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## Overarching Communication Strategy

The Edmonton Newcomer Centre's mission is to foster a welcoming environment for newcomers in Edmonton, with a focus on community integration, language education, employment support, and social inclusion. As the organization undergoes a significant rebranding and name change, the communications strategy should emphasize clarity, community engagement, inclusivity, and visibility.

### 2024-2025 Key Objectives:

1. **Brand Awareness & Community Engagement:** Increase visibility for Edmonton Newcomer Centre and solidify its position as a key resource for newcomers. This includes promoting the rebranding to "Newcomer Centre. Position the Newcomer Centre as a fresh and inclusive identity, while still acknowledging and honouring the Mennonite legacy and shedding cultural constraints associated with the previous name.
2. **Engage and Retain Newcomers:** Strengthen engagement with newcomers through tailored, multilingual ( as best we can) content that resonates with diverse communities.
3. **Promote Newcomer Events and Initiatives:** Leverage major events such as the RISE Awards, and the Multicultural Festival, and promote programs and services through impactful storytelling to boost community involvement, and increase public awareness, especially in immigrants and newcomer communities.
4. **Support Fundraising & Donations:** Generate awareness and encourage donations during campaigns like the Holiday Giving Campaign, leveraging storytelling and donor impact.
5. **Internal Engagement & Culture:** Celebrate and motivate internal teams through internal events, fostering a sense of belonging, pride, and continuous growth and learning

## Target Audiences

- **Primary:** Newcomers to Edmonton, employees, community partners, volunteers, donors, and government stakeholders.
- **Secondary:** General public, local businesses, employers and media outlets.

## Branding & Key Messaging

1. **Rebranding:** Ensure consistent messaging around the name change from EMCN to Newcomer Centre. Use clear visuals and messaging to educate the community on the significance of the change. Include, exterior signage at all locations, internal assets
2. **Inclusivity & Empowerment:** Highlight stories of newcomer success, cultural diversity, and the positive impact the Newcomer Centre has on the community.
3. **Community Support:** Emphasize the role of the community in supporting newcomers and fostering inclusivity in Edmonton.

## Strategic Timeline for the Fiscal Year

### April 2024 - March 2025

Month	Focus/Theme	Key Activities & Campaigns	Channels
April 2024	Rebranding Teasers	Start a teaser campaign for rebranding, introduce the new name's story	Social Media, Website, Community Newsletter (ext.)
	RISE Awards Nomination Campaign	Call for Nominations for RISE	Social Media, Website, Community Newsletter
	Connects Day	Connects Day: Values, Renaming and Biases	Monitors, Internal Newsletter, QLS and Townhalls

Month	Focus/Theme	Key Activities & Campaigns	Channels
<b>May 2024</b>	Official Naming Day	May 6: Official name change to Newcomer Centre, storytelling of the change	Website Banner, Social Media, Press
<b>June 2024</b>	Public Announcement & Community Engagement	June 26: Official public launch, local press, Multicultural Festival Naming Announcement and Unveiling June 25: Gupta Unveiling June 20: AGM June 20: Roots on Six: WRD and NIPD Celebrations Pride Season begins	Social Media, Traditional Media, Event, Block Party, AGM, Annual Report
<b>July 2024</b>	Community Storytelling	Share stories from Multicultural Festival, Community Partners highlights	Social Media, Community Newsletter, Website
<b>Aug 2024</b>	Summer Celebrations & Fundraising Initiatives	Fundraising pushes, Volunteer appreciation	Social Media, Email, Partner Collabs
	Launch RISE ticket sale promotions	Nominee Stewardship, Friends of RISE, Individual tickets	Eventbrite, Website, Social Media, Community Newsletter, Community Partners, Local Media
<b>Sept 2024</b>	RISE Awards Tickets & Promotions	Promote nominations and stories of past winners NDTR	Social Media, Website
<b>Oct 2024</b>	RISE Day	Oct 11: Internal- RISE Day Long Service Awards	Monitor, Internal Newsletter

Month	Focus/Theme	Key Activities & Campaigns	Channels
	RISE Awards Event	Oct 26: Live coverage, post-event recap	Social Media, Community Newsletter, Local Media
<b>Nov 2024</b>	Holiday Giving Campaign Launch	Soft Launch Nov 6: Teasers Hard Launch Nov 20: Giving Campaign, Donor Impact stories and ENC Fun Facts Canada History	Website, Social Media, Email
<b>Dec 2024</b>	Holiday Giving & Community Support	Focus on donation drives, holiday activities Year End Celebrations: Reindeer Game	Social Media, Newsletter, Website
<b>Jan 2025</b>	New Year & Volunteer Highlights	Highlight goals for 2025, stories of volunteers Tamil Heritage	Social Media, Internal Comms, Website
<b>Feb 2025</b>	Internal Engagement & Staff Development	Connects Day, community partnerships, Family Programs, Black History Ramadan Begins Launch the Newcomer Narratives	Internal Channels, Social Media
<b>Mar 2025</b>	Looking Ahead & Year-End Recap	Recap the year's achievements, and prep for the next fiscal year Soft Launch Next Years Campaign	Social Media, Newsletter, Website

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## Quarterly Breakdown of Objective and Key Activities

### 1. Q1: April - June 2024

- **Focus:** Rebranding and Raising Awareness and Community Engagement
- **Key Activities:**
  - Launch a We are the Edmonton Newcomer Centre (Renaming) **Social Media Campaign** emphasizing newcomer stories and showcasing services. Use platforms like Facebook, Instagram, and Twitter for community outreach.
  - Start promoting the **RISE Awards Nominations Campaign**, using visuals of past successful RISE Awards. Ensure the campaign highlights the contributions, and success of Newcomers and Immigrants to our City.
  - **Events promotion and marketing** – Updating digital assets and maximizing visibility in the community. **Multicultural Festival (Block Party)**, WRD and WIPD with promotional content that emphasizes the diversity of Edmonton’s newcomer community.
  - **AGM** - Reflect on the year’s activities with an Impact Report shared digitally. Highlight key successes, growth statistics, and testimonials from newcomers.
  - Conduct a **countdown to the official name change**, sharing teasers of the new branding across all channels, and include testimonials from community leaders supporting the transition. (May)
  - **RISE Awards (October 26, 2024) Call of Nominations (April-May):** Promote the awards with a focused Call to action for nominations that includes past finalists, short video interviews, and behind-the-scenes content leading up to the event.
- **Public Announcement:** On May 6, announce the name change officially to stakeholders, followed by a larger public announcement on June 26. Use this opportunity to introduce the new logo and brand identity.

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- **Internal Communication:**

- Rebrand internal newsletters updating staff about the rebranding process.
- Rebranding internal forms, assets, social media and website
- Organize Connects Day for staff professional development, focusing on enhancing service delivery.

## 2. Q2: July 2024 - September 2024

- **Focus:** Community and Cultural Celebrations

- **Key Activities:**

- Use visual storytelling to showcase different cultural backgrounds represented at the Centre, including cultural performances, food stalls, and interactive events.
- Promote the **Plum Blossom Campaign**, a fundraising and community awareness initiative.

- **Engagement:** Host online Q&A sessions and community chats leading up to the RISE Awards to create excitement.

- **Launch the Ticket Sales Campaign** for RISE Awards by acknowledging past recipients, current sponsors and community impact.

## 3. Q3: October 2024 – December 2025

- **Focus:** RISE Awards, Holiday Giving, Consolidation and Long-Term Engagement

- **Key Activities:**

- Support FD strategy for retaining donors and volunteers gained during the year, emphasizing the stories of change and integration and how the Centre facilitates and negotiates settlement.
- Continue social media engagement with holiday themes and updates

- Close ticket sales, Road To Rise- highlighting venue, entertainment and program developments.
- **External Engagement:** RISE Award wrap-up with sponsor and vendors
- Launch the **Holiday Giving** campaign sharing impact stories and ENC programs and services.

#### 4. Q4: January 2025-March 2025

- **Focus:** Announce 2025 priorities, share impact stories, highlight upcoming events
- **Key Activities:**
  - Highlight organizational goals and share impactful stories that demonstrate our mission, building anticipation for Connects Day and fostering deeper staff and volunteer engagement.
  - Celebrate internal successes to highlight our values and showcase team achievements, fostering a sense of pride and unity across the team.
  - Provide a recap of the year, emphasizing community impact and successes, while outlining future goals to inspire and motivate.
  - Begin planning the Annual Report to document and share these milestones. Create a comprehensive infographic summarizing the year's accomplishments, express gratitude to donors and partners, and highlight stories of impact that underline the importance of their support.
  - Launch new initiatives and expand awareness, outreach and learning, debuting the *Migrant Memoirs* podcast and launching the new External L&D platform ( with an intention to a social enterprise) to extend our reach and provide valuable resources to our community.
  - Create a targeted communications and marketing plan to engage and activate the ENC Alumni network, encouraging ongoing involvement and support.

- Draft a Strategic Comms and Marketing plan for 2025- 2026 aligned to the organization's strategic direction.
- Undertake a minor website redesign to enhance accessibility, streamline navigation, and better reflect our values and evolving goals and initiatives, with a stronger emphasis on humanity and dynamic storytelling, steering away from “an info dump”.

## Content Channels and Tactics

1. **Social Media: Facebook, Instagram, TikTok:** Focus on short videos, reels, success stories, Did you know, multilingual posts, days of significance and visual content from events and Newcomer Center activities, i.e. Job Fairs, graduations, etc. moving more into live content.
2. **Social Media: Twitter/X, LinkedIn, YouTube, Podcast (early 2025):** Focus on leading and influencing our niche space, profiling hire newcomers, strengthening the economy, social inclusion, and issues/barriers/challenges facing newcomers as well as subtly addressing socialite biases toward immigrants and newcomers in our City/Alberta/Canada.
3. **Website:** Regular updates with event information, blogs on immigrant experiences, and service highlights. Incorporate language options to ensure accessibility.
4. **Email Campaigns:** Targeted emails for donor engagement (FD Newsletter), event invitations, and Community newsletters for regular updates.
5. **Traditional Media:** Engage with local newspapers, radio stations, and community bulletins for coverage of major announcements, especially for the name change and public events.
6. **Community Engagement:** Leverage partnerships with local businesses, educational institutions, and multicultural organizations to enhance outreach efforts.

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## Evaluation & Metrics

- Track engagement on social media (likes, shares, comments).
- Monitor website traffic (event pages, blog content, donation page).
- Analyze email campaign open rates and click-throughs. On all campaigns and provide an undersatndable report back to the campaign manager.
- Gather feedback from participants at events and internal staff.
- Use surveys to assess brand perception post-rebranding.

## Content Calendar & Tools

- Develop a monthly content calendar to plan social posts, email newsletters, and website updates.
- **Later** for social media scheduling.
- **Canva and Adobe** for content creation
- **Google Analytics** for tracking web traffic.
- **Mailchimp** for managing external newsletters.
- **Sway** for internal newsletter