



# Leadership

## Annual Work Plan



Family & Children's Place

### FY21 Marketing/Communications Plan

#### GOAL 1 | Build the Brand & Manage Reputation

#	Tactic	Goal for Completion	Status
1	Hold steady in monitoring and responding to crises if/when they occur.	n/a	In Progress
2	Work with agency to create new brand standards and style guide.	October 2020	In Progress
3	Design and produce new assets, including: <ul style="list-style-type: none"> <li>Print: letterhead, fax cover sheets, envelopes, nametags, business cards, building signage, folder, general info piece, seasonal notecards, display materials, tchotchkes</li> <li>Digital: email signatures, PowerPoint template, general info PowerPoint, public profiles</li> </ul>	November 2020	In Progress
4	Create messaging calendar and implement across all channels.	October 2020	In Progress
5	Develop resource kit (incl. talking points) and training for staff and board.	December 2020	Not Started
6	Organize and build graphics library, including working with program directors to obtain in-house stock photos, photos of client events/gatherings, etc.	Ongoing	In Progress
7	Organize and build story library, including working with program directors to establish systems for regular sharing.	Ongoing	In Progress

#### GOAL 2 | Inspire the Community to Engage & Stay Active

#	Tactic	Goal for Completion	Status
1	Hold steady in monitoring media and responding to inquiries.	n/a	In Progress
2	Hold steady in sending quarterly e-newsletter.	n/a	In Progress
3	Hold steady in mailing biannual print newsletter.	n/a	In Progress
4	Archive social media accounts for Emmie.	August 2020	Completed
5	Create and implement editorial calendar for social media.	October 2020	In Progress
6	Work with marketing agency to redesign website, including producing short videos on each program.	March 2021	In Progress
7	Redesign social media campaign around Rally to End Child Abuse.	April 2021	Not Started
8	Redesign social media campaign around Child Abuse Prevention Month/pinwheel campaign.	April 2021	Not Started
9	Create new social media campaign around second major awareness opportunity.	June 2021	Not Started



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### GOAL 3 | Position as Thought Leaders/Experts

#	Tactic	Goal for Completion	Status
1	Transition lunch and learns to digital platform.	November 2020	In Progress
2	Formulate plan to apply for and earn awards.	May 2021	Not Started
3	Formulate outreach campaign to elected officials and places of worship.	June 2021	Not Started

### GOAL 4 | Support Programs Staff in Recruiting & Engaging Clients

#	Tactic	Goal for Completion	Status
1	Design and produce new collateral for existing programs, including: <ul style="list-style-type: none"><li>HANDS: one-pager, client recruitment flyer, brag book</li><li>School-based services: one-pager, general brochure, site-specific brochure inserts</li><li>CACs: one-pager, forensic interview brochure, medical exam brochure, MDT/v cards, Emmie's badge and business cards, family advocate folder</li><li>Counseling services: one-pager, client recruitment flyer, giveaway items</li></ul>	December 2020	In Progress
2	Create and implement launch campaign for Greater Louisville Head Start.	December 2020	In Progress

### GOAL 5 | Support Development Staff in Raising Money

#	Tactic	Goal for Completion	Status
1	Redesign plan for email communications with ambassadors.	July 2020	Completed
2	Design and produce new collateral, including: <ul style="list-style-type: none"><li>Menu of giving opportunities</li><li>Case for support</li><li>New donor packets</li></ul>	December 2020	In Progress
3	Transition annual report to microsite or other digital platform.	January 2021	Not Started

### GOAL 6 | Communicate Internally with Staff & Board

#	Tactic	Goal for Completion	Status
1	Hold steady in sending monthly Staff Quick Hits.	n/a	Completed
2	Design regular reports for staff leadership, board committee(s), and board.	September 2020	Completed
3	Redesign plan for email communications with board.	TBD	Not Started



