Marketing Communications Plan 2016-2017

Objectives
1) Create and increase awareness of respite care services in the Lincoln community through the use of a spokesperson
2) Increase positive contact with individuals in the current and future database
3) Implement new promotional strategies for respite services
4) Strengthen presence in social and web community
5) Appeal to and gain a diverse target market and clientele under consideration of media preferences
6) Recruit educated providers with trainings in behaviors, chronic disease, Alzheimer’s, aging etc.
7) Recruit providers in rural areas, who are bi-lingual, and different ethnic backgrounds
8) Identify caregiver issues and find funding to aid in respite activities

Creative Strategy
Future marketing materials will continue to use the official logos and taglines of YWCA and the Nebraska Respite Network for consistency and assurance that the organizations are recognized. These new materials will reflect their connection to the YWCA’s mission and highlight the positive aspects of respite services in their design and messages. The use of images and quotes from real respite caregivers and providers will be considered, as well as those of YWCA’s business partners and appointed spokesperson.

Media Strategy
Advertising
Research on ways to make a podcast on respite. Begin in healthcare facilities and venture into the public
Distribute posters, brochures, and other handouts with community partners
Display information, posters, on respite in colleges and universities throughout the Southeast region
Highlight positive accomplishments in local newspapers, on the YWCA
websites, and social media
Take photos and post to local and national websites
With permission use photos and/or quotes from subjects for personal and emotional ads
Ask spokesperson to act as voice for respite care through print ads, social media, and PSAs
Consider directly mailing respite ads to neighborhoods and businesses that may require services
Create a podcast on respite
Place table tents in restaurants, colleges, and other public places that will allow it.

Public Relations
Create press releases for events, new employees/partnerships/programs, grant awards, and other new news
Record and deliver monthly progress at monthly discussions with similar organizations
Promote services at community events such as city walks, health fairs, etc.
Promote services through presentations at partner businesses and other businesses through related services
Continue speaking out about respite for KLKN’s monthly midday forum, Consider using the appointed spokesperson
Contact local newspapers to highlight events and success stories
Work on recognizing Respite Care Month (November) and notifying clients and the public of this event
Consider hosting events with organization’s partners
Maintain positive relationships with clients, community partners
Establish relationships with colleges and universities educate them on respite and caregiver issues

Personal Selling
Maintain contact with clients through monthly events
Develop relationships to show interest and obtain client information
Promote services at community events and through presentations with community partners
Promote services through free training events through businesses, schools, and other community organizations
Ask spokesperson to act as voice for respite care through print ads, social media, and PSAs

Direct Marketing
Mail schedules of upcoming monthly newsletters, and promotional posters to clients and potential clients
Constant updates of social media about YWCA progress, stories pertaining to Respite services, links to PSA/videos, newsletters, and advice articles
Mail questionnaires/surveys to (potential) caregivers to determine preferences

Events

Training sessions
Annual Respite Care Month
Quarterly respite care event (for caregivers/providers and care recipients)
Tree planting event with business partner and spokesperson

Web-based Marketing
Update website and social media with progress reports and news regarding respite
Email clients and potential clients upcoming event schedules and monthly newsletters
Take photos and post to websites
With permission use photos and/or quotes from subjects for personal and emotional ads

Monthly Task List

September 2016
Research nonprofits with similar values and services
Research targeted diverse audiences and their preferred promotional mediums
Research potential customers
Follow up on newspaper advertising for UNL and NWU
Create October newsletter
Send and distribute September newsletter
Update websites and social media with newsletter and accommodating articles, and regular posts

October 2016
Begin creating written pieces about partnerships and spokesperson
Consider working with local newspaper for article creations
Market upcoming Respite Month and events
Consider assistance of new partners and spokesperson
Determine conductor of event coverage and reach out to selected
Follow up on newspaper advertising for NWU
Create November newsletter
Send and distribute October newsletter
Update websites and social media with newsletter and accommodating articles, and regular posts

November 2016
Finish and publish partnerships and spokesperson articles
Reach out to business partner and spokesperson for upcoming fundraiser
Continue marketing Respite month
Host events break for caregivers, giving fundraiser (door to door donation
collections or family night out for proceeds
Distribute ads through partnership businesses, cultural businesses, and potential clients
Follow up on newspaper advertising for NWU
Create December newsletter
Send and distribute November newsletter
Update websites and social media with newsletter and accommodating articles, and regular posts

December 2016
Work with business partner and spokesperson for fundraiser
Follow up on newspaper advertising for NWU
Create January newsletter
Send and distribute December newsletter
Update websites and social media with newsletter and accommodating articles, and regular posts

January 2017
Create February newsletter
Send and distribute January newsletter
Update websites and social media with newsletter and accommodating articles, and regular posts

February 2017
Follow up on newspaper advertising for NWU
Create March newsletter
Send and distribute February newsletter
Update websites and social media with newsletter and accommodating articles, and regular posts

March 2017
Follow up on newspaper advertising for UNL and NWU
Create April newsletter
Send and distribute March newsletter
Update websites and social media with newsletter and accommodating articles, and regular posts

April 2017
Register and market for Give to Lincoln event
Follow up on newspaper advertising for NWU
Create May newsletter
Send and distribute April newsletter
Update websites and social media with newsletter and accommodating articles, and regular posts
May 2017
- Distribute ads through partnership businesses, cultural businesses, potential clients
- Plan for ad/handout and overall image updates
- Research and experiment with creative styles
- Consider highlighting spokesperson or business partners in new ads
- Continue marketing for Give to Lincoln event
- Follow up on newspaper advertising for NWU
- Create June newsletter
- Send and distribute May newsletter
- Update websites and social media with newsletter and accommodating articles, and regular posts

June 2017
- Conference about redesign decisions and finalize plans
- Begin ad updates
- Reach out to ad contacts from newspapers and transportation services for ad deals
- Reach out to business partner and spokesperson for event
- Create July newsletter
- Send and distribute June newsletter
- Update websites and social media with newsletter and accommodating articles, and regular posts

July 2017
- Conference about ad decisions and finalize
- Reach agreements with ad contacts
- Create August newsletter
- Send and distribute July newsletter
- Update websites and social media with newsletter and accommodating articles, and regular posts

August 2017
- Continue marketing for upcoming event
- Work with business partner on hosting event
- Work with spokesperson for appearance at event
- Follow up on advertising for selected contacts
- Create September newsletter
- Send and distribute August newsletter
- Update websites and social media with newsletter and accommodating articles, and regular posts

Ongoing Tasks
- Conference about major decisions for respite department
- Meetings with similar organizations and advisory board to discuss
progress
Coverage of events by employees or local newspapers
Publish coverage on websites, social media pages, and newsletters
Reach out to anticipated co-sponsor and spokesperson of event two months prior to event (with the exception of the November events)
Market event one-month prior
Press releases for grants, events, new employees/programs, and other news
Maintain good relationships with board, partners, and clientele
Stay in touch with monthly meetings and mailings
Follow up with other parties when agreements are reached
Monthly newsletters
Begin creation of newsletter one-month prior
Regularly update websites and social media sites with regular news posts, events, articles, and newsletters