July 2019 Board Meeting
Communications Report

The Alliance has had many exciting communications opportunities and successes since the last Board meeting in May. We have worked on improving our internal communications structure, improving branding and consistency of messaging, expanding our visibility and recognition, and utilizing storytelling for fundraising. Read about our major successes and metrics of growth in this communications report.

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Crab Cake Week – June 1-9, 2019

• Major media hits:
  o Richmond Times Dispatch: [https://www.richmond.com/food-drink/restaurant-news/the-savory-grain-restaurant-is-having-an-all-you-can/article_3b9e16af-c45b-5cd1-a543-c3f1b1c02e9f.html](https://www.richmond.com/food-drink/restaurant-news/the-savory-grain-restaurant-is-having-an-all-you-can/article_3b9e16af-c45b-5cd1-a543-c3f1b1c02e9f.html)
  o CBS6: [https://wtvr.com/2019/05/30/crab-cake-week-virginia/](https://wtvr.com/2019/05/30/crab-cake-week-virginia/)

• Metrics:
  o Webpage has had over 11,000 page views since May 19
  o Collected 238 new emails in Mailchimp throughout the week
  o Reached 51,000+ people through the Facebook event, with 3,800+ event responses

Chesapeake Challenge – June 1 -9, 2019

• Major media hits:
  o WHYY: [https://whyy.org/episodes/regional-roundup-06-03-19/](https://whyy.org/episodes/regional-roundup-06-03-19/)

• Posted an original graphic on social media everyday for one week encouraging people to take a pledge for small actions that lead to cleaner water
• Mayor of Annapolis, Gavin Buckley, posted a video of him pledging to each action in our Chesapeake Challenge
Asbury Broadneck United Methodist Church Press Event – June 26, 2019

- Major media hits:
  - WNAV: https://www.facebook.com/watch/?v=477386303029006
  - CBP: https://www.chesapeakebay.net/news/blog/preventing_a_churchs_memory_from_washing_away

- Metrics
  - Press release webpage has had 230 page views
  - 5 media outlets attended the press event

Other Communications Updates

- We hired our Chesapeake Conservation Corps intern, Lucy Heller, who is now our first Communications & Maryland Outreach Coordinator!
- Media hits
  - Over 50 major media hits that mention the Alliance since January 1, 2019
- Newsletter
  - In June, we launched a refreshed newsletter template that integrates with our fresh brand, mission, vision, and values based on our strategic plan work
  - The new template funnels all traffic back to our website; in order to read a story you are taken to the Alliance website
  - The new template boasts different sections for different types of content, including: top stories, events, blogs, announcements, job postings, and more
  - It also includes two donate buttons to encourage people to support the Alliance
  - July newsletter: https://mailchi.mp/94d52022e9f0/july-newsletter
- Blogs
  - We have produced 12 blogs since the last Board Meeting
    - Favorite Summertime Spot on the Chesapeake: https://www.allianceforthebay.org/2019/06/favorite-summertime-spot-on-the-chesapeake-bay/
    - Church and Partners Complete Project for Cleaner Water, Less Flooding at Historical Cemetery https://www.allianceforthebay.org/2019/06/church-and-partners-complete-project-for-cleaner-water-less-flooding-at-historical-cemetery/
- Facebook
  - Total page followers as of July 15, 2019 is 4,855
    - Total page followers as of July 18, 2019 was 3,058
  - 4,517 engaged Facebook users
  - 123,950 – The number of times any content from or about the Alliance Facebook page entered someone’s screen
  - 4,900 – The number of clicks on our content
  - 13,969 – The number of people who had any of your Page's posts enter their screen through unpaid distribution
2019 Strategic Communications Plan Updates

- We are making good progress on the action items called out in the plan
  - Build Internal Communications Structure
    - We are holding our second communications retreat in August
    - We applied for a capacity building grant to help fund a communications consultant who would help us build SOPs for communications
  - Improve Branding & Consistency of Messaging Across the Regions in Alignment with Strategic Vision
    - We are moving forward with a new mission, vision, and values
    - We have taken steps to ensure we are staying within our brand
  - Expand Alliance Visibility & Recognition to New Audiences, and Move Existing Supporters through the Donor Timeline
    - We have continue to expand our visibility through several opportunities
      - Crab Cake Week, Chesapeake Challenge, Wild & Scenic Film Festival 2020, and much more
    - In the last year we have grown our Facebook following by 63%
  - Utilize Storytelling for Fundraising
    - We’ve been sharing more stories through blogs and editorials and including this content in our newsletter and on social media