



Impact 100 2016 Global Conference: Marketing and Public Relations for Impact 100

"Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics."

Public Relations Society of America

Communication Plan—What it is and why you need one

A written document that focuses your organization's efforts to deliver its core messages and communicate with its audiences

- Organizes what you are going to do, who will do it, and when it will be done
- Is a part of your annual budget
- Is approved by your board
- Provides continuity as board members change

Communication Plan—Objectives

- Define your specific objectives
- Define your audiences
- Craft your message(s)
- Establish an action plan
- Provide a method for evaluating your communication efforts

Communication tools that work for Impact 100

Start Up

- **Branding:** standardized logo, color palette and tag line with guidelines for use
- **Talking Points:** written document summarizing the Impact 100 model, distributed to all members to assist in member recruitment or talking to the media
- **Photography:** professional quality images of membership events, grants finalists, other

Digital Media

- **Website:** well designed site built with modern technology and updated on a regular basis
- **Email Marketing:** regularly scheduled messages to membership, local nonprofits and other groups through services such as Constant Contact, Mail Chimp and Emma
- **Social Media:** well maintained Facebook page, Instagram and Twitter accounts used to reinforce email marketing messages, publicize events and engage new audiences
- **Online Surveys:** a good way to engage members and nonprofits

Traditional Media

- **Publicity:** taking advantage of members' relationships with the local media for feature articles, TV and radio spots; writing and distributing press releases; preparing Impact 100 boilerplate
- **Advertising:** when print advertising is the way to go
- **Collateral Material:** printed brochure, other
- **Presentations:** scripted PowerPoint for any member to present
- **Promotional Materials:** miscellaneous products such as T-shirts, car magnets, shopping bags, etc.