

## United Way of Southeast Alaska 2006 Marketing Plan

**PURPOSE:** The 2006-2007 Marketing Plan for United Way of Southeast Alaska is designed to outline strategies for continued, sustainable growth in Southeast Alaska and to build an estimated marketing budget for the upcoming calendar year.

**MISSION STATEMENT:** United Way of Southeast Alaska works to improve lives by organizing the caring power of our communities in Southeast Alaska. We are a volunteer-driven, grass-roots organization that creates lasting change by bringing people and resources together to address local and regional issues. We link donors and volunteers to the issues they care about, and form strategic partnerships to achieve community impact. Working with our 33 partner agencies, United Way helps children and youth succeed, supports the elderly and people with special needs, promotes wellness and self-sufficiency, and meets the basic needs of people in crisis.

### **MARKETING OBJECTIVES:**

The marketing activities of United Way of Southeast Alaska (UWSEAK) should support United Way as the charity of choice and the preferred provider of community solutions, so donors will feel they are doing more for their community through consolidated giving. All marketing messages will speak with one voice in our community and will brand the organization by maintaining consistency in marketing and communications efforts with a single cohesive message. Specific objectives include:

- Creation of consistent brand identity through all of United Way of Southeast Alaska's communications.
- Increase the number and type of volunteers through Day of Caring, campaign activities and the Volunteer Action Center.
- Broaden the base of donors through leadership, corporate, workplace and in-kind giving.
- Increase the private campaign total by \$50,000 through implementing effective marketing strategies and building positive relationships during the 2006 year.
- Increase grant awards by presenting a clear message of United Way of Southeast Alaska.

### **TABLE OF CONTENTS:**

Brand Identity  
Audiences and Stakeholders  
Messaging  
Communication Strategies  
Special Events  
Media  
Action Steps  
Budget

## **Brand Identity**

Brand identity is more than an attractive consistently used logo. When brand is referenced, we mean the overall look, feel and professionalism of our organization. When people recognize United Way of Southeast Alaska, we want them to feel inspired by what is happening in the community, motivated to be involved and to trust us as a community leader.

Within brand identity there is such a thing as brand character. According to United Way of America, this is a summary of the traits that describe who we are, what we believe and how we behave. It is a combination of who we are today and what who we are striving to become. I see UWSEAK staff embracing all that we are attempting to convey to our community, this shows in many ways, especially in the encouragement of all staff to volunteer at least one hour during their work week.

Brandmark refers to the physical logo, tagline (what matters.), color palette, etc. To maintain consistency, it is the responsibility of all UWSEAK staff members to be familiar with the basic regulations of the United Way brand. This information can be found online at [www.online.unitedway.org](http://www.online.unitedway.org) or in a manual found in the campaign director's office.

All communications from the UWSEAK office should display the appropriate UWSEAK logo, which meets the United Way of America branding requirements. Templates are available on Kristin's Shared Documents for regularly used items, such as fax cover sheet, letterhead, envelopes, mailing labels, business cards, etc.

## **AUDIENCES AND STAKEHOLDERS**

Include:

Internal Staff, Board Members (Current & Past), Volunteers for UWSEAK, Partner Agencies (Employees, Clients & Board Members), 2005 Donors (Workplace, Corporate, Leadership, Gift in Kind), Past Donors, and Media

## **MESSAGING**

***We excel at leadership and resource development in the service of community impact throughout Southeast Alaska.***

-Emerging Hedgehog Concept from United Way of Southeast Alaska staff at January 2006 retreat

Several key messages must be conveyed among to donors, volunteers and stakeholders in order to position UWSEAK throughout Southeast Alaska as the premier builder of community resources:

**Results:** United Way of Southeast Alaska focuses on what matters most - results. We offer the most powerful way for donors and volunteers to make a difference in their community. By giving where they live, donors are able to make a difference in their own backyard, with people they know and love. We make lasting changes.

**Stewardship:** UWSEAK is an impeccable steward of resources, whether financial or human.

**Partnerships:** Through involvement in community activities, such as the Homeless Coalition, the Volunteer Center, Day of Caring, Juneau YouthLEAD, Partnerships for Families and Children, as well as our COMPASS research, UWSEAK works to provide collaborative opportunities throughout the community.

**Service:** United Way is committed to serving the needs of our donors, volunteers and stakeholders in order to achieve positive community impact.

**Quality:** Providing quality in all programs, communications and activities sponsored by United Way of Southeast Alaska is crucial to maintaining our ability to be of the most service to all of our stakeholders.

### **COMMUNICATION STRATEGIES**

Messages will be delivered in a variety of formats both direct and indirect.

*Direct messaging will include:*

Brochures/pledge forms

Annual Report

Quarterly email newsletter to donors

Monthly email newsletter to campaign representatives

Campaign Representative Kits

One page information sheet for workplaces on as needed basis during campaign

Face to Face presentations

Phone conversations, both planned and impromptu

All donor events

*Indirect messaging will include:*

Advertising

Op/Ed columns

Press Releases

Public Service Announcements

Placed news stories

Public presentations

Web site

### **MEDIA**

It is the responsibility of UWSEAK staff to create and maintain positive relationships with media throughout Southeast Alaska. This includes friendly, professional and timely communications.

*Print Advertising:*

All print advertising should be designed in-house, cooperating with ad executives on the best possible format. All advertising is required to meet brand guidelines.

Outline of Usage:

Thank You  
Day of Caring  
Campaign  
New Agency  
Compass  
Special Events  
Announcements (i.e. Hurricane Katrina)

*Broadcast Advertising:*

All broadcast advertising will be designed in conjunction with an outside resource. The advertisement should be professional and use the appropriate brand measures.

Outline of Usage:  
Campaign Video  
Campaign Radio Spot

*Press Releases:*

Press releases should be used to promote special events, staff & volunteers, UWSEAK accomplishments and activities, and to convey UWSEAK's position on particular situations, such as natural disasters, etc. Releases should never be used to solicit donations and should always be of a positive nature, even when dealing with a difficult subject. They should be emailed/faxed two weeks prior to event, and media should be contacted via a phone call if they have not followed up to the release within one week. Staff should be prepared to give media event agendas to facilitate coverage.

Outline of Usage:  
Campaign End  
New Agencies  
Day(s) of Caring  
Campaign Kick-off  
Campaign Leaders  
Community Impact funding  
New Board Members, staff as appropriate  
Volunteer of the Year  
Grants/Major Gift receipts  
Town Meetings  
Major Donor Dinners  
Other events as necessary

**SPECIAL EVENTS**

UWSEAK will host special events for the purpose of cultivating or thanking donors. Events will not be held to solicit donations.

Special Events include:

- Spring Day of Caring
- Campaign Celebration "Thank You" Event (Whale-watching cruise)
- Campaign Representative training
- Day of Caring Meet & Greet
- Campaign Kick-Off (Wine tasting)

- Ketchikan Campaign Kick-off
- Compass Town Meetings
- Major Donor Dinners
- Fall Day of Caring

**Action Items**

- Create template folder for all employees to access to ensure appropriate use of brand items for in house printing.
- Review out of house printing items to incorporate brand regulations.
- Add one banner per year.
- Familiarize all staff and volunteers with the key messages that need to be relayed to the public.
- Create and disseminate a monthly email newsletter for campaign representatives at workplaces.
- Create and disseminate a quarterly email newsletter for all donors.
- Review and revise as necessary campaign materials, brochures, advertisements & pledge forms.
- Meet with printing company to discuss creating separate pledge forms for Ketchikan, Sitka and the school districts.
- Revise one page workplace informational sheet.
- Identify business organizations and respective contacts that can act as a portal of communication to specific groups (Campaign Cabinet).
- Create campaign kit to be used by those running their workplace campaign, which will offer a range of communication tools for them to use throughout the campaign to encourage participation.
- Train campaign representatives on United Way key messages.
- Create stronger relationships with specific media contacts.
- Create annual report for publication in Fall of 2006.
- Put online donation option on website.
- Research and select an online pledging system that will meet our temporary needs, yet be cost-efficient.
- Re-design website to be user friendly and allow for dissemination of information.
- Select an inexpensive, yet useable gift as a motivator for Campaign Representatives.
- Select an inexpensive, yet useable gift as an incentive for on-site donors

**Future Action Items:**

- Commit to a long-term online pledging system.

**Marketing Resources Budget**

**Campaign Resource Needs:**

**Annual brochure**

Design.....	\$ 400.00
Printing.....	\$1,000.00

**Annual pledge form**

Design.....	\$ 400.00
Printing.....	\$3,000.00
*guesstimate based on 3 varieties of forms.	
<b>Annual Report</b>	
Design.....	\$ 600.00
Printing.....	\$1200.00
Postage .....	\$ 200.00
* 2 color, self mailer	
<b>Radio Advertisement</b>	
Production .....	\$ 300.00
Airtime .....	\$ 1700.00*
*KINY and Taku 105, PSAs	
<b>Print Advertisement</b>	
New Agency Solicitation .....	\$ 200.00
Thank You .....	\$ 800.00
Campaign .....	\$ 900.00
Volunteer of the Year .....	\$ 700.00
Ketchikan .....	
<b>Campaign video via United Way of America .....</b>	<b>\$ 60.00</b>
<b>Campaign Representative Kits</b>	
In house printing .....	\$ 300.00
UWSEAK Folders .....	\$ 200.00
<b>Calendar .....</b>	<b>\$ 500.00</b>
<b>Web site</b>	
Design .....	\$ 500.00
Increase space .....	\$ 120.00
Volunteer Solutions .....	\$ 500.00
<b>Kick-off Event</b>	
In house invitation printing .....	\$ 125.00
Postage .....	\$ 250.00
Food .....	In-kind
Decorations .....	\$ 200.00
<b>Thank-you Event</b>	
In house invitation printing .....	\$ 125.00
Postage .....	\$ 120.00
Food .....	In-kind
Decorations .....	\$ 150.00
<b>Campaign Rep Event</b>	
In house invitation printing supplies .....	\$ 30.00

Postage .....	\$ 32.00
Food .....	\$ 250.00
Decorations .....	\$ 25.00

**Signage**

Multiuse Banners .....	\$ 500.00
------------------------	-----------

<b>Unanticipated expenses .....</b>	<b>\$ 200.00</b>
<b>Estimated 2006 Marketing Expenses:</b>	<b>\$ 15,587.00</b>

**Community Impact Resource Needs:**

Day of Caring

Signage .....	\$1,300.00
T-shirts .....	\$3,600.00
Breakfast Food .....	in-kind
Meet & Greet .....	\$ 300.00
In house printing supplies .....	\$ 100.00
Thank you Ad .....	\$ 600.00

<b>Estimated Day of Caring Expenses:</b>	<b>\$5,900.00</b>
--	-------------------