Marketing Allies Call #1
Monday- August 12, 2019

Hosted by:
Zach Sykes, Octagon
Kathryn Harvey, Neue South
Madeleine McGee, Together SC
#yalltogetherSC Planning Team

Zach Sykes, Octagon
Kathryn Harvey, Neue South Collective
Denise Howard, Eastern Carolina Community Foundation
Sheila Caldwell, The Heart2Heart Foundation
Cherise Arrendale, Central Carolina Community Foundation
Sara Blancke, Boys & Girls Clubs of the Crescent Region
Joey Wallace, United Way of the Midlands
Paige Knowlson, Pattersons Academy

Madeleine McGee, Together SC
Our Aim - What is #yalltogetherSC?

1. Expand #yalltogetherSC to celebrate and connect great people doing good work, not just for #GivingTuesday
2. Engage marketing “do gooders” who want to collaborate
3. Oversee special projects: Giving Tuesday, 2020 Census & More
4. Host monthly 1-hour call-in “work sessions” to hear great tips from marketing peers & design collaborations you can use, too
5. Share the impact of our nonprofits and marketing allies working together for the betterment of our South Carolina
Today’s Topics – All in One Hour

1. Welcome – Our Team & Who’s on the call?
2. Our Aim - What is #yalltogetherSC?
3. #GivingTuesday / #BrewGoodSC
4. 2020 Census #CreativesForTheCount
5. Marketing tips and tricks – creating a PR calendar
6. How can we help you?
7. What else would you like to see here?
Welcome “Do-Gooders!”
A Little Instant Polling

SURVEY QUESTION 1:
What part of South Carolina do you aim to reach with your communications efforts?

(Ex. Charleston County, Entire State of SC, Upstate, City of Greenwood, etc.)
More Instant Polling

SURVEY QUESTION 2:

Why did you sign up for these calls?
Cornerstone Projects

#GivingTuesday

CENSUS COUNTS 2020

#yalltogether SC
What we heard...

After last year’s #yalltogethersc campaign, we heard from participating nonprofits that convening multiple organizations for a day of event that would bring more media attention and people to the cause would be most helpful...not adding another campaign to the mix.

Where better to convene folks than a local brewery or coffee shop!
Introducing #BrewGoodSC
WHO: Together SC nonprofits, SC Brewers Guild*, Neue South & Octagon (Possibly a coffee chain)
WHAT: A Community Gathering
WHEN: 5 – 9pm on Tuesday, December 3, 2019
WHERE: Anywhere Good Can be Brewed - local breweries, coffee shops, etc.

* The Guild has around 50 of the 90 breweries in the state that are members.

Upstate Liability, Carolina Bar House, Thomas Creek, RJ Rockers, Swamp Rabbit
Low country: Tradesmen, Common House Ale Works
Midlands Steel Hand
WHY:
• Our goal will be community focused in an effort to expand the Giving Tuesday focus beyond fundraising and bring communities together to learn about and act on the needs of area nonprofits.
• We will provide high visibility opportunities to garner awareness and media attention and provide marketing toolkits for each partner.
• Think we can have 5+ events happening simultaneously across the state?
**HOW:** Nonprofits will offer interactive, creative activities that encourage attendees to #BREWGOODSC by giving:

- **TIME** - Pledging hours will volunteer in 2020
- **GOODS** - Collecting needed supplies
- **VOICE** - Signing letters to elected officials
- **KINDNESS** - Writing thank you notes for the nonprofits.
- **INSPIRATION** – Participating in conversations about critical community issues
- **TALENT:** Building something needed like “book nooks.”
- **DOLLARS:** Challenging your peers to give
Engaging Our Networks

Using New Power

Participation Scale

- **Consuming**: I consume content produced by the movement
- **Sharing**: I share what I consume with others
- **Affiliating**: I identify as part of the movement
- **Adapting**: I contribute to the ideas of others to empower the movement
- **Funding**: I financially support the movement
- **Producing**: I create content or assets for the movement
- **Shaping**: I shape and protect the norms of the movement

© 2018 - “New Power” by Jeremy Heimans and Henry Timms
Next Steps

• Review #BrewGood memo emailed to you after this call.

• Talk with your team as to what might work for your organization. Consider potential partners.

• Bring questions and ideas to Sept. 9th call
  • What would you want that’s not included?
  • Will it work for groups to self organize?
  • Do you want templates for various activities?
More Instant Polling

SURVEY QUESTION 3:

What excites you the most about these preliminary plans?
More Instant Polling

SURVEY QUESTION 4:

Would you be willing to organize a local gathering?

If so, please share your contact information in the chat box so we can get in touch with you soon.
• A true collaboration!

• Focusing on selected hard-to-count populations: Children 0-5, African American men, and the Latinx population

• Goals: 10% improvement in their returns and for targeted geographies. 80% self-return statewide

• Raising funds for mini grants to groups on the group engaging hard-to-count populations.
### Current Partners

<table>
<thead>
<tr>
<th>Blue Cross Blue Shield of SC Foundation</th>
<th>SC Commission for Minority Affairs</th>
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<tbody>
<tr>
<td>The Duke Endowment</td>
<td>SC Grantmakers Network</td>
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<tr>
<td>The Fullerton Foundation</td>
<td>SC Office of Rural Health</td>
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<td>Office of SC Governor Henry McMaster</td>
<td>SC Primary Healthcare Association</td>
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<td>J Marion Sims Foundation</td>
<td>SC Progressive Network</td>
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<td>Neue South Collective &amp; Census Accelerate</td>
<td>SC Revenue &amp; Fiscal Affairs Office</td>
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<tr>
<td>PASOS (LatinX advocacy organization)</td>
<td>Sisters of Charity of SC Foundation</td>
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<td>Piedmont Care Foundation</td>
<td>Together SC (non-profit network)</td>
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<td>SC Appleseed Legal Justice Center</td>
<td>United Way Association of SC (UWASC)</td>
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<td>SC Assoc for Community Economic Development</td>
<td>Local United Ways</td>
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<td>SC Assoc of Public Library Administrators</td>
<td>US Census Bureau</td>
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<td>SC Christian Action Council</td>
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#yalltogether
South Carolinians Doing Good
What: South Carolina #CreativeForTheCount create-a-thon


When: October 14th, Columbus Day Where: Columbia

Event Format: A half day workshop where teams will rapidly produce visual content on the 2020 Census, targeted to hard-to-count communities in South Carolina, to be used by key nonprofits and advocacy organizations. The goal is to generate compelling media that spread Census awareness, help organizations do better digital outreach, and inoculate against disinformation.

Why: Targeted hard-to-count populations identified - children 0-5 (parents of), African American men, and the Latinx population – deserve to be counted and communicated with in a way that resonates with them.
The Census is not equal opportunity

<table>
<thead>
<tr>
<th>Overcount</th>
<th>Undercount (historically harder-to-count groups)</th>
</tr>
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<tbody>
<tr>
<td>• Non-Hispanic Whites</td>
<td>• People of color; American Indians on reservations</td>
</tr>
<tr>
<td>• Homeowners (<em>proxy for higher income</em>)</td>
<td>• Young children (<em>ages 0-4</em>)</td>
</tr>
<tr>
<td>• College students living away from home</td>
<td>• Renters (<em>proxy for lower income</em>)</td>
</tr>
<tr>
<td>• Older people</td>
<td>• Immigrant/LEP households</td>
</tr>
</tbody>
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FCCP

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South Carolinians Doing Good
### 2020 CHALLENGES

"Count everyone once, only once, and in the right place"

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>Internet as primary response option, addressing the digital divide</td>
<td>Reduce number of field staff, larger territories</td>
</tr>
<tr>
<td>Delayed communications plan</td>
<td>Inadequate funding has affected census operations implementation</td>
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<tr>
<td>Community reluctance</td>
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</tbody>
</table>

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South Carolinians Doing Good
### Road to the 2020 Census

#### 2020 Census Operational Timeline

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>2018</td>
<td>March: Census Bureau delivers questions to Congress</td>
</tr>
<tr>
<td>2018</td>
<td>April: Open 6 regional census centers</td>
</tr>
<tr>
<td>2018</td>
<td>November: Full implementation of the communications program</td>
</tr>
<tr>
<td>2019</td>
<td>October: Partnership specialists begin working for Census Bureau</td>
</tr>
<tr>
<td>2019</td>
<td>January: Begin enumeration in remote Alaska</td>
</tr>
<tr>
<td>2019</td>
<td>February: Group Quarters Operation begins</td>
</tr>
<tr>
<td>2019</td>
<td>March: Update Leave begins</td>
</tr>
<tr>
<td>2020</td>
<td>March: Internet Self-Response begins</td>
</tr>
<tr>
<td>2020</td>
<td>April 1: Census Day</td>
</tr>
<tr>
<td>2020</td>
<td>May: Nonresponse Followup begins</td>
</tr>
<tr>
<td>2021</td>
<td>December 31: Deliver apportionment counts to the President</td>
</tr>
</tbody>
</table>

#### Key census activities start in 2018 and continue through 2021

- **January-March**: Open 40 area census offices
- **June-September**: Open remaining 2018 area census offices
- **August**: Conduct in-field Address canvassing

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United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Why Should Your Organization Participate?

• Help give a voice to the voiceless.
• Strengthen your grassroots communications.
• Be part of a community collaboration.
• Develop your marketing chops.
How Might Your Organization Participate?

• Volunteer to serve on your local Complete Count Committee
• Include in your spring 2020 communications plans outreach to those you serve to encourage their participation in the Census.
• Engage trusted messengers.
• Host events at which clients can complete the Census online.
• Utilize one of the 2020 SC Counts grants offered to help with implementation.

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South Carolinians Doing Good
Today’s Tips & Tricks:
Creating an Annual PR Calendar

Cherise Arrendale
Central Carolina Community Foundation
Why?

• Provides roadmap to you and your staff/team
• Allows you to think strategically about messages – not just react
• Avoids mixed messages and “all action, no traction” communications
• Helps you prioritize and say NO
• Gives you room to react when needed
Resources

EDITORIAL CALENDARS - RESOURCES FOR YOU

Monthly Nonprofit Writing Prompts to Help with Writer's Block
You need ideas to create an editorial calendar, but sometimes that's easier said than done. Our Monthly Nonprofit Writing Prompts e-newsletter can help with the dreaded writer’s block that all of us face at some point. Every month we'll email you at least 10 ideas for your blog, newsletter or social media accounts. Just fill out the form below to be added to the mailing list. The newsletter is sent the first week of every month.

From Our Blog . . .
When Your Boss is a Lousy Communicator

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South Carolinians Doing Good
Key Elements

- Communication Channels
- Content Topics/Messages
- When Content Will Be Published

Also nice to include:
- Stage or Status of Content
- Who is Responsible
- Conversations or Details about the Content (photos, quotes, etc.)
# My Experience

<table>
<thead>
<tr>
<th>Week of</th>
<th>Entire Month</th>
<th>October 3rd</th>
<th>October 10th</th>
<th>October 17th</th>
<th>October 24th</th>
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<tbody>
<tr>
<td>Event/Themes</td>
<td>BCP Tickets on Sale</td>
<td>BCP Tickets on Sale (10/03)</td>
<td>One SC Flood Relief Benefit Concert (10/04)</td>
<td>Connected Communities Grants Open</td>
<td></td>
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<tr>
<td>Call to Actions</td>
<td>Anniversary of SC Flood</td>
<td>Anniversary of SC Flood (10/3)</td>
<td>Knight Cities Challenge Opens (10/16)</td>
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<tr>
<td>Website</td>
<td>Flood Impact Page</td>
<td>Stephanie Kilpa-Cooper, Laverder</td>
<td>Love Where You Live: Art Bjornstad</td>
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<td>Blog</td>
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<td>Email</td>
<td>E-newsletter: SC Flood, MG Registration</td>
<td>Nonprofit News: MG Registration, Connected Communities, Knight Cities Challenge</td>
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<td>Newsletter</td>
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<tr>
<td>Press Releases</td>
<td>BCP Invitation Mailed</td>
<td>BCP Ticket Winners Announcement (10/12)</td>
<td>Financial Statements Mailed</td>
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<td>Other PR</td>
<td>Anniversary of Flood-Related Interviews</td>
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<td>Advertising</td>
<td>Columbia Metropolitan-13 Square CBR Morning Report Email-Digital Ad</td>
<td>The State-Food Ad</td>
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<td>Staff Email Signatures</td>
<td>Best of Philanthropy</td>
<td>Best of Philanthropy</td>
<td>Best of Philanthropy</td>
<td>Best of Philanthropy</td>
<td>Best of Philanthropy</td>
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<tr>
<td>Social Media-Facebook, Twitter, Instagram</td>
<td>Mr.</td>
<td>Mr.</td>
<td>Mr.</td>
<td>Mr.</td>
<td>Mr.</td>
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<tr>
<td>Twitter</td>
<td>Mr. Food Anniversary</td>
<td>Mr. Food Awareness</td>
<td>Mr. Food Awareness</td>
<td>Mr. Food Awareness</td>
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<td>Instagram</td>
<td>W MG Info Session</td>
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<tr>
<td>Other</td>
<td>F Blog Post</td>
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South Carolinians Doing Good
My Experience

Big Picture Timeline
Individual Campaigns
Editorial Calendar
To-Do List
## My Experience

<table>
<thead>
<tr>
<th>FY19 Editorial Calendar</th>
<th>July</th>
<th>August</th>
<th>Q1</th>
<th>September</th>
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<tbody>
<tr>
<td><strong>Advancement/Donor Relations</strong></td>
<td></td>
<td><strong>Charitable Donor Survey</strong></td>
<td><strong>8-12 Black Philanthrophy Month Event</strong></td>
<td><strong>28-31 IBAWebinars for NGOs</strong></td>
</tr>
<tr>
<td><strong>Community Investment</strong></td>
<td><strong>31-Connected Community Opens</strong></td>
<td><strong>31-Catalyst Award Opens</strong></td>
<td><strong>15-Connected Community Closes</strong></td>
<td><strong>15-Catalyst Award Closes</strong></td>
</tr>
<tr>
<td><strong>Finance</strong></td>
<td><strong>Fund Statements/Financial Brief - introduce Finance Team</strong></td>
<td><strong>6: Launch On The Table</strong></td>
<td><strong>28-31 MG Registration Opens</strong></td>
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<tr>
<td><strong>Strategic Initiatives</strong></td>
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<tr>
<td><strong>Marketing/Communication</strong></td>
<td><strong>Donor Digest</strong></td>
<td><strong>Newsletter</strong></td>
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<tr>
<td><strong>Board/Strategic Planning</strong></td>
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<tr>
<td><strong>Other</strong></td>
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<td></td>
<td><strong>Black Philanthropy Month</strong></td>
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<tr>
<td><strong>Promote &amp; Increase Philanthropy</strong></td>
<td></td>
<td><strong>8PM - 10 nonprofit values, Imaniha Facebook Live</strong></td>
<td></td>
<td><strong>'31' Blog from Heather/ Kevin 'Why Black Philanthropy Month?'</strong></td>
</tr>
<tr>
<td><strong>Connect Community</strong></td>
<td></td>
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<td><strong>'CC Guest Blog: Summer Cultural Center' 'CC Guest Blog: Town of North'</strong></td>
</tr>
<tr>
<td><strong>Distribute Grants</strong></td>
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<td><strong>Back to School Nonprofit Needs</strong></td>
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South Carolinians Doing Good
My Experience

**Campaign Name:** Black Philanthropy Month (August) & Giving Black Day (8/28/19)

**Objective/Goals:**
- Increase awareness of African-American philanthropy
- Promote and support the national Giving Black Day

**Target Audiences:**
- African-American community
- Giving Black Day – Millennials, Gen X, Black-led and black benefiting nonprofits

**Key Messages:**
- July/August in NPO community: Register for Giving Black Day
- Support our local Black-led black benefiting nonprofits during Giving Black Day

**Additional Details:**
- Giving Black Day: givingblackday.org
  - CCCF is a sponsor and offering the following prize: Eight nonprofits based in the Midlands SC area who raise $250 or more will be randomly drawn from the Midlands Leaderboard to receive a $250 prize drawing.
  - Hosted by the Young, Black and Giving Back Institute (YBGB) – tag in all posts
  - #givingblackday
  - #NPO:August28
- Black Philanthropy Month – www.blackphilanthropymonth.com – tag in all posts
  - Annual, global celebration of African descent giving
  - 2019 Black Philanthropy Month Theme: Let’s Make History
  - #BPM2019

**Tactics/Timeline:**

**Advertising:**
- Carolina Philanthropy and Minority Eye – Weeks of August 12, 19, and 26
- Social media ads

**Public Relations:**
- Press release distributed week of 8/5
- Reach out to radio stations for interviews: Alpha Media, Millennial FM, Judi - Kiss

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South Carolinians Doing Good
My Experience
Questions?
More Instant Polling

SURVEY QUESTION 5:

Can you please share 3 specific topics that you would like us to cover in this manner on future calls?
More Instant Polling

SURVEY QUESTION 6 (Final question!)

Please share reactions of today’s call. What else do we need to know or would you like to see?

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South Carolinians Doing Good
Next Steps

• Join Facebook Group
   https://www.facebook.com/groups/yalltogethersc/

• Join the free webinar: 10 Fundraising Tips for a Successful #GivingTuesday 2019 – Nonprofit Tech for Good on Tuesday, August 13th

• Talk with your team as to what might work for your organization for #BrewGoodSC & 2020 Census

• Bring questions and ideas to Sept. 9th call

• Review one sheets and presentation shared on Tuesday, August 13th
Mark your calendar!

September 9
October 9
November 11

**December 3 - Giving Tuesday! (No scheduled call)**
December 9

January 12
February 10

**March 4 – 6 SC’s Nonprofit Summit (No scheduled call)**
March 9

**April 1 – 2020 Census Launch (No scheduled call)**
April 13
May 11
June 8
Bring on the Questions!

NEXT CALL:

MONDAY, SEPTEMBER 9 • 12pm
Same time, Same place
Actions Should Be:

**SUCCESS** – six qualities the Heath brothers see behind a sticky idea:
- Simple
- **Unexpected** – surprises you and makes you want to know more
- **Concrete** – creates a clear mental picture for people
- **Credible** - uses statistic, expert endorsements
- **Emotional** – appeals to deep human instincts
- **Stories** – takes you on a journey that helps you see how an existing problem might change.
- **S**- success

**ACE** - Design principles key to making an idea spread from New Power
- **Actionable**
- **Connected**
- **Extendable / Replicable**