

# DEVELOPING A COMMUNICATIONS PLAN WITH PURPOSE

Durango, Colorado

October 18, 2017



## **AGENDA**

- The Need
- The Brand
- Marketing Overview
- Messaging
- Touchpoints
- Planning
- Evaluation









"We make such an amazing impact, if we can just make more people aware of what we do, we will really take off..."

Every Executive Director I've spoken to...



# 28,000





#### MISSION STATEMENT

Dunder Mifflin Incorporated provides its customers quality office and information technology products, furniture, printing values and the expertise required for making informed buying decisions. We provide our products and services with a dedication to the highest degree of integrity and quality of customer satisfaction, developing long-term professional relationships with employees that develop pride, creating a stable working environment and company spirit.



## MESSAGING gets diluted...

- Organization A provides resources and programs to individuals with Autism Spectrum Disorders and their families for alternative, integrative therapies and treatments that address the symptoms and underlying issues associated with Autism Spectrum Disorders.
- Organization B transform the lives of children with autism. Partnering with families, we create life-long relationships through thoughtful, innovative, empirical learning treatment programs.
- The mission of Organization C is to improve the lives of all affected by autism. This includes families, providers, educators, and members of the community. At XYZ, we work to advocate, inform, and share the journey with thousands of Coloradans.





#### 360 Branding



#### TIME





ou Now Have a Shorter Attention pan Than a Goldfish



wayne Wade Cried After nding Out He Was Prince's avorite Basketball Player

mmy Kimmel Will Be Kelly Ripa's rst Guest Co-Host on Live!

onald Trump and the Truth About se Harvey Oswald and Cuba

a.scorecardresearch.com.

HEALTH NEUROSCIENCE

## You Now Have a Shorter Attention Span Than a Goldfish

Kevin McSpadden @KevinMcspadden May 14, 2015











#### No longer can we boast about 12 seconds of coherent thought

The average attention span for the notoriously ill-focused goldfish is nine seconds, but according to a new study from Microsoft Corp., people now generally lose concentration after eight seconds, highlighting the affects of an increasingly digitalized lifestyle on the brain.

Researchers in Canada surveyed 2,000 participants and studied the brain activity of 112 others using electroencephalograms (EEGs). Microsoft found that since the year 2000 (or about when the mobile revolution began) the average attention span dropped from 12 seconds to eight seconds.

"Heavy multi-screeners find it difficult to filter out irrelevant stimuli —











#### 360 Branding



### The Lumineers: Stubborn Love

SHE'LL LIE AND STEAL AND CHEAT, AND BEG YOU FROM

**HER KNEES** 

MAKE YOU THINK SHE MEANS IT THIS TIME

SHE'LL TEAR A HOLE IN YOU THE ONE YOU CAN'T

**REPAIR** 

BUT I STILL LOVE HER I DON'T REALLY CARE

#### **BRIDGE**

WHEN WE WERE YOUNG OH OH WE DID ENOUGH WHEN IT GOT COLD OOH OOH WE BUNDLED UP I CAN'T BE TOLD AH AH IT CAN'T BE DONE

#### VERSE 2

IT'S BETTER TO FEEL PAIN THAN NOTHING AT ALL

THE OPPOSITE OF LOVE'S INDIFFERENCE

SO PAY ATTENTION NOW I'M STANDING ON YOUR

**PORCH SCREAMIN OUT** 

AND I WON'T LEAVE UNTIL YOU COME DOWNSTAIRS

#### **CHORUS**

SO KEEP YOUR HEAD UP KEEP YOUR LOVE





## The **BRAND**

The brand is our future. Of all the things we own, nothing is as important. Nothing's as valuable.

#### 360 Branding







#### What is a **BRAND?**

A brand is **not**...

a name
a company
a building
a logo
a product
a package
an ad campaign



## What is a **BRAND**?





#### What is a **BRAND?**

Strong brands share three characteristics:

**CONVICTION** 

**CONNECTION** 

**CONSISTENCY** 







## The **5P's** of Marketing

**PRODUCT** 

**PLACE** 

**PRICE** 

**PROMOTION** 

**PROFIT** 



## The **5P's\*** of **NONPROFIT** Marketing

**PROGRAMS** 

**PLACE** 

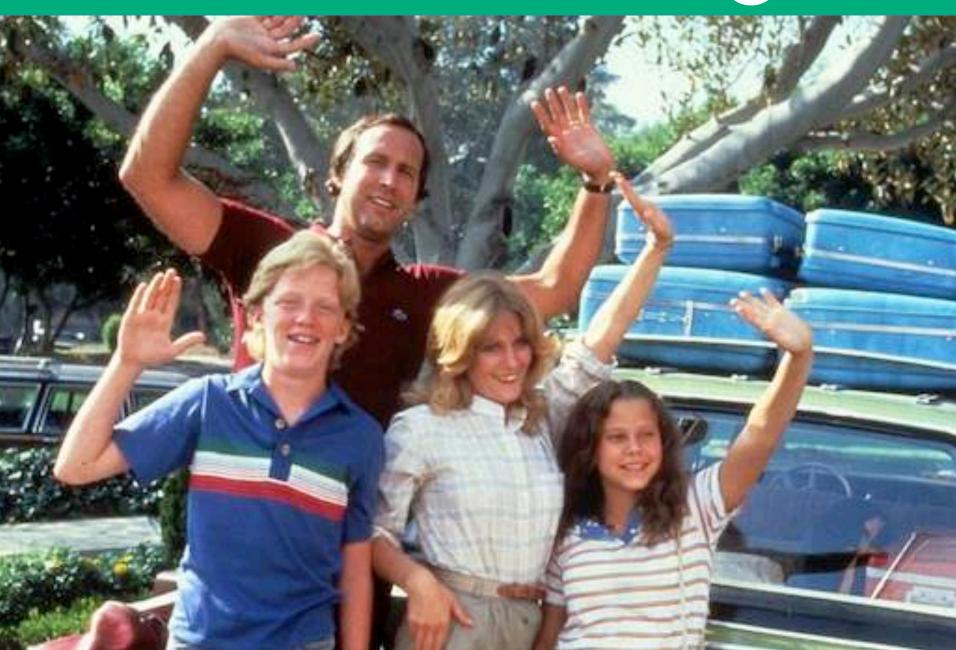
**BUDGET** 

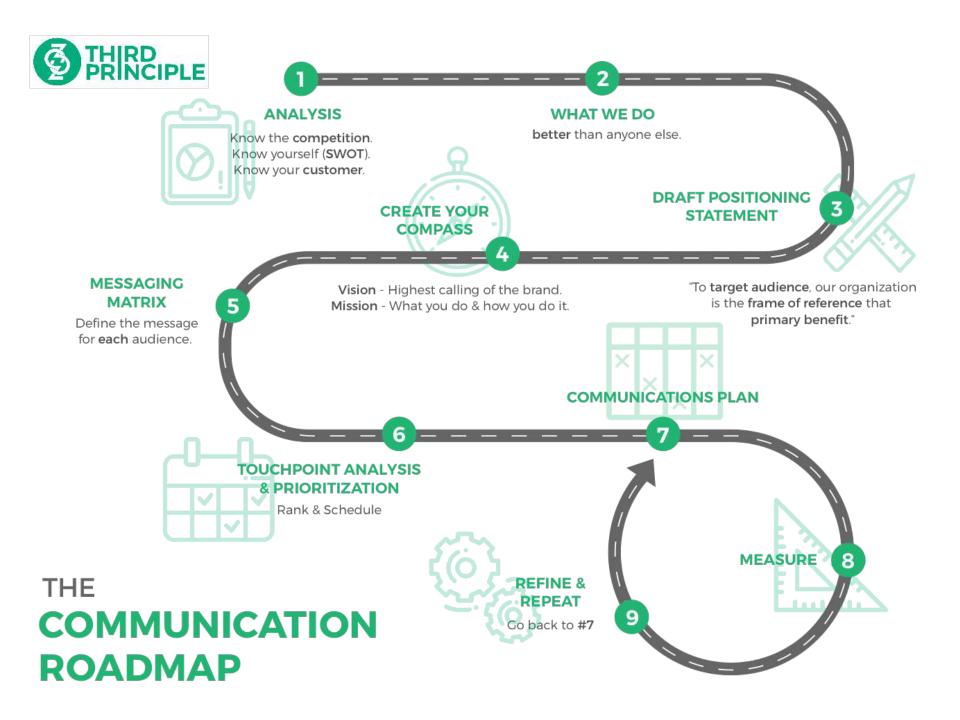
**CONNECTION** 

**IMPACT** 

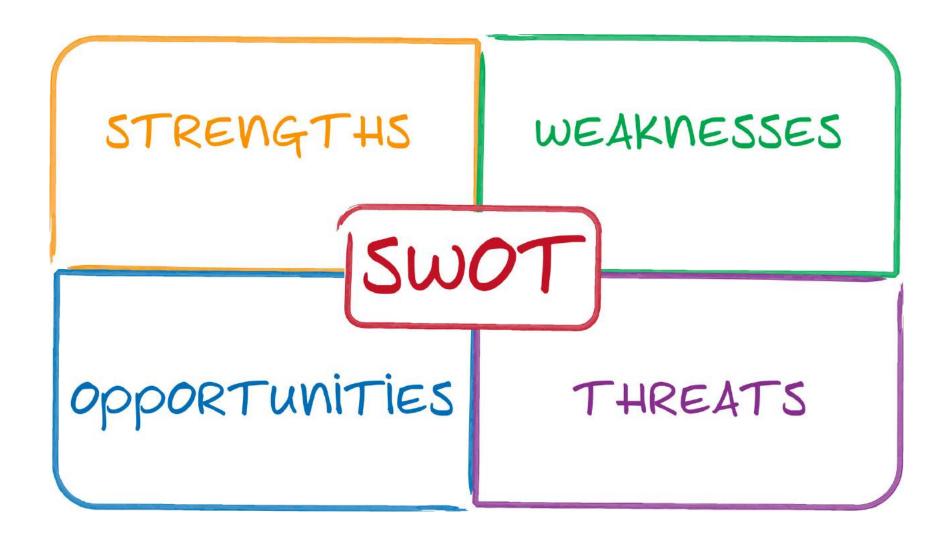
### 360 Branding















The **BEST.** 



## The **POSITIONING STATEMENT**





## The Positioning Statement:

### **AUDIENCE**





## The Positioning Statement:

#### FRAME OF REFERENCE





## The Positioning Statement:

### **PRIMARY BENEFIT**





#### **RE:VISION**

Positioning Statement

To families in low-income neighborhoods, Re:Vision is a trusted community resource that develops local leaders to produce self-sustaining food systems one garden at a time.



# DOLORES RIVER RESTORATION PARTNERSHIP

Positioning Statement

To people who care about rivers, the Dolores River Restoration Partnership is a public-private collaborative that provides a repeatable and scalable model for large-scale riparian restoration.



#### **DENVER ACTIVE 20-30**

Positioning Statement

To Colorado's disadvantaged children, Denver Active 20-30 is a group of young, philanthropic leaders that mobilize the community to impact and improve these children's lives.



#### **SPROUT CITY FARMS**

Positioning Statement

To community-serving organizations, Sprout City Farms is an urban farm resource that provides a hands-on experience to create positive relationships with food.







#### What is a **BRAND VISION?**

The highest calling of the client.

A noble cause.

Not what we do, but what we do for people.

Our reason for being.

Aspirational. Doesn't need to happen over night.



# MOTEL 6 Brand Vision

Making a comfortable night's stay an affordable possibility to anyone paying their own way.





#### **ADMIRED BRANDS**

#### **Brand Visions**

**JOE GIBBS RACING** Make the car go faster.

**DISNEY** Keeping alive the magic of childhood.

3M Solving unsolved problems innovatively.

**HYUNDAI** Being the value innovator.

THE HOME DEPOT Build Americans' confidence in improving their homes.







## **MISSION FIRST**

- Mission
- Programs
- Budget



## A3 Messaging



Ina maintains this outlook on her life, even since her diagnosis and the deterioration of her vision—and she contributes a lot of this to her yoga practice. Ina discovered yoga after her oldest son was drafted into the military during the Vietnam War, and she began looking for ways to stay occupied.

'After one week of yoga, a light bulb turned on inside me. I had been the typical, domesticated woman up until then. I didn't graduate from college," ina says. "But after I took this class, I picked up the first Denver yoga magazine and there was an advertisement to get certified. So I went to Canada the next summer and spent six weeks there in 1970. I returned to Denver and wanted to teach other people like myself who just have a need for a more peaceful mind and healthier body."

She went on to open her own yoga and fitness studio where she ran her business and taught a variety of classes. Later on in life she closed her studio, but has still been teaching yoga to this day-albeit with a twist.

"I still teach one class a week. My husband was in a wheelchair for the last 10 years of his life, but he still wanted to go everywhere with me, so I thought he could come to class if I developed something he was able to do in his chair," Ina says. "So I started Chair and Adaptive Yoga, and he loved it."

While finding ways to help others with disabilities, Ina began noticing something peculiar with her own sight.

"About 15 years ago, sitting here in the study, I looked out and noticed that the door and window frames had these squiggles. I went in to see the doctor, and he said I had the beginning stages of macular degeneration," she recalls, "But I'm not a very good patient. The purpose of studying yoga is knowledge of self. I take a lot of pride in knowing myself very well. My goal in life is quality, not quantity. I pursue quality in life, and A3 has certainly helped me achieve that."

**Empowering People With Vision Loss** 

A self-acclaimed "stubborn Scorpio," Ina strives to be as independent as possible. When her daupther-in-law found out about A3 online, Ina happily made the connection and has had three wonderful volunteers over her years as a client.

"I'd be very excited to learn who, how, and what vetting A3 does for their volunteers," she says. "I have had the cream of the crop."

Her current volunteer, Beverly, lives nearby, and often comes around to help ina with reading through her important papers and files, and even contributes to the development of print materials for lna's yoga classes. Following a bad fall, A3's Patty Wagner stepped in to also help educate ina on how to properly use a cane when getting around. "You need specific training to use it correctly," she insists. "Patty also brought me a scanning device upon which I can place single sheets of printed material and it reads it out loud to me, alongside several other helpful tools for day-to-day tasks."

In her spare time, Ina is an avid audiobook

listener, often going through a book or two every couple days. Biographies about the US presidents are her favorite. She spends time with her eldest son three times a week, and recently attended her cherished grand-niece's wedding—an experience she still gets teary-eyed talking about. And, of course, there is always her yoga.

"Yoga has meant everything to me. It helped me find an inner-strength I never knew existed. To study and to be aware, and to be conscious of what I do need to know," Ina says. "I've been more awakened to the simple things of life; to not have expectations so much as to live each day fully. I have no regrets. Pursuing both yoga and A3 has helped me live a quality life."



Ina Hambrick speaks slowly and clearly, as if each thought is carefully crafted, and her demeanor is both stoic and calm. So it comes as no great surprise to discover that Ina, now in her mid-80s, was in fact the first certified Yoga instructor in the greater Denver region. She still teaches an adaptive yoga class once a week, despite having been diagnosed with macular degeneration over 15 years and.

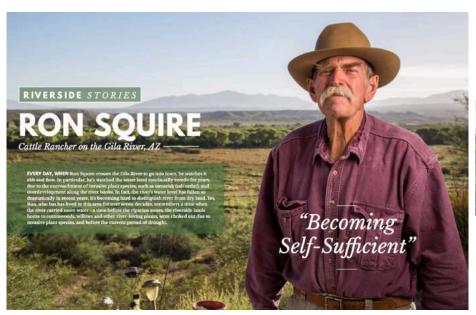
In a was born and raised in South Carolina, where she met her husband and the love of her life at age 15. He was 20. "Along came this gorgeous paratrooper, so we got married and I fled my hometown," she recalls. "We were married almost 70 years. Dale passed away two years ago, but I don't grieve for my husband because every day we lived together was very full."

Ina insists that they had a "charming life," and acknowledges many of the lucky opportunities that came her way. "We were the most privileged generation—free education, low interest rates when buying a home," she says. "Everything was in our favor."



#### **TAMARISK COALITION**

## Messaging



y taker was born in Douglas, Arizona, and he used to tell me about when he were to he yicke west of Phoenia; the river was always open and full of water, with large contamends trees, life through of it as a niter pine. The Southwest are in particular, where the Gal Rever Hows, in not with most people brisk about when they think of river lands, it is lot of places, the river runs underground, "Ron explains." It worsh always like his?

Bon Squire is a third generation cantle rancher, and although his modest ranch is considerably smaller than his father's or his grandfather's, he's had pleasy of time to learn the correct way to manage cows. "I've followed the cow all of my life," he



laughs. He doesn't quite think of it as an occopation though, as he's new 70 and retired, but cather just his rule to play: "My occupation is a lifestyle," he says. "It's not just something that I do. Whether I'm sick, or feeling on top of the world, I have to take care of the farm."

For him, the bilance between being a good costic number, and also providing a unstanded and healthy fliendy for the being each on his much, is his main one-cem. "People are getting seasy from the basis of URC," he explains. "They don't know where their fixed comes from, and they're not in mus with nature, so to speak. Our plain and our ideal is to become trustly self-sufficient, and be able to not just take our of my fundily but all our the people that the around mice."

Yet, it's not as simple as it sounds, and Ron knows first hand just how much this

area of the country depends on the health of the Colorado River riparias zones, and how important it is to clear out non-statike species that are threatening the natural ecosystems there. This sees where I live has an abundance of wastenished feed for people, if you know where to look, and how to harvest it. This old natury sumarisk: he says, shifting grass. "There's nothing good about

Although he's boated on a part of the river where the native entoneous free are continuous to where the native entoneous free are continuing in hold the transaria at lay, he's still worrinds. Reo is an experient, though, a he's happy with the way termariak removed has been going so far, and pielogies to continue his support for the Gilla Watersheld Parturenhiliy's efforts to protect and transprows water quelly and descend the property water quelly and the condition of the Upper Gilla Watersheld of Arizona, with hard work, he believes that currants do on finally be cleared out of the rivers that he's been living of of this series life.

You have so look pretty close at this desert land.
When you get out of your car, and you look around, you'll see that there's a lot going on in this semi-arid area. There's a lot of little ani-



until you get down close and look at all of the south that Suppering! The suggests, adding, the majoring of people are so huny making, money or carning a living, that a last of them, money or carning a living, that a last of them, people that produce, and people that consume. The people that are producen; I think they're the carns whose we looking a little closter. People that live in tunes don't really have the people that live in tunes don't really have any like of live dependent we are upon instance. We have so living a little and the living time to the living and the living time to the living time to live. This all there is in it?

This is here of the Monorchi Games are in, brought or you by the Tamish Caulities in participles with Cale Monoschil Reviewship, and Social by the Million Kinelly Kinellation.

It have not about other individuals along procured plang to



## **RE:VISION**

## Messaging

## The Impact in Westwood

The Westwood Food Cooperative will bring affordable healthy food to an urban food desert, generate new jobs, create worker owners and provide a distribution solution for local producers. And, it will be the primary gathering place for a proud community ripe for prosperity.



Estimated 100,000 lbs of food grown in 2016 (including backyard gardens & urban farms) Co-Op Ownership 1,000 members by time store opens 2,000 members after 1st year in operation



Healthy food access for 50,000 Denver residents, who are currently underserved



A 3-tier cooperative ownership structure that includes the entire food system: producers, workers and consumers.



15-10.00 0-11.00 0-11.15



This is a place-based community solution that cannot be uprooted or outsourced.



The WFC will generate \$1.5 - 2.0M/year by year 3







Will create 7 - 10 new jobs in Phase 1 and up to 30 in Phase 2





## The **MESSAGING MATRIX**

	Audience Description	Objectives	Strategies	The Message	Touch Points	Elevator Pitch
Audience #1						
Audience #2						
Audience #3						
Audience #4						



## **DENVER ACTIVE 20-30**

#### Messaging Matrix

STRATEGIES



AUDIENCE DESCRIPTION

#### **MESSAGING MATRIX**

DR. JECTIVES

POSITIONING

DA 20-30 IS A GROUP OF YOUNG, PHILANTHROPIC LEADERS WHO MOBILIZE THE COMMUNITY TO IMPACT THE LIVES OF COLORADO'S DISADVANTAGED CHILOREN.

**ELEVATOR PITCH** 

TOUCH POINTS

	AUDIENCE DESCRIPTION  Who are we targeting?	What are we trying to accomplish?	Action or facility to connect message to audienze	The specific message(s) being communicated to this audience	What took are available?	30-second Synopsis
COLORADO CHARITIES	The non-publi organizations dedicated to helping disadvantaged children that apply to receive a position of the funds issued that year by Dk 20-30. These chantles are thoroughly writed to limit for be not whose missions best align and whom will make the biggest impact in the community.	The objective is to encourage the most impactful and deserving charities to apply for a chance to secorive support both in the form of funds and consultative capital. ACA 200 is very selective in which charities are eligible for support. ACA 200 is seeking local, innexistive programs, that have the apportunity to scale and truly change the trajectory of young child's life.	Convey DA 20-30 is more than grants Admonifedge the vetting process, but don't dwell on it looks upon the capacity building support Welcome participation and grant requests	for the past three desizede, OA 20 30 has been impacting the level of disubstrategod shifteen in Culvivate and is locating to support organization that ear changing the Integration of young leve. OA 20 30 not only provides financial grants, we share po deeper with a law select charter to provide graphic building support. Our members are talented growing professionated with large a weeth of experiment and skills to the state. Let us week sampside pour organization to growthey may call Collection Substrategod youth, Selecting support from CR 20 30 is not seen, but went it. Please participate in our great procession see if you qualify.	Website Presentation Grant Application Process	DA.20-30 shares your desire to positively impact Calorado's disadvantaged youth. Our community is too great to see children living without opportunes, That is why, for over 30 years, DA 20-30 hosts the extra events in town to raise money for Calorado's children. Receiving support from DA.20-30 is not easy, but worth it. Please participath in our great process to see if you qualify.
SPONSORS	Corporate perturnatives, or the individual dismons, that support Da 20-30 events through their spannerships. Description that the support Davidson have been a surfaces make up the buggest persons of DA 20-30's amount functionating achievements, and are threefines sixtuit enfolsoming to become the organizations are attracted to the explanar, experiences and efficiently on the events provided. Albeit highly support day in the events provided. Albeit highly support day printed three persons and of SIAD 30, they have surfaced by the effect from paramorphis (In they have a control of the printed three persons only (In they have a control of the printed three persons only (In they have a control of the persons of the perso	Highlight the volume inserins to support a DA-20-30 event with the finding in the Corporate leads in these solicities between the first solicities and the solicities are solicities as the solicities are solicities as the solicities are solicities as well as the solicities are solicities as well as solicities and the solicities are solicities as the solicities are solicities are solicities as the solicities are solicities are solicities are solicities as the solicities are solici	Highlight the magnitude of OA events     Demonstrate the credibility of the organization (Joyan, 4 of people, etc.)     Imply a solid KDI     Show has approximiting support the community and their Corporate Social Responsibility (CSD) Programs     Impact a sense of exclusivity—a partner has to be a good fit.	UA 20-30 events are legendary, for iver 30 years, we have perfected the art of Inniging thousands of people supplies and having a great time Innevent, the wall reposed of US-200 years beyond the siniles and the memories, on the proceeds from all our events are shaded with Colored or California for the are administration or events are shaded with Colored or Subservation of Law 200 American process and the control of the Colored Subservation of the Colored Subservation of Law 200 American Sub	Website     Sponsorship Package (Event Specific)     Social Media     Leave behinds     Business Cards     Events     Sponsor Testimonials	For over 30 years, DA.20-30 has perfected the art of inninging brousends of people tegether and having a gent time. Whother it is over annual Pool Seet or the Sam-Party, all proceeds from over overtal are shared with Cultimado Cardines that support of the share overtal are shared with Cultimado Cardines that support of the shared with Cultimado Cardines that support in the shared with Cultimado Cardines that support in the shared with the cummanity. Talk to a today to see if your organization is a goof fit.
POTENTIAL MEMBERS	A select group of males in the Between motro area who are seeking appointment to tay to do is to their commonating from his indentity, constalling and hard with. Membership in 16.42 to 3 is not for everyone. It will be the selection of the seek of the control of the selection of the control	Convey the mission of the group, the programs offered and splings the qualities that is usually 32,9,30 mentions. Never Many present offered may sell you for content you. When you found the mission and commonly present they substrand the mission and commonly present they substrand the mission and commonly present when you will not be mission and commonly present understand the efforts and improved the present you get not it what you got in. Theretail immediates this you get and it what you got in. Theretail immediates should understand they come you will individually been understand they come you will individually been commonly mention by developing that there, takens and commonly mention by developing that there, takens and seasons to 10.12 developing that there is a few seasons to 10.12 developing their time, takens and seasons to 10.12 developing their time, takens are seasons to 10.12 developing their time, takens and seasons to 10.12 developing their time, takens are seasons to 10.12 developing their time, takens are	Highlight the desire for personal development     Ensure current members are dear and consistent in their messages     Mission first, fun second     Impart a sense of urgency to act	Being the best you can be deem? happen without desire, initiative, and purpose. It takes hard work, dedication and the desire to har life good get in the way of great. Deriver Active 20-30 powdes a unique apportunity to build your laudership shill will be supporting your community and having the time of your life. DAZ 3-30 membership is not for reservoir. As the times who entrous the full-largest is and fundamentally change your life, personally and purbelosmally. Siles orthool of your present development and seat the chance to become a Denier Active 20-30 member.	Member Elevator Pitch     Website (w/ a specific page on Membership) Presentation     Social Media     Leave-behinds	If you are committed to improving your community and yourself, membership with Denner Active 20-30 is a unique opportunity. We seek heaf and pily hard, but most of all, we are building the nest persection of leaders that are tuly making a difference in the community, Interested, and quickly, and learn more about our application process.
COMMUNITY PARTNERS	Organizations that provide partnerships opportunities to beside the QA 3-30 mission. They may have not-profit backgrounds or came from the private sector. They slikes QA 2-3-30 to sale, grow and more effectively mobilize the community and raise funds for the betterment of disadvantaged children.	Get partners excised at the possibilities of working alongside DA2D-3D. Flast the seeds of optimism that a relational type with DA2D-3D will be highly bonefloal. Flow their interest by conveying the various keys DA-3D will kee an impair in the community and then capture their desire by highlighting how DA2D-3D can be the cashpit they are seeking. Them so highlights in dealers and the community desired the community desired the community desired the Community desired for the Communi	Show the collaborative nature of the organization Impart the desire to do more Highlight the ability of the group to mobilize the community Show the unique demographics of the group (Millenial Males)	We like in the best state in the US and Denier Active 20-30 is unmitted to making a ofference by making our fellow unmitted to making a ofference by making our fellow ammunity terminals station, Lidy jest, on heteroking ammunity terminals station, Lidy jest, on heterokings of the Common station and the Common station and are active to the common prompt present and our charles that are as extremely that much presents and our charles the area and the common prompt of the common presents and the colorists are making an an impact. The ment of the extremely a colorists are making an an impact. The ment of the extremely area of the colorists are making an an impact. The ment of the extremely of the station and extremely are also and the station and the colorists and the colorists and the colorists and the colorists are also as a few and the colorists are colorists and the colorists and the colorists and the colorists are colorists and the colorists and the colorists and the colorists are colorists.	Website Brochure Members Presentation	Each year we raise and distribute \$1M to local chartlest. However, we want to make an even bigger impact. Our deficients grave of jourge mer are looking to align with other organizations that can help us still flour visions to develop leaders and benefit children. Let's make it happen together.
PARTICIPANTS	Members of the Colorado cammunity who enjoy having a good time and attending high-posities events, and that have the means to affect the price of attendance. They are happy to support a good cases, but their motivation behind buying facilise and going to events is driven primatily by the amazing event experience DA 20-30 provides.	Make giving fun. Denser Active 20-30 creates unique events that create fax, memorable times for those who attain. The wents are first class and attact people who have the means to allow the closes and the desire to be part of Owen's ellor social crick. The change of Owen's ellor social crick. The change of the control anti-assobre for the organization. DA 20-30 will strategically integrate their mission into their events as participants are aware of the deeper purpose and can have the message.	Put fun first, mission second     Balance mission messaging (keep the message positive, uplifting, & fun)     Encourage sharing     Provide a sense of scope	Who knew doing good could be this much fun? You're invited to the DA 20-30's "inset event" to experience "inset event assumements." Not only it is this event a great time, but all proceeds contribute to changing the lises of Colondo's shuggling youth. DA 20-30 jives ower STM annually, and the proceeds from your tideat purchase are the start. Hang on, this is an experience you will remember for lifetime, while making a lifetime of impact.	Website Invitations In-avent Collateral (signage, program, table tents, etc.) Social Media Videos	Come to X event, it is an awasome sime, includes open but, great find and siller bands. This one you will be talking about for weeks after. Plus, because it is a DA 72-33 event, fine proceeds go to children in need. Have the time of your life while helping a young life.

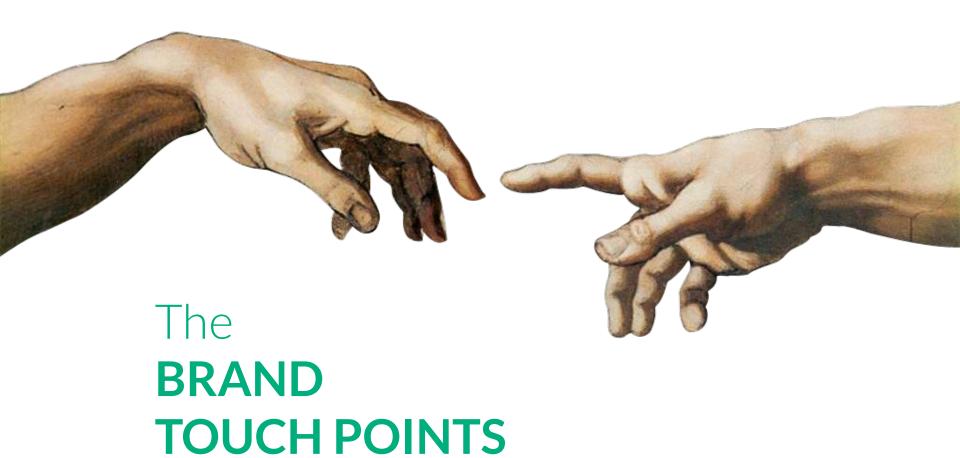


## **SPROUTS CITY FARM**

## Messaging Matrix

Audience Description Who are we targeting?	Objective What are we trying to accomplish?	Message The specific message(s) being communicated to this audience	Strategies Action or tactics to connect message to audience	Touch Points What tools are available?	Elevator Pitch 30-second Synopsis
Community serving organizations that partner, or could potentially partner, with Sprout City Farms to help support food access, education, and sustainability efforts in the Denver area	Objective is to encourage support and solidify mutually beneficial partnerships between Sprout City Farms, and other organizations that advocate for similar food-related efforts. Partners have aided in the development of SCF's urban farms in Denver; and have been a big proponent of providing community services and feeding the local people. Through these crucial partnerships, SCF is able to also provide accessible opportunities for members of the communities, including deutation, job training, motor skills development, leadership training, and self-sufficiency when itcomes to harvesting, preparing, and cooking healthy food.	A partnership with Sprout City Farms is a mutually beneficial opportunity to further your organizations own goals, while also supporting another Demon Least inflictive in the right to the Increase displaced and controlled to the Controlled Least and Controlled Least and Controlled Least Least Controlled Least C	Connect SCF's ability to support and strengthen the partner organization's programs and impact. Highlight SCF as a tool and resource that partner organizations can use to enhance their programs. Promote the partnership relationship and SCF's willingness to work alongside partners to customize the urban farm experience to the needs, audience and desired outcomes of our partners.	Presentations, Learning guides, farm tours/events, farm volunteer opportunities, expert speakers, website, brochure, business cards, letterhead, rack card, Annual Report, fence art, social media	SCF operates three urban farms and partners with organizations like yours to provide (kids, parents, clients) a hands on farm experience. Our farms are a resource for you to strengthen your programs and provide a unique food experience. Working with you we can change people's relationship with food for the better, let's get started.
Any organization, business, or individual whom supports the effort to create healthier, more resilient communities, and has the means to donate capital and/or other resources	Sprout City Farms relies on donations of both capital and resources to continue their vital work within various Denver communities. Reaching out to potential funders of all sorts is crucial in generating the necessary funds to continue providing for the local communities, including being able to donate food to families, schools, and neighborhoods in need, educating youth and adults about farming, and satistfying CSA shareholders.	Speed CPS (Fermits as not yearlier operations) that helpe give not habitist more persistent communities, primarily primary bush and positions, the habitist of the reperties excellent thousand of the primary operations, the habitists of the respective president boundary of this, parents and commonly helders and puts Sch (lends the tail primary operations) of this, parents and commonly helders and puts Sch (lends the tail primary operations) of this parents are commonly helders and puts Sch (lends the primary operations) of the primary operations of the primary operations of the primary of the primary operations operations on the primary operations of the primary operations operations on the primary operations on the primary operations op	An investment in SCFs is also an investment in the numerous partner organizations in the Greater Denver Metro area. The farms are an invaluable resource providing a hands on food experience for thousands of community members who would otherwise not have the opportunity. SCF enhances the programs of other great partner organizations to provide a unique hands-on experience. No other urban farm is a resource for community serving organizations like SCF.	Website, Annual Report, farm tours, testimonials (partners, participants, community members, other funders), Partner Annual Reports, grants, presentations, newsletter)	SCF partners with community serving organizations urban food deserts to provide a hands-on farm experience enriching our partner's programs. Our three farms are resource to organizations like XTZ create positive relationships with food for thousand of Denver residents. An investment in SCF also support the programs of our 14 partners across met Denver.
The local families and residents that live near and around the current Community Farm Sites, including the Mountair Park Community Farm, the Denver Green School Community Farm, & a recent third addition	Objective is to engage and feed the local community via community farm stands, workshops, community education, and youth programs. Not only do participants have access to affordable feed through the donation-based farm stands, but locals can also take advantage of educational opportunities and learn about their food, including how to grow, harvest, and cook.	Spaul City Farms believes you and your family have the right to healthy, fresh, naturally-prom flood, that is also accessible and affordable. Equally important is learning about where your flood comes from, how it grows, the American process, and the best cooling practices in order to get the best out of your community food system. Supporting local farms also fosters a community decided to carrie for the environment and vocation of community classified to carrie for the environment and vocation of community, and one you and your family should be proud to be a part of.	SCF is your farm, come enjoy and experience a local food source hands on. This is a source of pride. Take care of yourself, take care of SCF. It is here at no cost to you.	Food stand, promotional flyers distributed via partner organizations, farm signs, newletters, fence signs, baskets/bags, crop signage, volunteer packets, social media, interpretative signs, wayfinding	SCF believes you and your family have the right to healthy, fresh, naturally-grown food. With three SCF urban farms throughout the Denver metro area, produce can now be more afforblable and accessible within your community. Take the opportunity to lear about the benefits of farming, and how you can aqui and cook your own well-nourished meals.
Higher-income individuals that prioritize healthy, local, organic food and cooking, and that also like to support community-minded endeavors	Objective is to promote the opportunities and rewards one receives from participating in a CSA. Not only will a CSA memblez receive a generous supply of organically-grown produce each week and forge a direct relationship with their food producer, but the financial support from shareholders provides the necessary capital to keep the community farms up and running, as well as to continue maintaining the educational opportunities that benefit the wider community.	If you desire centitions access to engaginally ultiman produce that it also locate. Sprint Cop Farm's Commenciely Supported A policifility program is an ideal solution that forgist a dreser realization in between food producer and food consumer. Not only will you have access on bealthy food convice each week, but your support goes a long way in allowing SCFs community farms to provide the educational resources and opportunities that benefit and provide for the surrounding communities, You will benefit thom this each propose of the propose of the programment of the production of the programment of the production of t	Highlight the local and urban nature of the farms and their commitment to go beyond traditional CSA options to provide community-leving piograms. Provide additional opportunities for CSA customess to support SCFs via donations, voluniteering, expert speaking, social media sharing, etc.	Food stand, promotional flyers distributed via partner organizations, farm signs, newsletters, baskets/bags, crop signage, intrepretitive signs/wayfinding, social media, website	Sprout City Farms' CSA programs provide shareholds with access to organically-grown, local produce on a weekly basis. Participant support also goes a long win In allowing SCFs commonity farms to provide the educational resources and opportunities that benefit and provide for the surrounding communities.







## What are **BRAND TOUCH POINTS?**

- Name
- Logo
- Web site
- Partner brands
- Employees
- Products
- Services
- Public relations
- Marketing



#### 360 Branding



## **RE:VISION**

#### **Touch Points**

Logo

Website

Facebook

Twitter

Household Gardens

Urban Farms

Promotoras

**Current Donors** 

**Current Volunteers** 

Partners Organizations

Office Building

**Public Speaking Engagements** 

**Board Members** 

Blogs

Letter to Editor

Press Release

T-shirts

**Business Cards** 

Financial Statement

Signage

Household Signage

Custom Gardens

Letterhead

Newsletter

Tagline

Print Newspaper to Community

Community Meetings

Seedling Sales

Family Picnics

Phone Voice Mail

Uniforms

**Grant Submissions** 

Annual Reports

**Brochures** 









## What is a **PLAN?**

Written account of intended future course of action aimed at achieving a specific goal within a specific timeframe.



## **PLANNING OBSTACLES**

- Planning for planning's sake.
- Do we need another plan?
- Partial commitment.
- Where do we start?
- Not having the right people involved.
- Hesitant to make decisions
- Gets put on the shelf when you get busy



# Drafting the **COMMUNICATIONS PLAN?**

- Keep it simple
- Be purposeful use the funnel
- Be realistic
- Be specific
- Start from the bottom up



## The **CONSUMER FUNNEL**

**ACTION AWARENESS** INTEREST ENGAGEMENT CONSIDERATION CONVERSION UP-SELL/CROSS-SELL LOYALTY **ADVOCACY** 





## the NON-PROFIT COMMUNICATION PLAN

Month #	1	2	3	4	5	6	7	8	9	10	11	12
Awatenes												
Interest Fire Bernert												
fingstent.												
Consideration						Const	ersion					
John Donate						Conv	2131011					
Haditual Tonations												
Lead												



## **MEASUREMENT**





"Half the money I spend on advertising is wasted; the trouble is I don't know which half."

- JOHN WANAMAKER



## What does **SUCCESS** look like?





## How do we measure **SUCCESS**?





## Define your KPIs

# of people impacted / \$\$
Annual Fundraising Event Attendees / Avg. Donation?
Volunteer Retention?
Opens, clicks, conversions?
Visitors, Bounce Rate, Page Views?
Comments, Shares, Retweets?
New / Repeat Donors?
Average Donation?



The 3 D's

**DEBATE** 

**DECIDE** 

**DELIVER** 



# **THANK YOU**