

[LOGO]

Marketing & Communications Plan

Strategic Planning Goals

- Rebrand organization
- Develop website that informs, connects, and encourages financial support for mission
- Create annual marketing & communications calendar to ensure consistent, relevant messaging

Assets

- Brand
- Website
- Facebook
- Board contacts
- Email List
- Monthly Newsletter

Calendar

- January X – ABC Day
- May Y – ABC Week

Unique Value Proposition

- We are the only nonprofit that X – see related blog at:
<https://socialimpactarchitects.com/value-proposition>

2018 Goals

- Be consistent in branding
 - Create branding guide
 - Monitor efforts
- Be consistent in communications
 - Continue monthly newsletter
 - Regular FB posts on news and kudos

Quarterly Goals

- Q1: Creating branding guide; Review all assets against best practices
- Q2: Decide on events/work during ABC Week
- Q3: Execute Giving Day campaign; prepare Year End Campaign assets
- Q4: Execute Year End campaign; review assets against goals above; develop 2019 plan