



# The Family Tree

## Marketing & PR Committee Meeting July 20, 2020

**Stefanie Woodhouse, Co-Chair**

**Sarah Woods, Co-Chair**

- |       |  |          |
|-------|--|----------|
| I.    | Welcome & Approval of Minutes  | Stefanie |
| II.   | Mission Moment   | Pat      |
| III.  | Special Events Update  | Kelley   |
|       | a. 30 <sup>th</sup> Annual Great Chefs'                                      |          |
|       | b. FamFest / Walk-Run  |          |
|       | i. Name ideas  |          |
|       | ii. Website for P2P fundraising  |          |
| IV.   | Newsletter launch  | Erik     |
|       | a. Intended audience & goals   |          |
|       | b. "Insider" name choice   |          |
|       | c. Growing the list  |          |
| V.    | Monthly Giving "Club"  | Connie   |
|       | a. Name ideas  |          |
|       | b. Benefits  |          |
|       | c. Growing the list  |          |
| VI.   | Content Marketing Update   | Allie    |
| VII.  | PR Update  | Erik     |
| VIII. | FY 2021 Marketing Plan   | Erik     |
| IX.   | FY21 Technology Plan   | Erik     |
| X.    | Next Marketing & PR Committee Meeting – Wednesday, September 9, 2020 8:00 am |          |



**Marketing Committee Meeting**  
May 6, 2020  
Minutes

**Members Present:** Sarah Woods, Stefanie Woodhouse, Ellen Brinkley, Brad Downs, Xandy Waesche, Jen Bowers, Susan Shaw,

**Members Excused:** Pat Kirk, Rosenberg, Scott Robinson, Ann Rosenberg

**Staff Present:** Allie Cook, Mary Francioli, Erik Weber, Connie Anderton, Ruby Parker, Stacey Brown

**Agenda Overview:**

- |  |          |
|--|----------|
| A. Welcome & Approval of Minutes                       | Stefanie |
| B. Mission Moment                                      | Pat      |
| C. Great Chefs' Virtual Event Recap                    | Erik     |
| D. Content Marketing Update                            | Allie    |
| a. Blog  |          |
| b. Social  |          |
| c. Live Streaming                                      |          |
| E. PR Pitches & Op-Eds on Crisis and Child Abuse       | Erik     |
| F. Website   | Erik     |
| a. Resources Page                                      |          |
| b. Virtual Event                                       |          |
| G. Flip the Script                                     | Erik     |
| H. FamFest – Creative Ideas for a Virtual Family Event | Kelley   |
| I. Next Marketing & PR Committee Meeting – TBD         |          |

**Important Dates**

Tuesday, June 2, 2020 - General Board Meeting TBD

**Recorder:** Allie Cook

### **ISSUE #1 – Welcome & Approval of Minutes**

**SUMMARY OF DISCUSSION:** Sarah Woods welcomed everyone and thanked them for coming. She asked for a motion to approve, Sally Bauer moved and Stefanie Woodhouse seconded.

### **ISSUE #2 – Mission Moment**

**SUMMARY OF DISCUSSION:** Pat Cronin spoke about the current situation and what we are doing to transition. We have moved all programs online and are really proud of the staff for how they have transitioned. We have been teleworking for 52 days now, and this really forced us to move forward quickly. We have been pushing our call line and the food distributions sites in the city and trying to get the word out about our resources. Pat thanked the board and committees for their support.

### **ISSUE #3 – Great Chefs' Virtual Event**

**SUMMARY OF DISCUSSION:** Erik asked if the board had any feedback on the event. We learned so much from Rockshore media and we cannot wait to start doing more live streaming and incorporating all that we learned. Fundraising went well, we had more bidding than in past years. Most of the donations happened Saturday – Monday then they slowed down the days following the event. We think the time worked well being about 30 minutes, the event also looked very professional. Nate really went above and beyond to make the event special and the speakers were very authentic and personal. We have had two other nonprofits reach out asking for advice on how to do their own virtual event. We want to keep using personal story telling in the next year. Fundraising documents are included in your packet, we received new fund a need donors and auction donors. If we do keep this online next year, we will shorten it. Stephanie Adler asked when we saw the most donations and we told her during and before the event. The committee liked that we kept it personal and short and really centered around the mission. Sally also mentioned she loved that we got to head from Stacey. It really seemed like it was a live stream and not prerecorded with really amazing energy, it went better than we could have ever imagined. Brad says that the live updates of the donations made it really seem like it was live. Stephanie Woodhouse said her daughters school kicked off a live auction, only an auction, the event really stood out and still helped us gain that sense of community and you can see that in our numbers. Sarah Woods added that the cooking brought in some of her friends that probably would not have watched without it. Sally said that it would be cool to have Robert Parker kicking the wind lots off with a buy it now or having signed books with a pre-recorded message at the event. Bidpal has said they were impressed with our audience and they are really interested to see how these changes will stick with the way everyone makes events happen in the coming years. We are aware that this event had a ton of attachment to it and that is why we had such a loyal group that tuned in on the day off. Susan Shaw thinks that the timing also helped, it was right after the draft and people were looking for things to do, especially having the DeCosta's involved. We also think the Linwood video was also a huge hook. Brad says next year we should do the same thing as a promo, have the chef do a cooking demo the week before. Sally said we are also really ahead for next year because live mostly rolled over.

### **ISSUE #4 – FamFest**

**SUMMARY OF DISCUSSION:** We shifted the agenda to talk about what we will do with FamFest, how do we do this if we can't gather people. We really need to play up the entertainment factor. This is about celebrating families and introducing new ones to our services. This is kid focused so it is an entirely different environment than Great Chefs'. Should we extend this over a few weekends and do different weekend for different age groups? What is

the goal? This could also be an all-day event that has different times for the age groups, people do come and go when it is an actual event anyway. Cristo Rey had an event scheduled in October, and they have already rescheduled it. Sarah says it is okay to shape it differently this year.

Some ideas include having folks run around lake separately and people get different time slots and get a bag when they walk, maybe a passport of activities. Then the next day Daniel Tiger goes live. Hard to plan both a live and virtual event. Everyone could stop at TFT and pick up their kits. Pat loves the idea of having something in person if we can. Our families have limited access to technology, so we need to keep that in mind. If it is exclusively online, we will miss people. Xandy Waesche asked what the cost would be for that. For the Great Chefs' live stream, it was a couple thousand. Ruby said rather than zoom we should focus on social leading up to and during the scavenger hunt to give more people access. We could spread it all out and build momentum. Ruby said her mom did an art kit where everyone picked up at the studio and did the activity at home. We buy all those art supplies anyway so it might not be that much different in price. We could also go where the families are, they could pick up in different neighborhoods so we could reach more families. We could partner with the food distribution sites. Part of our success has been people walking by, we lose that if we do not have an in-person event, which is why we would have pick up sites in different locations. Schools are working hard to get everyone access to the technology so maybe we could partner with them somehow. The COVID-19 response team wanted us to hand out stress kits, but it is too much to make new ones.

Could we partner with the Mayors office? They could help get the word out. Kelley said it will need to be different this year it is just determining what that is. Will we get any sponsors if we don't have some type of event? What makes us unique? Including stress kits in the kits would help us. Ruby might know some of the community partners we can work with to put these things together. Kelley said more important this year than ever to finally determine if this is a fundraiser or not. Ellen Brinkley asked what exactly is in the stress kits. Pat explained they have varied throughout the years, but erasers to say mistakes are okay, tea bag to explain it is important to take care for yourself. They are small but what if we could make some type of virtual stress kits. We should reframe the stress kits to be positive, self-care kits. Package our best stuff and frame it as a distress. WE should set up a call to focus on FamFest in the next month or so.

## **ISSUE #5 – Content Marketing Updates**

**SUMMARY OF DISCUSSION:** Allie Cook highlighted the blogs we have posted. We are publishing a lot of content and reaching new people. We are developing a resources page to help us save and reuse different things. We are working with our Wordpress designer to make it a bit more professional. We want to make this the go to place divided by topic and categories. Sally thinks that the bright colors and all the positive information we are posting really does help bring people in. Creates new sources for PR pitches we never thought we would have thought of, maybe other people will write a story about us. We spoke about the goals for our audience growth and how we need to readjust those. We also want to think about engagement and growth. We need to help people feel like they aren't alone, it doesn't always need to be about telling people how to entertain their kids, we should remind them its okay to feel alone and tired. We should take a step back and use a mental health focus and provide resources. We need to be okay talking about the hard stuff. Sally says that Hopkins thinks there will be a huge mental health crisis when this is over. People are holding it together right now because there is not an

option to fall apart. Once things are more steady and people have a minute to think and relax, things could drastically change and people are likely to experience PTSD. Sally said she would love to set up an expert to come speak with the staff. Stacey said that a speaker would be wonderful, we love adding to the knowledge we have in the toolbox to better help our clients. The committee asked if we have seen an uptick in calls on the HelpLine. At first, we saw a decrease but now our numbers are back up. The chat box on the site is also getting a lot of action. Stacey Brown also said we are seeing more mental health questions and looking for resources than we have in the past.

#### **ISSUE #6 – Software Highlights**

##### **SUMMARY OF DISCUSSION:**

Erik spoke again about how much he learned from Rockshore and how he is working with Raymond to do a live stream with councilman Pickett from district 7. We will find a way to have a real conversation and in video format that could help engage people.

#### **ISSUE #7 – Public Relations**

**SUMMARY OF DISCUSSION:** This situation has made a lot of options about comments and opinion pieces. There have been so many stories about the problems this is causing related to child abuse and neglect, but no one is talking about solutions or strategies to prevent it. That is where we come in. Erik has been focusing on trying to get an op-ed published. He is also sending an email campaign to some reporters we have built relationships with in the past. Sally said there is no such thing as too much press. Xandy asked if we have been focusing on the Sun. They have not been posting articles that connect to us, only on BCAC. They likely go to them because they have a PR firm they work with, Profiles.

#### **ISSUE #8 – Flip the Script**

**SUMMARY OF DISCUSSION:** We moved Flip to May this year to really give ourselves time to focus away from Great Chefs' and Child Abuse and Neglect Prevention Month, but then the Pandemic hit. How do we adjust to make it appropriate for the current environment? Do we talk about how it is okay to feel sad and down? How do we flip it to make people feel better? Everyone can relate to this cause, situations are relevant. We can make skits like Wanda did. Jen Bowers asked about maybe doing this from the children's prospective and show the effects yelling can have on their feelings. What if we made it about things we are thankful for? Everyone is stressed right now, and stress is a trigger for people who have experiences past trauma, we need to be aware of this. What about sending virtual hugs, a motion graphic? Show all of the moms how loved they are and how grateful we are for them. Shaking hands won't be a thing for a while, so is there a way we can pass something? Similar to tik tok style the Kappa Delta's posted. We will post this for Mother's Day.

**The meeting adjourned at 9:37am.**

## **Idea's for Walk/Run Event Names**

Steps 4 Families 5K Run/Walk – Medina, Ohio  
Stronger Families Safer Kids 5K Run/Walk – Ventura, California  
Building Stronger Families 5K Run/Walk – Owensboro, Kentucky  
Run/Walk for Families 5K Run/Walk – Greenville, NC  
Strong Families Healthy Children 5K Run/Walk  
Supporting Families Strengthening Communities 5K Run/Walk  
Lace Up to End Child Abuse & Neglect 5K Run/Walk – Gilbert, Arizona  
Virtual Family 5K Run/1K Walk – Orlando, Florida  
Steps to End Child Abuse & Neglect – Chicago, Illinois  
Root Out Child Abuse 5K Run/Walk- New Orleans, LA  
Champions for children Virtual 5K – Warrenton, Virginia  
Race for Our Kids – Baltimore, MD – Lifebridge Health



## FY20 Communications Update

Blog Updates:

Check out our blog: [www.familytreemd.org/blog](http://www.familytreemd.org/blog)

- Published Blogs
  - 3/20: Learning to Work from home with Kids – 136 people reached
  - 3/23: Preparing for Week 2 at Home – 277 people reached
  - 3/25: Our Work Continues, Part 1 – 621 people reached
  - 3/26: Nature Color Hunt – 202 people reached
  - 3/27: Vital Resources for Families – 359 people reached
  - 3/30: Home Visits, Our Work Continues part 2 – 220 people reached
  - 4/3: Staying Connected While Practicing Social Distancing – 154 people reached
  - 4/7: Great Chefs' Virtual Dinner Announcement – 307 people reached
  - 4/8: Parenting Education Online Classes Launched – 385 people reached
  - 4/9: BCCRC, Our Work Continues Part 3 – 469 people reached
  - 4/16: Activities to Do at Home – 401 people reached
  - 4/20: Home Visits, Our Work Continues, Part 3 – 209 people reached
  - 5/18: Coping with Stress as a Parent – 398 people reached
  - 5/27: Understanding Children's Emotional Wellbeing – 238 people reached
  - 6/5: Our Family is Mourning – 408 people reached
  - 6/8: Single Parenting in an Unprecedented Time – 363 people reached
  - 6/18: Communicating with Teens - 144 people reached
  - 6/26: How to get Children Comfortable wearing masks – 386 people reached
  - 7/7: Talking to Your Kids About Race – 419 people reached
  - 7/16: Getting Young Children to Nap – 167 people reached

Video's Lessons from Staff:

- Practicing Self Care: Included in Resources Blog
- Communication Techniques: Included in Parenting Ed Online Launch
- 4/21: The Importance of Family Meals, 207 people reached
- 4/26: Baking With Franny, 1,707 people reached
- 4/27: Paulini Video from Great Chefs, 807 people reached
- 4/28: Kappa Delta Tik Tok, 169 people reached
- 4/30: At home Crafts with Kids Care Plus, 559
- 4/30: Great Chefs' Thank you Video, 1,314

- 5/1: Who do you want to be during COVID-19?, 503
- 5/14 Mother's Day hugs, 1,430

Friday Parenting Break:

- 5/29: Councilman Pinkett, 764
- 6/5: TFT Assistant Directors, 811
- 6/26: BCCCRC Staff, 1,639
- 7/10: Kids Care Plus, 1,166
- 7/17: Lindsay Jacks, 837





## FY 2021 - Marketing & Public Relations Plan

### Overall Messaging & Goals

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FY 2021 will be about **using data, website user behavior, and content marketing/storytelling in order to segment our audience and deliver the right messages to the right people at the right time. Moreover, data will empower us to use S.M.A.R.T. Goals and KPIs (Key Performance Indicators) to measure our progress in real time and adjust our strategies accordingly.**

The plan that follows seeks to build off of this framework, measuring the effectiveness of our storytelling via the actions we seek to inspire, and tailoring our communications for each audience based on the many different actions that someone might take as they engage with The Family Tree.

**GUIDING MESSAGING:**

**Vision**

All children are raised in safe and supportive families and communities.

**Mission**

The Family Tree *leads* Maryland in preventing child abuse, *connects* caring communities, and *builds* strong families to improve society for generations.

**Tagline**

Raising Families Up

**Positioning Statement**

The Family Tree is Maryland’s leading child abuse and neglect prevention organization, providing the education and support parents need to raise healthy, productive children. Through proven, effective programs, we break the cycle of abuse, improving individual families, impacting future generations, and strengthening our society as a whole.

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**DATA & HOW WE MEASURE SUCCESS: Key Performance Indicators (KPIs)**

Below is a structure for how we will measure our progress towards each individual goal. Goals are tied to various strategies, and each strategy will be associated with a Key Performance Indicator (KPI). Examples of KPIs include Organic Website Traffic, new email list signups, and landing page conversion rates.

S.M.A.R.T. GOAL #1	STRATEGY A	KPI
		KPI
	STRATEGY B	KPI
		KPI

**S.M.A.R.T. Goals**

- Specific (simple, sensible, significant).
- Measurable (meaningful, motivating).
- Achievable (agreed, attainable).
- Relevant (reasonable, realistic and resourced, results-based).
- Time bound (time-based, time limited, time/cost limited, timely, time-sensitive).

Below are the SMART Goals, strategies, and KPIs for the first half of FY2021. They will be revisited at the end of December 2021.

**Development Goals**

**1. Increase online donations (quantity) by 50% by the end of 2021 – [insert total]**

- **STRATEGY A:** Create custom donation landing pages for individual campaigns and programs
  - **KPIs:** Landing page traffic and conversion rates
- **STRATEGY B:** Promote online giving on the website, print materials, social media, and Hubspot emails.
  - **KPIs:** % of people who use links to access giving page

**2. Increase number of monthly givers by 50% by end of 2021 – [insert total]**

- **STRATEGY A:** Use testimonials from current monthly givers
  - **KPIs:** Traffic and conversion rates from testimonial pages/posts/emails.
- **STRATEGY B:** Promote in quarterly newsletter, send Hubspot emails promoting the effort.
  - **KPIs:** Open rate, click thru rate, and conversion rates for emails.

## Marketing Goals

1. **Achieve 10 PR mentions by the end of December 2021 – (we average about 10 per calendar year, so this is seeking to double the number of hits for all of FY2021)**
  - **STRATEGY A:** Email five different reporters/editors a week introducing ourselves as parenting / abuse prevention experts.
    - **KPIs:** Email open and response rate.
  - **STRATEGY B:** Work with the Board and friends to make connections with reporters and production managers for local news stations.
    - **KPIs:** Number of new meetings / calls per month.
  
2. **Increase the size of our email list by 25% by the end of December 2021**
  - **STRATEGY A:** Create two PDF e-book offers in exchange for email address, 1) targeted at parents, and 2) targeted at donor/professionals.
    - **KPIs:** Landing Page traffic and e-book downloads.
  - **STRATEGY B:** Launch an outreach effort/contest for board and staff members that creates trackable URLs with email sign-ups to see who can generate the most new emails.
    - **KPIs:** Traffic to contest landing page, conversion rate for new signups.
  - **STRATEGY C:** Have a “click here to stay informed” link on at least two social post every week.
    - **KPIs:** Likes, clicks and shares on social posts.
  
3. **Grow social media following by 25% by end of December 2021 – [insert total]**
  - **STRATEGY A:** Interview 3<sup>rd</sup> party guests/partners on our Friday Parenting Break LIVE show on Facebook, ask guests to share on their own pages.
    - **KPIs:** Views, comments, shares on videos.
  - **STRATEGY B:** Create regular posts (including Parenting Tip Tuesday) that provide parents the information they need.
    - **KPIs:** Number of times content is liked or shared.

## Program Goals

1. **Increase parenting class attendees online by 50% by the end of December 2021 – [insert total]**
  - **STRATEGY A:** Add a signup link to all Parenting Tip Tuesday posts directing parents to custom landing page for online classes.
    - **KPIs:** Likes, shares, and landing page traffic and conversion rates.
  - **STRATEGY B:** Targeted emails/flyers sent to providers.

- **KPIs:** Traffic to custom landing pages and conversion rates.
  - **STRATEGY C:** Invite partners to zoom call for an update on services at their disposal.
    - **KPIs:** Attendees on Zoom calls, and traffic to custom landing page.
- 2. Increase virtual parent support group attendees by 50% by the end of December 2021 – [insert total]**
- **STRATEGY A:** Create video testimonials from Maryland Parent Leadership team members.
    - **KPIs:** Views, comments, shares on videos, and landing page signups.
  - **STRATEGY B:** Set up zoom meeting with referral sources to discuss the 4 week parenting class.
    - **KPIs:** number of sign ups.

### Target Audiences

Primary	Description	Key Touch Points
Recipients of Service	40% self-referred, 60% court-ordered	Programs, Website, Social Media
Partners in Prevention & Information Sources	Referring Agencies, Educators (principals, teachers, counselors), Health Professionals (school nurses, ERs, Pediatricians), Church Leaders, Law Enforcement, Health Departments	Initiatives (report card & other program materials), Toolkits, Email Marketing, Trainings
Media	Statewide and Baltimore-metro TV, radio, newspapers, family/child magazines and family/child bloggers	Email Outreach, Press Releases, Events, Social Media, Website
Sources of Referral	Nonprofit Partners or Local Government (Department of Social Services, Local Management Boards, Department of Juvenile Services and Health Departments)	Program Flyers, Email Marketing, Website
Private Donors & Funders	Individuals, Corporations, Organizations and Private Foundations	Events, Annual Report, Appeals, Email Marketing, Social Media
Public Funders	Local, State & Federal Committees	Events, Annual Report, Appeals, Email Marketing, Website
Policy Makers	Local, State & Federal	Press Releases/ Coverage, Initiatives, Email Marketing, Advocacy Day, Testimony
Influencers	Trade & Healthcare Associations, Business Leaders	Email Marketing

## Other Key Tasks / Ongoing Campaigns

Beyond the top SMART Goal priorities above, the items below seek to track the other ongoing, day-to-day operations of the marketing and communications team.

1. **EMAIL MARKETING** - Develop a fully integrated email marketing system to engage all of our target audiences throughout the entire lifecycle of their relationship with our agency.
    - Email allows us to be more nimble and diverse in our communication efforts through the use of segmentation and automation.
    - HubSpot enables us to build custom workflows that send automatic email follow ups depending on user behavior.
  
  2. **CONTENT MARKETING / WEBSITE / BLOG / ANNUAL REPORT** – Continue publishing regularly on various channels, especially our new blog, based on a content marketing calendar that will highlight different programs and services throughout the year.
    - Releasing content on our own website allows us to gather valuable insights into what different audiences care about.
    - It also solidifies our reputation as a thought leader in the field.
    - **ANNUAL REPORT** – high quality summary of FY2020’s major achievements and stories
  
  3. **PR ENGAGEMENT** - Create lasting relationships with media contacts through consistent, direct outreach via email, events, and social media.
    - HubSpot now enables this process to become much more targeted by tracking which media contacts engage with the pitches so we can focus our efforts.
  
  4. **PUBLIC ENGAGEMENT CAMPAIGN** – [Decision needed – maintain and grow Flip The Script, or develop a new message/campaign around a new, targeted issue.]
    - —
    - —
- **EMAIL MARKETING**
    - 1.1 **Program Participants List Upgrade**
      - Update and expand automated email campaigns for all new program participants.
      - Include class reminders and other relevant logistical announcements
      - Develop follow-up series upon program completion to nurture support and identify potential storytellers.
      - Connect HubSpot with Penelope to better market to past participants.
  
    - 1.2 **Donors/Supporters List Upgrade**
      - Update and expand the automated email campaigns for all new donors
      - Engage existing donors with new content updates, including newsletters and other more immediate opportunities to get involved.
      - Create automated drip campaigns for lapsed donors to reengage and inspire.
        - Connect HubSpot with Raiser’s Edge to better market to all donors.

- **CONTENT MARKETING / WEBSITE / BLOG / ANNUAL REPORT**

- **2.1 Publish weekly blogs according to the Content Marketing Calendar**

- Blog posts scheduled once a week / **4 per month**, with two program specific posts, and two posts open for other topics.
- **Additional Blog Posts, beyond program features, will be based on**
  - local and national trends
  - breaking news
  - TFT events
  - tentpole events
  - TFT public engagement campaigns
  - general parenting tips and information
  - and other sources of creativity and inspiration as they arise
- Each month, beginning in August, a different program/service will be highlighted based on the following calendar:

MONTH	PRIMARY THEME
July	Misc.
August	Family Ed
September	Family Support Services
October	Community Outreach
November	BCCCRC
December	Holidays
January	Advocacy
February	Family Ed
March	Family Support Services
April	Community Outreach
May	BCCCRC
June	End of FY

## **INITIAL BLOG CALENDAR**

### AUGUST – FAMILY ED

- Facilitator Spotlight
- Parent Spotlight
- Parenting Quiz
- Discipline Strategies

### SEPTEMBER – FAMILY SUPPORT SERVICES

- Home Visitor Spotlight
- Parent Spotlight
- Mental Health Moment - Anger Management Tips
- Donation Spotlight – Diapers, Car seats, and more

### OCTOBER – COMMUNITY OUTREACH

- Outreach Staff Spotlight
- Parent Spotlight
- Why Parent Support Groups Matter
- ACEs in Action (spotlight on ACEs trainings)

### NOVEMBER – BCCRC

- Staff Highlight
- Parent Spotlight
- What to Look for When Searching for Childcare
- Training Spotlight (a post targeted towards professionals in the child care space)

### DECEMBER - HOLIDAYS

- Holiday Shop Donations
- Parent Spotlight
- Giving Tuesday
- End of Year Giving

### JANUARY - ADVOCACY

- Bill Spotlight
- Legislator Spotlight
- Bill Spotlight
- Advocacy Day Recap

**FEBRUARY – FAMILY ED**

- Facilitator Spotlight
- Parent Spotlight
- Parenting Quiz
- Child Development / Milestones

**MARCH – FAMILY SUPPORT SERVICES**

- Home Visitor Spotlight
- Parent Spotlight
- Mental Health Moment - TBD
- TBD

**APRIL - COMMUNITY OUTREACH**

- Outreach Staff / Volunteer Spotlight
- Parent Spotlight
- ACES in Action
- Parent Support Group Spotlight

**MAY - BCCRC**

- Staff Highlight
- Parent Spotlight
- TBD
- Training Spotlight (a post targeted towards professionals in the child care space)

**JUNE – END OF FY**

- Parent Spotlight
- Recapping the Year
- Appeal
- TBD

**OTHER KEY DATES/TIMELINES:**

Summer “Keep Your Cool”	July – Aug 2020
Back to School Tips	August 2020
FAMFEST / “WALK RUN” Outreach	July – Aug 2020
National Family Meals Month	September 2020
Bullying Prevention Month	October 2020
Report Card Tips	October 2020
Halloween Safety	October 2020
TOY DRIVE	Nov. - Dec. 2020
Family Time During the Holidays	Nov. - Dec. 2020



Giving Tuesday	Dec 1, 2020
End of Year Giving	December 2020
Holiday Stress Tips	December 2020
Report Card Tips	January 2021
ADVOCACY	Jan – March 2021
National Parent Leadership Month	February 2021
GREAT CHEFS' DINNER Outreach	Feb - April 2021
Child Abuse Prevention Month	April 2021
Wear Blue Day (PCA National)	April __, 2021
FLIP THE SCRIPT - PUBLIC ENGAGEMENT CAMPAIGN	May 2021
Summer & Water Safety	May - June 2021
Teacher Appreciation Day	May __, 2021
Mother's Day	May 9, 2021
International Day of Families	May __, 2021
Father's Day	June 20, 2021
END OF FY	JUNE 2021

## 2.2 Publish FY2020 ANNUAL REPORT

- **KEY STORIES**

1. BCCRC
2. Kids Care Plus
3. COVID-19 Response

## 2.3 Develop Video Content for new TV in atrium waiting area

- **Create a rotating, engaging experience for parents/families waiting in atrium for programs/services.**
  1. Tips
  2. News Updates
  3. Other programs/services available
  4. Resources
  5. Fun/engaging videos to mix it up.

- **PR ENGAGEMENT**

### 3.1 Pitching Calendar

- In alignment with our content marketing calendar, create updated pitching calendar to share our best stories at the right time with the right contacts.
- Include placeholders for monthly op-ed / guest post submissions using our best blog content.

### 3.2 News story tracking

- In order to effectively engage with media, set time aside every morning to read through Google News alerts to track important stories
- Send weekly reports to key stakeholders, including ED, relevant ADs, and staff – solicit feedback and opinions on how best to respond

### 3.3 Social Media Engagement

- Organize target media contacts into Twitter lists
  - As part of morning news tracking, spend at least 30 minutes reviewing Twitter conversations among target media, and engage where appropriate.
  - Build relationship over time, and pitch story ideas directly with reporters.
  - Track results in HubSpot
- 
- **PUBLIC ENGAGEMENT CAMPAIGN**
    - 4.1 TBD** - [Decision needed – maintain and grow Flip The Script, or develop a new message/campaign around a new, targeted issue.]

# FY2020 Social Media Metrics

	7/13/2019	8/13/2019	9/13/2019	10/13/2019	11/13/2019	12/13/2019	1/13/2020	2/11/2020	3/13/2020	4/1/2020	5/4/2020	6/30/2020	goal	Goal (
FB	1,772	1,787	1,800	1,806	1,818	1,827	1844	1854	1883	1892	1924	1950	40%	2125
Insta	433	448	475	485	497	510	526	555	598	615	643	665	215%	541
LI	365	365	366	368	372	373	373	376	390	390	395	401	39%	456
Twitt	1368									1365	1364	1358	-3%	1710
FB	117	312	251	151	299	317	84	199	196	180	705	635		
Insta	62	278	248	196	285	506	121	210	310	306	536	257		
LI	0	4	3	0	0	0	1	31	35	23	71	52		
Twitt										20	41	34		
FB	10	30	24	16	22	38	11	22	28	32	65	45		
Insta	6	22	20	12	16	34	9	14	16	19	37	18		
LI	0	2	1	0	0	0	1	11	18	24	52	31		
Twitt										15	47	31		
FB	7	58	75	33	50	80	19	46	110	164	454	204		
Insta														
LI	0	0	0	0	0	0	0	15	10	9	20	14		
Twitt										12	169	340		
FB	4,846	16,455	13,809	5,971	10,860	15,320	4952	9380	7,022	9,209	34,820	23,660		
Insta	1,508	5,859	5,379	3,336	4,663	8,393	2134	3499	4,383	4,991	8078	2996		
LI	0	212	0	0	0	0	51	956	958	834	1712	1277		
Twitt														
FB	41	44	69	17	57	42	23	53	58	107	263	209		
Insta														
LI	1	1	0	0	0	0	1	4	1	2	6	2		
Twitt										5	20	12		



## Expanding our Reach to Families by Leveraging Technology

DATA COLLECTION, MANAGEMENT & UTILIZATION		
Year 1 – Completed	Year 2 – In Progress	Year 3
Consult with expert in data operations to find gaps in current processes and propose solutions.	Conduct focus groups to determine the needs/concerns/issues of target audiences, thereby informing the development of new tools / apps / infrastructure.	Continued optimization of data process, with monthly reports to marketing committee
Determine need for human capital to operate and maintain data operation.	Segment audiences based on contact data from HubSpot, social media, and programs	
Purchase any necessary data platforms based on consultant recommendations, cost, and features.	Create automated email campaigns based on audience segments and engagement actions (new class registrations, signups to email list, volunteer sign-ups, donations, etc.)	
Transitioned email lists to new, more robust email marketing platform	Release quarterly reports on audience and growth metrics to marketing committee.	
	Develop resources/trainings for staff on new data platforms	



## Expanding our Reach to Families by Leveraging Technology

WEBSITE, APP, LIVE CHAT & OTHER		
Year 1 – Completed	Year 2 – In Progress	Year 3
Create and launch Mobile-Friendly website	Choose and develop the best e-learning platform for hosting online live classes and webinars.	Build the client portal and any other back-end tools necessary to allow clients to learn on their own and track their progress.
Create and officially launch a blog, along with a categorized resources page for existing tips and education materials	Generate quarterly reports on numbers served in Live Chat, frequently asked questions, and conversion rates for additional services/program signups.	Develop test version of app based on survey/focus group responses
Create sign-up forms (on the website) for optimal use and functionality within the new data collection system.	Implement new platforms to allow for remote program services, including live group classes on Zoom, and private tele-health “home visits” on Doxy.me.	Launch interactive online classes and webinars
Launch Live Chat operation		Launch first version of app



## Expanding our Reach to Families by Leveraging Technology

CONTENT & E-RESOURCES DEVELOPMENT		
Year 1 – Completed	Year 2 – In Progress	Year 3
Assess current content and expertise we have internally and how it can be updated to fit various strategies and platforms	Prepare quarterly report on content metrics to identify what is driving traffic, and what can be improved	Prepare monthly report on content metrics
Create monthly calendars for the release of blog articles, e-books, videos, infographics, and other content	Release weekly blog articles throughout the year, and monthly videos, including Facebook Live videos	Release 2 ebooks/research reports covering child development topics
Review 3rd party solutions for conducting webinars, and assess human capital needed to host regularly	Purchase additional production equipment to improve video quality	Partner with leading state and national content sites to cross-promote and build audience
Release 12 new blog articles throughout the year, and record 5 short video segments	Determine human capital needed to host live, online classes	
Host 2 webinars for professionals in child welfare	Host quarterly webinars for professionals in child welfare	
	Survey child welfare professionals to identify topics of interest.	