



The Family Tree

Marketing & PR Committee Meeting September 9, 2020

Stefanie Woodhouse, Co-Chair

Sarah Woods, Co-Chair

- | | |
|---|-----------------|
| I. Welcome & Approval of Minutes | Stefanie |
| II. Approve Job Description | Sarah |
| III. Mission Moment | Pat |
| IV. Lace Up to End Child Abuse 5K <ul style="list-style-type: none">a. Websiteb. Sponsors to datec. Virtual Program ideas | Kelley/Stefanie |
| V. Marketing Plan Review | Allie |
| VI. Content Marketing Update | Allie |
| VII. PR Update | Allie |
| VIII. Technology Plan Update | Mary |
| IX. 30 th Annual Great Chefs' Dinner <ul style="list-style-type: none">a. Event theme and creativeb. Ways to Celebrate the Anniversaryc. Video Ideas | Kelley/Sarah |
| X. Spring Public Engagement Campaign Ideas <ul style="list-style-type: none">a. Flipb. New Campaign more aligned with today's climate?c. CAPM Update | Allie |

Important Dates

General Board Meeting Tuesday, October 20, 2020 – 5:30pm - TFT
Next Committee Meeting - Wednesday, November 4, 2020 – 8:00 am
An Evening to Give Thanks – Thursday, November 19, 2020 – 6:30pm – Linwoods



The Family Tree

Raising families up.

Marketing Committee Meeting

July 20, 2020

Minutes

Members Present: Sarah Woods, Stefanie Woodhouse, Ellen Brinkley, Brad Downs, Xandy Waesche, Jen Bowers, Pat Kirk, Scott Robinson

Members Excused: Ann Rosenberg, Susan Shaw

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. Special Events Update | Kelley |
| a. 30 th Annual Great Chefs' | |
| b. FamFest / Walk-Run | |
| i. Name ideas | |
| ii. Website for P2P fundraising | |
| D. Newsletter launch | Erik |
| a. Intended audience & goals | |
| b. "Insider" name choice | |
| c. Growing the list | |
| E. Monthly Giving "Club" | Connie |
| a. Name ideas | |
| b. Benefits | |
| c. Growing the list | |
| F. Content Marketing Update | Allie |
| G. PR Update | Erik |
| H. FY 2021 Marketing Plan | Erik |
| I. FY21 Technology Plan | Erik |
| J. Next Marketing & PR Committee Meeting – Wednesday, September 9, 2020 8:00 am | |

Recorder: Allie Cook

ISSUE #1 – Welcome & Approval of Minutes

SUMMARY OF DISCUSSION: Sarah Woods welcomed everyone to the meeting and thanked them for coming. She asked for a motion to approve the minutes, Xandy Wasche moved to approve and Ellen Brinkley seconded. Mary thanked everyone for joining on short notice.

ISSUE #2 – Mission Moment

SUMMARY OF DISCUSSION: Pat Cronin spoke about the current state of MD, and how we are still deep in the pandemic and all our programs are running virtually. We are excited to share that Kids Care Plus has finally been able to open. We had 3 kids last week, parents are still reluctant to send their kids for safety reasons. Hopefully, since we are being so careful we will be seeing more normal numbers by Labor Day. As most of us know, child abuse reports go down when children are not in school. Baltimore City schools are doing house calls if they do not hear from kids to be sure they are okay. Although this is a great idea, we are still concerned about rising abuse cases. We are doing our best to be there for our partners throughout the state, but everyone is more stressed out than usual. Mary mentioned that we will be talking more about this when we talk about PR. We did work on and submit an Op-ed. There will hopefully be more opportunities like this for us to lend our voice. This issue everyone is focused on now is schools and whether schools are going back or not. If they don't this is yet another burden that families will be facing.

ISSUE #3 – Great Chefs'

SUMMARY OF DISCUSSION: Mary announced that Linwood will be our Great Chef this year! We will be having our 30th Annual Great Chefs' Dinner at the Grand Lodge on April 26th. We have already started working with Planit on theme and design and we are moving right along. The exciting part about being so ahead of schedule is that we can be uniform the entire time from save the date and social posts to the invitation and the night itself. We are still waiting to confirm the chairs, but we have honorary chairs in place, they include Pat and Don Kirk, Betsy and George Sherman, BJ and Bill Cowie and Tom and Jaimie McDonald. We already have a lot in place for this year because a lot of our deposits and a few auction items moved over from year. Cindy Knipp will chair the auction committee again and Ellen Brinkley, Sarah Woods, and Carol Obrecht will lead the logistics committee. After the design is done, we will continue to keep this committee in the loop.

ISSUE #4 – Walk/Run Update

SUMMARY OF DISCUSSION: Obviously we have had to make changes to our usual FamFest event due to COVID. We were not able to get a permit so we will officially split this into two events. One will be a walk/run that will focus on fundraising and this will be virtual, at least for this year. We want to host this on the last weekend in October maybe people can wear costumes and post pictures. We will be encouraging peer to peer fundraising and do something to encourage family sign ups. The main goal is to raise money, especially with losing Best of Baltimore. We will be asking some of those sponsors to move over and this will provide some people with a low dollar opportunity to new and returning donors. Stephanie Adler, Stefanie Woodhouse and Sarah Kahl will be chairing this year for both FamFest and the run walk. As far as the name goes, we think this is a great opportunity to be more direct, so donors know exactly what their money is going to. Something like steps to end child abuse. We do not have the pull of a "survivor" group to talk the way groups like the American Cancer Society does. Xandy thinks it is important to name the cause, Scott agrees and thinks we need something catchy along with the cause. We have sent around a google doc and Sarah asked everyone to add their ideas and we will send a poll towards the end of the week. Sarah doesn't want to steal a

name and Scott and Stephanie Adler think it is okay to steal as long as it is not a local fundraiser. The committee stated they like "Lace Up to End Child Abuse." Famfest is named after Brent so we need to talk to the Rosenbergs for guidance with which event they want to keep the name with. Ellen again stated that she likes saying something about ending child abuse, so people know what they are doing. Stephanie Adler agrees. Stefanie Woodhouse thinks it is important we have a direct relationship between the entrance fee and what it is helping. Do we need to keep child abuse and neglect? What's the goal? To include our parents or raise money? Sally Bauer says we can add in new people to connect with our community. We are splitting the events to finally address this question. Pat reminded the group that these things are not mutually exclusive, child abuse affects all populations. If there is a fee, people will only join because they care about the cause, so naming it specifically is important. The committee thinks that just naming child abuse is okay, we do not need neglect. Erik said that naming the cause can also help reduce the stigma as well. Sarah Woods says she like having a harder hitting name. We will send a poll for this as well; we want to have a decision by the end of the year.

ISSUE #5 – Newsletter

SUMMARY OF DISCUSSION: We want to officially relaunch our newsletter with new segments and a broad audience. We want it to be branded so we are asking this committee for help coming up with a name for the newsletter. We eventually want people to subscribe and when they do, they get a special series of emails that will make them feel like an insider. Do we have any creative name ideas? For example, our volunteer newsletter is called The Heartwood. Scott asked if this will be in the html format where people click out of the letters or will it be more organic with stories included. We will have learn more buttons in all the "corners" for people to learn more about our departments and areas of service. Connie is working on the series of emails people will get when they subscribe. These will go to people who are looking to be more involved than just a onetime gift. We want them to connect and "opt in" or "learn more." This series will be an umbrella name and be connected to the newsletter. There will be two emails, one for new donors and one for those who simply want more information. We want it to feel like they are joining a membership. Some ideas recommended were TFT Post, TFT General or Insider Edition. Pat likes the idea of having multiple editions. We aren't sure if we should call it newsletter, research shows that "subscribe to" or "become an insider" wins every time. Sarah Woods added a place for the google doc for these names. Brad Downs likes the idea of keeping it a tree theme. Others suggested inside the canopy or sprout and members can "grow with the Tree." The Family Tree presents SAP also ties into the other newsletters that we have. We could also include something like front line for families.

We will talk more about growing our list when we talk about the plan.

ISSUE #6 – Monthly Giving

SUMMARY OF DISCUSSION: Research shows, that a onetime donor will likely stay just that, a onetime donor. If we can secure them as a monthly donor, they usually give more over the course of the year and stay connected to the organization longer. People are used to monthly fees for services like Netflix, so they are getting more comfortable with giving annually to nonprofits. We need to keep these people involved monthly. No matter how they contact us. Do we have any name ideas? Connie wants it to be some sort of a verb, so we can say things like Become a "Champion for Children." We do not have much of a monthly giving program now but hoping to build the list. Now that we have more technology available to us we can handle these monthly donations. We want even old donors to become monthly donors. A usual one-time

donor who gives \$25 can transition to a \$5 a month donor which is more per year. Larger donors can do any amount of money \$25 or \$50 a month. Stef thinks all these names we are coming up with need to be connected. So many names like this so we need to be sure they all fit somehow.

ISSUE #7 – Content Marketing Update

SUMMARY OF DISCUSSION: Allie updated the committee on where we are with content marketing. We are working hard to organically grow our social media audiences. We are putting out more content and really focusing on the Blog. Another way we are trying to organically grow our audience is by using our Parenting Breaks. We want to invite other organizations to join us for the show in hopes they help cross promote and we gain more followers.

ISSUE #8 – Public Relations

SUMMARY OF DISCUSSION: Recently Suzanne Funk an Early Mental Health Consultant in our BCCCRC was on a radio interview. She did a wonderful job. Erik will send it around. We have a new insight to focus on with the BCCCRC and that is day care. Hopefully this helps us gain more PR opportunities through those channels.

ISSUE #9 – Other Discussions

SUMMARY OF DISCUSSION: Erik announced the change in his schedule and the updates to who is responsible for what, including Allie's new responsibilities. The committee congratulated him on taking the time for his family.

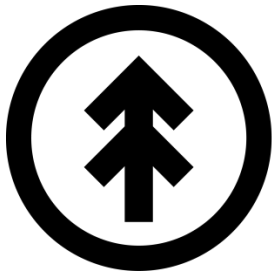
ISSUE #10 – Marketing & Technology Plans

SUMMARY OF DISCUSSION: We went over the Marketing Plan first. This year, the plan will be focused on SMART goals and KPI's (Key Performance Indicators). Each strategy we have will be linked to a KPI, something we can measure. These will be adjusted throughout the year based on performance. Luckily, with Hubspot, we will get reports sent to us weekly for each KPI.

Next, we focused on the Technology plan. We are working on forming a small subcommittee to help us with these initiatives, but for now, we will need to lean on the marketing committee. Ellen Brinkley suggested we have someone who is an expert in diversity and inclusion look at all our plans going forward to be sure we are being inclusive. Stacey and Ruby could probably help identify someone for this with all the work they are doing with Healing City and T. Rowe.

Healing City Baltimore is a coalition we are a part of with Zeke Cohen. Sally and Pat wanted to start a community conversation. Always emphasizing youth and youth voices. Great people are always being promoted on the show, we encourage you to check it out.

The meeting adjourned at 1:11pm.



The Family Tree

Marketing and Public Relations Committee Fiscal Year 2021

Chairs: Stefanie Woodhouse & Sarah Woods
Staff Lead: Allie Cook, Communications & Development Coordinator

Committee Members:

Jeanne Aarsand, Brad Downs, Pat Kirk, Ann Rosenberg, Scott Robinson, Xandy Waeche, Jennifer Bowers (Committee), Ellen Brinkley (Committee), Susan Shaw (Committee), Sally Bauer (Ex Officio)

Marketing & Public Relations Committee Job Description:

As per Article III of the By-Laws:

- The *Marketing & Public Relations Committee* shall oversee efforts to enhance visibility of the Corporation, and build awareness of and confidence in the Corporation among the volunteer, philanthropic, business and government communities.
- The committee shall oversee the marketing of the Corporation's services and programs, maintain media relations and work with the Development Committee to promote special projects or events.
- The Committee shall assist with the development of policies as needed for best practices models.
- Provide oversight to required policy development activities, including the review of the organization's annual 990 prior to its file date.

The Family Tree's Marketing Objective

The purpose of the marketing plan is to increase public awareness of The Family Tree's programs and services through a variety of strategies that include public relations, media relations and community events, with the ultimate goal of becoming recognized throughout Maryland as a leading resource on issues related to child and family well-being. The plan focuses on agency programs, Child Abuse Prevention Month, and special events.

FY 2021 Marketing Goals:

- Build awareness of TFT's brand, positioning TFT as the leading authority and creating demand for programs and services.
- Oversee the Strategic Plan's Goal #2 Community Impact – Awareness and Engagement.
- Uncover new and exciting stories from within TFT, and use our blog to share with our audience to inspire further actions, such as donations, volunteers signups, and more.
- Develop the website to be an engaging platform with meaningful resources for parents, child welfare professionals, and our supporters, tracking progress using key performance metrics over time such as views, new subscribers, and chat requests.
- Strategically employ, grow and segment social media and e-newsletter efforts for program demand, public and private funding, and brand awareness.

FY 2021 Public Relations Goals:

- Utilize TFT events/programs and expert topics to capitalize on opportunities for maximum media exposure.
- Build relationships with key reporters/editors, tracking the number of pitches over the number of successful pitches.

Scheduled meetings:

Wednesday, September 9, 2020 8:00 AM
Wednesday, November 4, 2020 8:00 AM
Wednesday, February 10, 2021 8:00 AM
Wednesday, May 5, 2021 8:00 AM

Section 5, Article III Term of Office.

Each member of the committee shall continue in office at the pleasure of the Board of Directors.



The Family Tree is hosting the inaugural Brent A. Rosenberg Lace Up to End Child Abuse 5K from Saturday, October 24th through Sunday, November 1. This year will be a virtual event, but in future years we look forward to a live run/walk.

We recognize these are challenging times for all of us, but the families we serve are struggling now more than ever. Research demonstrates that due to social isolation, the economic downturn, a sharp rise in unemployment, and high stress, our communities are experiencing an increased risk of child abuse and neglect.

All proceeds from this race will support our child abuse prevention services and programs. Though our offices remain closed, our work continues, as we transitioned our programs to online platforms providing parenting classes, home tele-visits, workshops, professional training, one-on-one tele-counseling, and more. Plus, our 24-hour Parenting HelpLine and online chat continue to provide help and vital information to parents in need.

This is also a time that we can gather our closest friends and safely run/walk in support of Maryland's families. Lace up your tennis shoes, choose your course, and cross the finish line in support of families and children.

LOGISTICS

- Run or walk anytime on Saturday, October 24th - Sunday, November 1, 2020.
- Location: You choose the route
- Distance: 5K Run or 1 Mile Walk

GET INVOLVED!

- Sponsor the event
- Create a team
- Share your results on social media
- Tell your friends and family to donate!



familytreemd.org/laceup



Sprint Sponsor \$5,000

This sponsorship provides free 24-hour Parenting HelpLine support to 150 families in crisis.

- Logo and link featured on The Family Tree website & event registration website
- Recognition during Virtual Opening Ceremony
- Logo on Run/Walk T-shirts
- Recognized in social media, e-blasts, promotional flyers, and press releases
- Opportunity to provide promotional item in Thank You Packet for participants
- Recognition in The Family Tree's FY 2021 Annual Report

Jog Sponsor \$2,000

This sponsorship provides 6 months of weekly support groups to families at-risk for child abuse.

- Logo and link featured on The Family Tree website and event registration website
- Logo on Run/Walk T-shirts
- Recognized in social media, e-blasts, promotional flyers, and press releases
- Opportunity to provide promotional item in Thank You Packet for participants
- Recognition in The Family Tree's FY 2021 Annual Report

Walk Sponsor \$500

This sponsorship provides 5 classes to a new parent in need of support and education.

- Recognition on The Family Tree website & Registration website
- Name on Walk T-shirts
- Recognized in social media, e-blasts, and promotional flyers
- Recognition in The Family Tree's FY 2021 Annual Report





The Family Tree

The Family Tree

Lace Up to End Child Abuse 5K Sponsor List

#	Sponsors	Amount
1	The Henry and Ruth Blaustein Rosenberg Foun	\$15,000
1	McCormick & Company, Inc.	\$2,500
1	Fundamental	\$2,000
1	H.G. Roebuck & Sons	\$1,500
1	CGA Capital/W. Kyle Gore	\$1,000
	TOTAL RAISED Gross	\$22,000
		\$0
	TOTAL	\$22,000



Lace up to End Child Abuse Directions

1. Go to: <https://familytreemd.org/laceup/>
2. Click "Register today"
3. Click "Start Fundraising"

The Family Tree Inc

Lace UP to End Child Abuse 5k

The Family Tree is hosting the inaugural Brent A. Rosenberg Lace Up to End Child Abuse 5K on Saturday, October 31st and Sunday, November 1. This is a virtual event.

\$100
raised
by 1 supporter

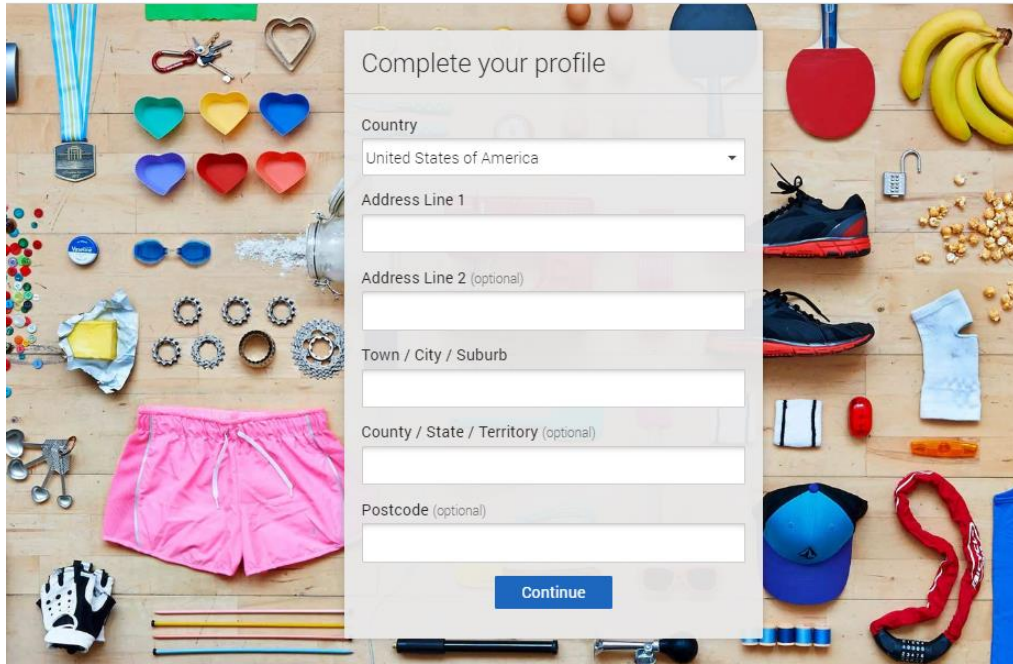
Donate

Share on Facebook

Be a fundraiser
Create your own fundraising page and help support this cause.

Start fundraising

4. Sign up
 - a. Create an account with an email and password you will remember or log in with Facebook!
 - b. Complete your profile



Complete your profile

Country
United States of America

Address Line 1

Address Line 2 (optional)

Town / City / Suburb

County / State / Territory (optional)

Postcode (optional)

[Continue](#)

c. Set up the rest of your account & click “create your page”



Lace UP to End Child Abuse 5k
run by **The Family Tree Inc**

1. Your event

Lace UP to End Child Abuse 5k

I'm doing this in memory of someone

2. Choose your fundraising page web address

www.justgiving.com/fundraising/

Allie-Cook3

3. Choose your fundraising page settings

I'm happy for The Family Tree Inc to keep me informed, by email, about the impact of my fundraising and other ways to stay involved including future events, campaigns and appeals.

- Yes please, opt me in
 No thanks, opt me out

NOTE: The Family Tree Inc will receive your details and may need to contact you to support you in this fundraising effort. You can update your preferences directly with The Family Tree Inc.

Create your page

How to create a team page

- On your page click the link called 'create a team'



\$0
raised of \$400 target

Donate



Facebook



Allie Cook

Lace UP to End Child Abuse 5k

Fundraising for The Family Tree Inc



Lace UP to End Child Abuse 5k

run by The Family Tree Inc
The Family Tree is hosting the inaugural Brent A. Rosenberg Lace Up to End Child Abuse 5K on Saturday, October 31st and Sunday...

Charity Registration No. 521110645

Event: Lace UP to End Child Abuse 5k, from October 31, 2020 to November 1, 2020

Create a team

- Next up, you can give your team a name
- You'll be asked to confirm the charity you're raising money for and the event you're participating in
- Provide the story behind your reason to fundraise together and add a cover photo
- Set the team's fundraising target
- You can set targets for individual team members by using the drop down
- Choose your team's web address and hit 'create a team'



The Family Tree

Raising families up.

FY 2021 - Marketing & Public Relations Plan

Overall Messaging & Goals

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.

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 2020.

Development Goals

- 1. Increase online donations (quantity) by 20% by the end of 2020 – [59 new gifts, 356 total online gifts]**
 - **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 53% by end of 2020 – [total 15 monthly donors]**
 - **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 2020

- **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 2020 – [increase by 1,065 to equal 5,325]

- **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 2020 – [increase Facebook by 487 to equal 2,437, increase Instagram by 166 to equal 831, increase LinkedIn by 100 to equal 501, increase Twitter by 339 to equal 1,697]

- **STRATEGY A:** Interview 3rd 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 December 2020 – [68 total in FY20, March-July]**
 - **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 Kids Care Plus hours by 50% by the end of December 2020 – [1,270 hours in FY2020]**
 - **STRATEGY A:** Create testimonials from current KCP parents.
 - **KPIs:** Views, comments, shares on social, and landing page signups.
 - **STRATEGY B:** Set up Zoom “meet and greet tours” with parents and referral sources to discuss KCP.
 - **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

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. BCCCRC
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.]

FY2021 Marketing Plan Reports

		FY20 Final	Goal by December 2020	9/8/2020	Until Goal
Development Goals					
	Increase online gifts	356	356 gifts	12	344 gifts
	Increase monthly donors	7	15 donors	9	6 donors
Marketing Goals					
	PR Mentions	9	10 mentions	1	9 mentions
	Grow Email List	4260	5425 contacts	4,576	849 new contacts
	Grow Social Media	See Other Spreadsheet			
Program Goals					
	Increase online class attendance	68	TBD	49	TBD
	Increase hours of KCP served	1,270	TBD	248	TBD

FY2020 Social Media Metrics

7/31/2020 8/31/2020 9/30/2020 10/30/2020 11/30/2020 12/30/2020

Audience: The current number of followers on your social media accounts % to goal

Goal (25% Increase by Dec 2020)

Facebook	1,966	2,309						74%
Instagram	684	701						22%
LinkedIn	399	402						1%
Twitter	1360	1357						0%

2437 (increase by 487)

831 (increase by 166)

501 (increase by 100)

1697 (Increase by 339)

Interactions: This shows the number of likes, comments, and reactions to your published posts.

Facebook	268	294						
Instagram	106	172						
LinkedIn	24	21						
Twitter	10	18						

Published Posts

Facebook	40	41						
Instagram	9	16						
LinkedIn	16	23						
Twitter	16	24						

Clicks: The number of clicks on posts published through HS. (Instagram not included)

Facebook	60	78						
Instagram								
LinkedIn	6	8						
Twitter	23	37						

Impressions: The number of views that posts on your company pages receive.

Facebook	14,865	12,759						
Instagram	1,380	2,377						
LinkedIn	778	638						
Twitter								

Shares: The number of published posts that were shared.

Facebook	106	86						
Instagram								
LinkedIn	2	5						
Twitter	4	11						



The Family Tree

Raising families up.

FY21 Communications Update

Important Metrics to Notes:

- Audience is continuing to grow
 - Facebook – 2,309, 74% to goal of increasing by 25%
 - Instagram – 701, 22% to goal of increasing by 25%
 - Twitter – 1,357, 0% to goal of increasing by 25%
 - LinkedIn – 402, 1% to goal of increasing by 25%
- Number of “impressions” (people who saw our posts in the last 30 days):
 - Facebook: 12,759
 - Instagram: 2,377
 - Linked In: 638

Blog Updates:

Check out our blog: www.familytreemd.org/blog

- Published 13 Blogs from May 18 – September 3
 - 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
 - 7/23: Cyberbullying – 177 people reached
 - 7/31: When you teen is hanging out with the wrong crowd – 290 people reached
 - 8/13: Together, we can prevent child abuse – 229 people reached
 - 8/20: Talking to your kids about sex – 144 people reached
 - 8/31: Back to school – 124 people reached

Friday Parenting Break:

- 7/17: Lindsay Jacks, 958 people reached
- 7/24: STEMcx,
- 7/31: Odeja Hall – OneLove, 484 reached
- 8/7: Irvine Nature Center, 1,056 people reached
- 8/14: Dani Emerson, TFT mental health, 436 people reached
- 8/21: Wendy Lee, Baltimore Visitation Center, 557 people reached
- 8/28: Monica Boddie, Transformation Health, 656 people reached



IN THE NEWS – FY20 – FY21

2019

- **Entercom Radio – July 11**
 - Interview with Mary Francioli and Baltimore Magazine rep
 - To promote our work and Best of Baltimore Party

- **WIYY-radio - July 17**
 - Interview with Pat Cronin
 - To promote our work and Best of Baltimore Party

- **FOX45-TV – Bmore Lifestyle – July 31**
 - Interview with Stacey Brown
 - To promote our work and Best of Baltimore Party

- **FOX45-TV – August 19**
 - Live interview with Matila Sackor
 - To promote back-to-school tips, our work and FamFest

- **FOX45-TV – PSA – began airing 8/24**
 - FamFest PSA

- **WMAR-ABC-TV – Midday Maryland – aired 9/2**
 - Interview with Erik Weber
 - To promote back-to-school tips, our work and FamFest

- **FOX45-TV – Hot Spots – 9/7**

- Series of 4 different live interviews with Erik Weber and 3 other partners to promote FamFest

2020

- **5/12/20 - WMAR-TV** – Live “Town Hall” appearance on how the COVID-19 pandemic has increased domestic abuse and child abuse. Aired Live on TV and Facebook Live.



7/15/20 – WBJC – Radio interview about child care in the pandemic

- <https://www.wbjc.com/2020/wbjc-programs/child-care-in-unprecedented-times/>
- Interview with Suzanne Funk from BCCCRC

8/20/20 – WBFF FOX – TV Interview on Back to School issues with pandemic

- Matila Jones as spokesperson
- Back to school tips, and how to balance “earning and learning” from home, with parents working and kids studying from home.

SUBMISSIONS AND PR TARGETS

- Op-Ed Submission - *To Prevent Child Abuse During this Pandemic, We Need Concrete Support and Compassion for Parents*
 - The Baltimore Sun
 - Washington Post
- Reporter Pitch Targets for our work during Pandemic
 - The Baltimore Sun

- Yvonne Wenger - <https://www.baltimoresun.com/bal-yvonne-wenger-20141007-staff.html>
- Alison Knezevich - <https://www.baltimoresun.com/bal-alison-knezevich-20141007-staff.html>
- Washington Post
 - Samantha Schmidt - <https://www.washingtonpost.com/people/samantha-schmidt/>
 - Hannah Natanson - <https://www.washingtonpost.com/people/hannah-natanson/>
- WMAR
 - Elsa M - <https://www.wmar2news.com/elsa-m>
- WJZ
 - Stetson Miller - <https://baltimore.cbslocal.com/personality/stetson-miller/>
- WBAL
 - Jason Newton - <https://www.wbaltv.com/news-team/4d590762-7688-404f-be47-0648a96d6bd9>
- WBFF
 - Dan Lampariello - <https://foxbaltimore.com/station/people/dan-lampariello-02-24-2020>



FY 2021 - Technology Plan

Overall Strategy & Goals

FY 2021 takes our initial technology plan from last year and begins to implement some of the higher level strategies and tactics which are now possible thanks to the foundation we've built thus far.

The actions items below fall into three broad categories, each of which builds upon the others.

First, in **DATA COLLECTION, MANAGEMENT & UTILIZATION**, we focus on expanding the tools and knowledge available to make sure we are moving in the right direction and creating technology that serves our mission in the right way. Data is what helps us focus on the right pieces of technology and checks to make sure we are making meaningful progress.

Second, in **WEBSITE, APP, LIVE CHAT, & OTHER PLATFORMS**, we focus on building and updating the platforms where our target audiences arrive and engage with The Family Tree. Think of these as all the virtual settings where our work happens. We want to make those settings as welcoming, simple, and useful as possible for the people we serve.

Last but certainly not least, in **CONTENT & E-RESOURCES DEVELOPMENT**, we focus on the creative, educational, and inspiring content that will breathe life into our technology and make it an engaging and memorable experience for the people who use it. It's not enough to build the platform and put your hands up and move on. Rather, technology only works if you continue to incorporate the human element, through stories, videos, graphics, and other pieces of content that not only grab attention, but leave people wanting more in a way that earns trust.

Below is an outline of the activities planned in each of these key areas.

DATA COLLECTION, MANAGEMENT & UTILIZATION

- **Year 2 (in progress)**
 - Conduct focus groups to determine the needs/concerns/issues of target audiences, thereby informing the development of new tools / apps / infrastructure.
 - Segment audiences based on contact data from HubSpot, social media, and programs
 - Create automated email campaigns based on audience segments and engagement actions (new class registrations, signups to email list, volunteer sign-ups, donations, etc.)
 - Release quarterly reports on audience and growth metrics to marketing committee.
 - Develop resources/trainings for staff on new data platforms
- **Year 3**
 - Continued optimization of data process, with monthly reports to marketing committee
 - Other maintenance and updates as needed.

WEBSITE, APP, LIVE CHAT, & OTHER PLATFORMS

- **Year 2 (in progress)**
 - Choose and develop the best e-learning platform for hosting online live classes and webinars.
 - Generate quarterly reports on numbers served in Live Chat, frequently asked questions, and conversion rates for additional services/program signups.
 - Implement new platforms to allow for remote program services, including live group classes on Zoom, and private tele-health “home visits” on Doxy.me.
- **Year 3**
 - Build the client portal and any other back-end tools necessary to allow clients to learn on their own and track their progress.
 - Develop test version of app based on survey/focus group responses
 - Launch interactive online classes and webinars
 - Launch first version of app

CONTENT & E-RESOURCES DEVELOPMENT

- **Year 2 (in progress)**
 - Prepare quarterly report on content metrics to identify what is driving traffic, and what can be improved

- Release weekly blog articles throughout the year, and monthly videos, including Facebook Live videos
- Purchase additional production equipment to improve video quality
- Determine human capital needed to host live, online classes
- Host quarterly webinars for professionals in child welfare
- Survey child welfare professionals to identify topics of interest.
- **Year 3**
 - Prepare monthly report on content metrics
 - Release 2 ebooks/research reports covering child development topics
 - Partner with leading state and national content sites to cross-promote and build audience



The Family Tree

**30th Annual Great Chefs' Dinner
April 26, 2020 featuring Chef Linwood Dame**



Growing up, Linwood Dame never lived in the same place for more than five years, so it is with some surprise and delight that he has found himself in Baltimore for 34 years. He arrived in the city in 1987, with his wife Ellen, to explore the idea of opening his own restaurant, and the dream materialized in 1988 when Linwoods officially opened its doors. This decade was a turning point in American cuisine, and there was an explosion in creativity with an emphasis on regional cooking, fresh ingredients, and new techniques based on classic skills. Linwood was ready to bring this to the area, and showcase it all behind an open kitchen, one of the first of its kind in Baltimore.

Linwood inherited his love of food from his Southern mother, who is a wonderful cook, and learned her skills in Norlina, North Carolina. Linwood joined the Coast Guard in 1976, and hoped to enter the Culinary Institute of America, when he completed his four year commitment. In order for him to qualify for admission, he had to have a year's experience in the kitchen, so he convinced the captain of his ship to allow him to transfer from search and rescue duties to the galley where he flourished.

Linwood entered the Culinary Institute in 1980 and graduated in 1982. He then became executive chef and partner at the Butlery, a country french restaurant in Richmond, Virginia. There he was involved in the opening of two additional restaurants and a catering business.

When an opportunity arose, Linwood and Ellen returned to Baltimore, and began the search for a location for the new venture. Linwoods has grown to include a catering division, for events both at Linwoods, and at many venues in the area. Linwoods is always included in Baltimore Magazine's Best Restaurants issue, and the restaurant has become a special place for the community.

Linwood is very connected to his new home town, and supports many of the non-profit organizations and their events, that are so very important to the future of our city.



The Family Tree

30th Annual Great Chefs' Dinner Sponsor Totals	
Sponsors	Amount
Aarsand, Jeanne & Kurt	\$15,000
Bauer, Sally & Woods, Sarah	\$2,500
Brinkley, Doug & Ellen	\$7,500
DeCosta, Eric & Lacie	\$2,500
Gore, Paula & Kyle/CGA Capital	\$15,000
Graul, Dennis/Graul's Market	\$5,000
Hayes, Charlene & Floyd	\$2,500
Kirk Family Foundation	\$50,000
Macks, Larry & Ellen	\$7,500
McDonald, Tom & Jamie	\$2,500
McIntyre, Hunter	\$2,500
Meyerhoff, John and Lenel	\$25,000
Murphy, Sean/T-Rex Solutions, LLC	\$7,500
Nachbahr, Erik	\$10,000
Peltier, Laurel & Tom	\$5,000
Roebuck, Charles and Lee	\$2,500
Shaw, Susan and Steve	\$5,000
Sherman, Betsy & George	\$100,000
Waesche, Xandy & Roger	\$2,500
Abbot Downing	\$2,500
Cowie, B.J. & Bill	\$50,000
TOTAL	\$322,500



30th ANNUAL

Great

CHEFS' DINNER



THE GREAT CHEFS' DINNER

Community is alive. Celebrating 30 years.



CONCEPT C

Community is organic.

Nurturing. Vibrant. Connected.

Community flourishes from raised expectations and kept promises. It grows out of open minds and through nourishing conviction. Community feeds on the faith of a friend, the belief in ourselves and the trust of everyone around us. Year after year, decade after decade, community thrives every time we nurture the best in each other and pass on everything we've learned to every generation who follows us.

