

THE 410 BRIDGE

# Marketing & Communications Plan 2015



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## Important Note:

*The information contained within this document is considered proprietary and highly confidential. As such, it is not for viewing or discussion by any individuals other than 410 Bridge employees or volunteers inside or outside of the organization.*

## Marketing & Communications Plan Purpose

The purpose of this Marketing Plan is to formally address the goals set forth therein The 410 Bridge Strategic Plan. The Marketing departmental goal is to carry out the part of the strategic goals related to its area. Marketing is a support department for The 410 Bridge and what follows is the plan of action including goals and action steps. A supplemental 2015 Content Plan and action timelines are to be completed throughout the following year.

## Strategic Plan Goals

1. Strengthen financial position.
2. Ensure that the appropriate policies, processes and systems are in place to mitigate risk and increase efficiency.
3. Strengthen awareness of The 410 Bridge brand through increased visibility and entry into new partnership markets and channels.
4. Extend 410 Bridge efforts into new countries and communities in Kenya, Haiti and Uganda.
5. Maximize impact while staying true to our mission and model.

## 2015 Marketing and Communications Goals & Tactics

***Assist in the development of a centralized database for maintaining stakeholder information and relationship status.***

- Determine sources for all data currently stored.
- Explore software capabilities and tracking of stakeholder information to see depth of relationship.
- Integrate training for staff, communications.

***Focus on target marketing and communications to segmented groups.***

- Begin monthly email marketing. Based on website enhancements and/or blog import, have stakeholders provide their email addresses on website (when prompted) and let them decide what content they want to receive from 410. Could be events, community/country specific, news, etc.
- Utilize current communications to stakeholders by other departments to promote social engagement, story telling, giving, advocacy (Trips, Child Sponsorship).
- Develop strategic Content Plan for 2015 geared toward specific targeted stakeholder communications.

***Implement an organization wide marketing effort to include clearly defined brand standards.***

- Produce digital 410 Bridge Media Kit (history, model, news, etc.) and elevate on web site. Q2
- Create clearly defined 410 Bridge Brand Standards in digital format to be housed in centralized location internally. Q4
- Utilize internal location for 410 Bridge Library for centralized access to digital media and branded templates (photos, videos, letterhead, presentation materials). ongoing

- Develop consistent email signatures across organization, to include targeted promotional/marketing messages.

***Support and contribute to The 410 Bridge Culture.***

- Define staff values and clearly communicate often.
- Ensure consistent messages across organization documents and templates of The 410 Bridge story: Who We Are, What We Do, How We Do It, What We Believe. ongoing
- Regularly address communication issues and provide solutions by determining frequency of staff communications, what to communicate, timing. i.e., staff meetings, email communications.
- Provide “talk tracks” with key messages by stakeholder audience.

***Clearly articulate impact through accurate metrics across organization (Development, Child Sponsorship, Trips/Programs).***

- From 2014 End of Year piece, ensure accurate tracking of metrics for each area of development and determine centralized reporting.
- Determine metrics for sponsorship (educate, care, disciple) and begin measuring for quarterly reporting.
- Determine metrics for trips/teams (spiritual growth, projects) and begin measuring for quarterly reporting.
- Utilize staff departments to gather input from outside sources for useful metrics across stakeholder groups. quarterly
- Produce End of Year piece to share with partners, major donors. Q4
- Create digital interactive media versions for supplemental content on web and social channels.

***Enhance processes for writing/editing community updates and story telling.***

- Collaborate with Communications officer in Kenya to transfer all content received to a digital format for sharing in a centralized location (Google). **Ongoing**
- Determine process for receiving content from Haiti staff and follow same course. **Q2**
- Directly receive content from Programs for Uganda.
- Incorporate blog topics into Content Plan for 2015, and seek out potential influencers in the space (community development, ministry, etc.)
- Tap into trip participants and trip leaders for potential content, story telling, advocacy.
- Introduce campaigns and promotions to increase story telling on this side of the bridge, and increase social engagement.

***Update website to elevate content sharing and giving opportunities.***

- Conduct a web site audit, identifying areas to refine in terms of content management, editing, attracting visitors. **Q1**
- Create innovative ways to attract visitors and implement.
- Purchase new hosting software as determined by creative team. **Q2**
- Integrate website and blog. **Q3**
- Enhance user experience in online store capabilities. **Q3**
- Introduce web promotions within store and across site.
- Research content publisher functions to coordinate blog content publishing with tagging to other locations on site.
- Continue to refine branded look and feel of site. **ongoing**

***Rebrand Child Sponsorship digital and print materials and contribute to enhanced communications platform.***

- Create a more cohesive branded look with The 410 Bridge brand. **Q3**
- Enhance user experience on web site for current sponsors and potential sponsors.

- Align email communications with partner updates on quarterly basis. ongoing
- Introduce cross-promotions and campaigns throughout year to increase new sponsors.
- Pre-determine a content gathering process for trip participant sponsors who are meeting their child. Incorporate into Content Plan for 2015.
- Advance communications platform beyond letter mailings, collaborating with Sponsorship department.
- Develop creative unique touch points throughout the year. (birthdays, anniversaries, classroom videos).

***Participate in 410 Bridge Events (Trip Leader Training, 410 Bridge Partner Conference).***

- Contribute to Trip Leader Training programming materials and ensure 410 Bridge brand standards are met. Q1
- Produce materials for day of event.
- Write/Edit/Design 2015 Trip Leader and Trip Departure books. Q1
- Determine ways to implement a digital user experience via website (forums).
- Contribute to 410 Bride Partner Conference (brand, experience and environments, materials for day of event). Q2
- Research the implementation of a forum environment on web site.
- Determine post-trip, post-conference follow-up methods and create a purposeful plan of timed communications (likely through email). Q3

***Provide resources for church partners.***

- Schedule weekly meetings with Development to determine partner needs. ongoing
- Create Resource Library in a digital format on web site.
  - Trips 2015-16 materials
    - Promo Video(s) Q1, Q2

- Campaigns for countries and/or specific trips (posters, handouts, graphics, social grams) Q3
- Produce Community Updates for emailing (quarterly).
- Coordinate video production for updates in Kenya. ongoing
- Leverage relationships in Haiti for video updates and/or photos. ongoing
- Discuss potential for online forums on web site.

*Some items may not appear in the plan, but they remain important. Plans will be reviewed quarterly with supplements or changes made as necessary.*