJM webinars	Incubate learning events calendar	Easter Quoteable (Suzanne Quenette)	MH Webinar 4/21, PJM/MH Webinar 5/25	DCE, Incubate, Contact Us
<b>May 6</b>	Rick Lance In Memoriam	Partner Spotlight: QCFT	XPLOR video Dallas / remaining spots	PJM peer group launch	MH Book Study	"Injustice Anywhere" film release	PJM/MH Webinar 5/25	DCE, Incubate, Contact Us
<b>June 2</b>	MHAG launch blog, inquiry form	SENT Seminar promo	XPLOR resident reflections	MHAG/PJM webinar resources	DCE blog (CCH)	GMP search committee/app	R/E Gatherings	DCE, Incubate, Contact Us



# Analytics



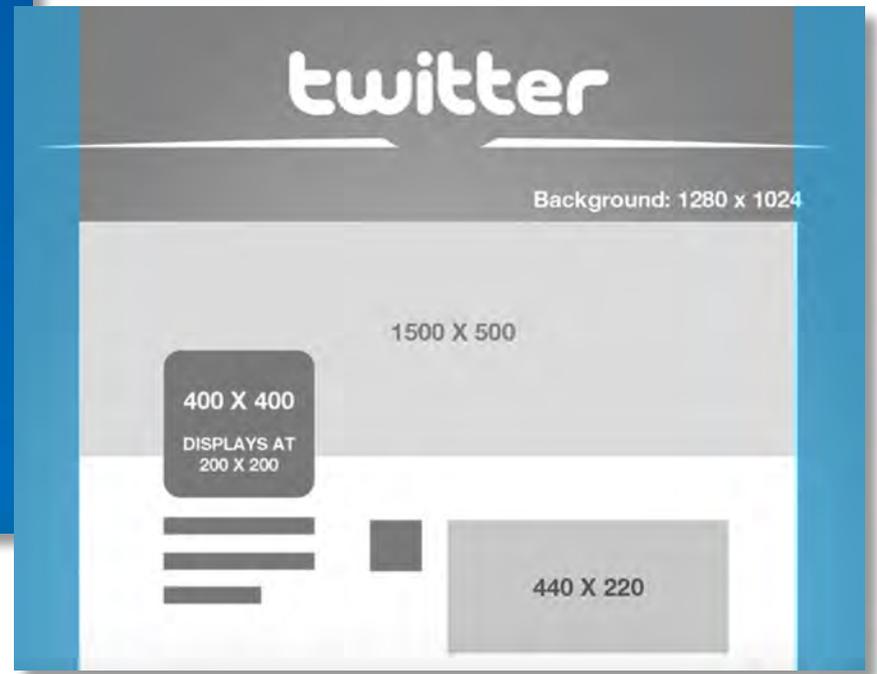
Google Analytics

Constant Contact



Open rate	19.8%	Click rate	2.5%
List average	22.6%	List average	3.2%
Industry average (Non-Profit)	22.2%	Industry average (Non-Profit)	2.2%
285 Opened	36 Clicked	15 Bounced	1 Unsubscribed

# Social Media Cheat Sheet



Source: <https://blog.hubspot.com/marketing/ultimate-guide-social-media-image-dimensions-infographic#sm.0001u2mvsd6iff5py9022125ecl3n>

# Free Photos!

<https://pixabay.com>

Good variety and search

[https://commons.wikimedia.org/wiki/Main\\_Page](https://commons.wikimedia.org/wiki/Main_Page)

Browsing 'featured pictures' good place to start, along with various categories - some link to other sites for images (ex: medicine -> CDC website)

<https://unsplash.com>

Beautiful hi-res photography, search/albums available by topic

<https://www.pexels.com>

Good quality / hi-res - some might be relevant

<https://stocksnap.io>

Good quality / hi-res - but looks like options may be less relevant

<http://gratisography.com>

More whimsical, but perhaps good for nature, objects, etc.

<http://canva.com>

Create social media graphics, flyers, etc. with variety of free images

# News, Trends, Etc.

## The Nonprofit Wrap-Up

our favorite nonprofit articles, opinions and resources from the month



**The Trouble with Your Entitled Donors** – “Is it worth *your* time and *trouble* to give *donors* some say in when and how to hear from you?”

[Read more >>](#)

**Ask Prospective Donors These 8 Questions** – “Most fundraisers spend a lot of time and energy worrying about making the case for their organization. But a far more productive undertaking is to get to know your major donors.”

[Read more >>](#)

**Learn the Secret to Real Donor Love** – “What exactly is “donor love”? For some, it’s just an attitude. For others, it means doing fundraising *you* like on the mistaken assumption that donors are carbon copies of you.”

[Read more >>](#)

**Is Community Engagement or Awareness Essential? Depends on Your Mission.** – “Will the way an arts organization approaches its communications work vary significantly from a social service agency?”

[Read more >>](#)

**5 Biggest Nonprofit Storytelling Mistakes to Avoid** – “Whether told face-to-face with a major donor, in a thank you video, or in your fundraising emails, stories are the most powerful tool in your fundraising and marketing

Source: <https://bloomerang.co/blog/category/nonprofit-wrap-up/>

The background is a teal-tinted photograph of dandelion seed heads and stems. The seed heads are in various stages of maturity, with some showing the characteristic umbrella-like structure of the seeds. The stems are dark and thin, extending upwards from the bottom of the frame. The overall composition is soft and artistic, with a focus on natural textures and light patterns.

**SHARING OUR STORIES**



# National **Benevolent** Association

CALLED TOGETHER | CALLED TO CARE

*MISSION: Following God's call, the National Benevolent Association exists to inspire and connect the people and ministries of the Christian Church (Disciples of Christ), to accompany one another in the creation of communities of compassion and care, and to advocate for the well-being of humanity.*

# How We Share Stories



- **NBA Website - Stories and News, Resources, Partners**
- **NBA Social Media - Facebook, Twitter, YouTube**
- **NBA Email - Monthly eNewsletters**
- **NBA Events, Reports, Presentations**
- **CC(DOC) - Disciples News Service, Disciples Together, Disciples Advocate, Just Women magazine, regional eNewsletters, websites, social media, and more**

# Single Story → Many Stories



*"Stories matter. Many stories matter. Stories have been used to dispossess and to malign, but stories can also be used to empower and to humanize. Stories can break the dignity of a people, but stories can also repair that broken dignity."*

# Q&A

*Thank you!*

*[nbacares.org/incubate](http://nbacares.org/incubate)*

*[nbacares.org/care-resources/social-enterprise](http://nbacares.org/care-resources/social-enterprise)*



National **Benevolent** Association  
of the Christian Church (Disciples of Christ)