



## 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