

Objectives	Audiences	Strategies	Action Steps	Goals
<p>1. Tell Our Stories</p>	<ul style="list-style-type: none"> • Our funders/donors • Prospective funders/donors • Email/ mailing list recipients • Social media followers • ANN, LNC, RVA, DC residents • Underserved communities • Businesses of the watershed • Residents of the watershed 	<ul style="list-style-type: none"> • Create a content calendar • Appoint 1 person in each office to serve as communications liaison • Get stories in local news sources • Push our stories out through social media and newsletter • Utilize the Bay Journal column to better tell our stories 	<ul style="list-style-type: none"> • Hold bi-weekly meetings to learn about story leads with each regional office • Make connections with local reporters • Share our stories with Communications Workgroups • Ask staff to write 1 blog post 	<ul style="list-style-type: none"> • Produce at least one unique story about our work per month • Have a new staff member write a blog each month • Get at least one story a month published in local news sources
<p>2. Communicate Data & Impact Numbers</p>	<p><i>Same as above</i></p>	<ul style="list-style-type: none"> • Incorporate data into all of our existing communications • Create method to record data and impact numbers 	<ul style="list-style-type: none"> • Weekly reporting of data and impact by staff • Communicate through social media, newsletter, appeals, etc. 	<ul style="list-style-type: none"> • Have an accurate set of data that represent our impact month to month • Share on regular basis
<p>3. Share More Unique Content</p>	<p><i>Same as above</i></p>	<ul style="list-style-type: none"> • Set aside two hours a week to write content • Ask staff to contribute to blog • Look for local content with connections to our work to share 	<ul style="list-style-type: none"> • Work with staff to identify and share additional local content • Set aside one hour a week to write “How-To” blog 	<ul style="list-style-type: none"> • Create a unique monthly email blast to share • Create at least two “How-To” blogs per month • Share 1 local post per office a month on social media
<p>4. Improve ACB Branding & Consistency of Messaging</p>	<p><i>Same as above</i></p>	<ul style="list-style-type: none"> • Work with Pomerantz Marketing to create a brand strategy • Clarify our mission, vision, and program areas • Educate staff and board members about communicating our message and our brand 	<ul style="list-style-type: none"> • Conduct branding workshop at January board meeting • Conduct branding and messaging workshop at staff retreat • Build out strategy with Pomerantz Marketing • Implement across current communications 	<ul style="list-style-type: none"> • Establish a brand statement • Clarify our core values, mission, vision, and programs and ensure that board/staff are able to articulate them

<p>5. Expand ACB Visibility & Recognition</p>	<p><i>Same as above</i></p>	<ul style="list-style-type: none"> • Increase exposure in local news sources • Send out hard mailings with strongly branded content • Spotlight partnerships • Have a stronger presence in local communities (ANN, LNC, RVA, DC) 	<ul style="list-style-type: none"> • Sponsor more local events in ANN, LNC, RVA, DC • Table at local events & gather contact information • Advertise in local radios/papers • Write editorials for local news sources • Use project site signage 	<ul style="list-style-type: none"> • Double our email/ mailing lists • Attend 1 local event a month in each office • Write 3 editorials per year, per regional office • Make 5 solid connections with local media • See the Alliance in the news at least twice/month
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