

ParentChild+

Equal Possibilities from the Start

Communications:

**Key to Financial Sustainability &
Expanding General Operating Support**

October 2024



Communications Strategy Recommendations

- Hire a Consultant to **Create Strategy for Brand Recognition, Fund Generation, + Lists**
 - **Utilize Pew** funds (that can only be used for a consultant) to pay for the consultant position approved by the Board Meeting at the June meeting
- Hire a Director of Communications + Marketing to **Advise, Implement, + Execute Strategy**
 - Hire a full time Communications and Marketing Director using funds approved for consultant (\$150k) at June board meeting as we no longer require funds for a consultant - ASAP

Reasoning

- We have covered the cost of the approved consultant with the Pew Grant
- This change will not cost any additional money in year 1, it will redirect the funds allocated in the June Board meeting for consultant to cover 1.3 years of a full-time expert who will be able to support strategy development and implement the strategy, providing consistent, ongoing support for the organization.

Advantages & Outputs

Pew Consultant	FTE – Communications + Marketing
Evaluation <ul style="list-style-type: none"> Organizational Market 	Institutional Knowledge <ul style="list-style-type: none"> Investment in onboarding stays with ParentChild+ Experience operationalizing strategies
Business + Financial Modeling <ul style="list-style-type: none"> Utilizing an "if/then" scenario modeling framework 	Partnership to Consultant <ul style="list-style-type: none"> Informing Implementation of strategy
Replicable Communications Strategy	Execution of any/all strategies developed <ul style="list-style-type: none"> Implementation of previous brand guidelines set by consultant Future strategies developed by Pew consultant
Specific Funder Prospect Lists <ul style="list-style-type: none"> GOS/National Center Philadelphia Bay Area 	Ongoing content expertise and guidance for junior Comms + Marketing staff member
Public Funding Strategy	Partnership with Development Staff
	Increased communications output yields increase in funding

What Do We Need?



- LARGE INVESTMENTS WITH FEWER RESTRICTIONS

How Do We Get There?



- COMMUNICATIONS = BRAND + VALUE AWARENESS
 - External brand alignment + recognition
 - Internal adoption of brand
 - Annual strategic communications plan
 - Media liaison
 - Staff member who understands social media capabilities and how to use them to drive to goals + impact
 - Staff member to inform, liaise, + execute strategy being developed by consultant

Why Do We Need Brand Awareness?

Scale + Expansion



Fund Development

- Moving into new states requires **brand recognition** for public and private funding support
- Brand/logo/program recognition leads to more opportunities to raise funds from individuals, corporations, foundations, and the government

Recognized Credibility

- Communicating Research + Evaluation Outcomes (Further effectiveness of the Scott investment)

Adoption of Program

- Getting our work recognized
- Establishing ParentChild+ as expert in field

PR Strategy

- PR pushes (individual articles or TV/Radio pieces) don't work without brand recognition – doing so without that wastes our relationship capital
- Current Devo | Comms Team doesn't have the bandwidth to fully support a consultant – neither onboarding nor execution
- PR strategy is only as good as the person who executes internally

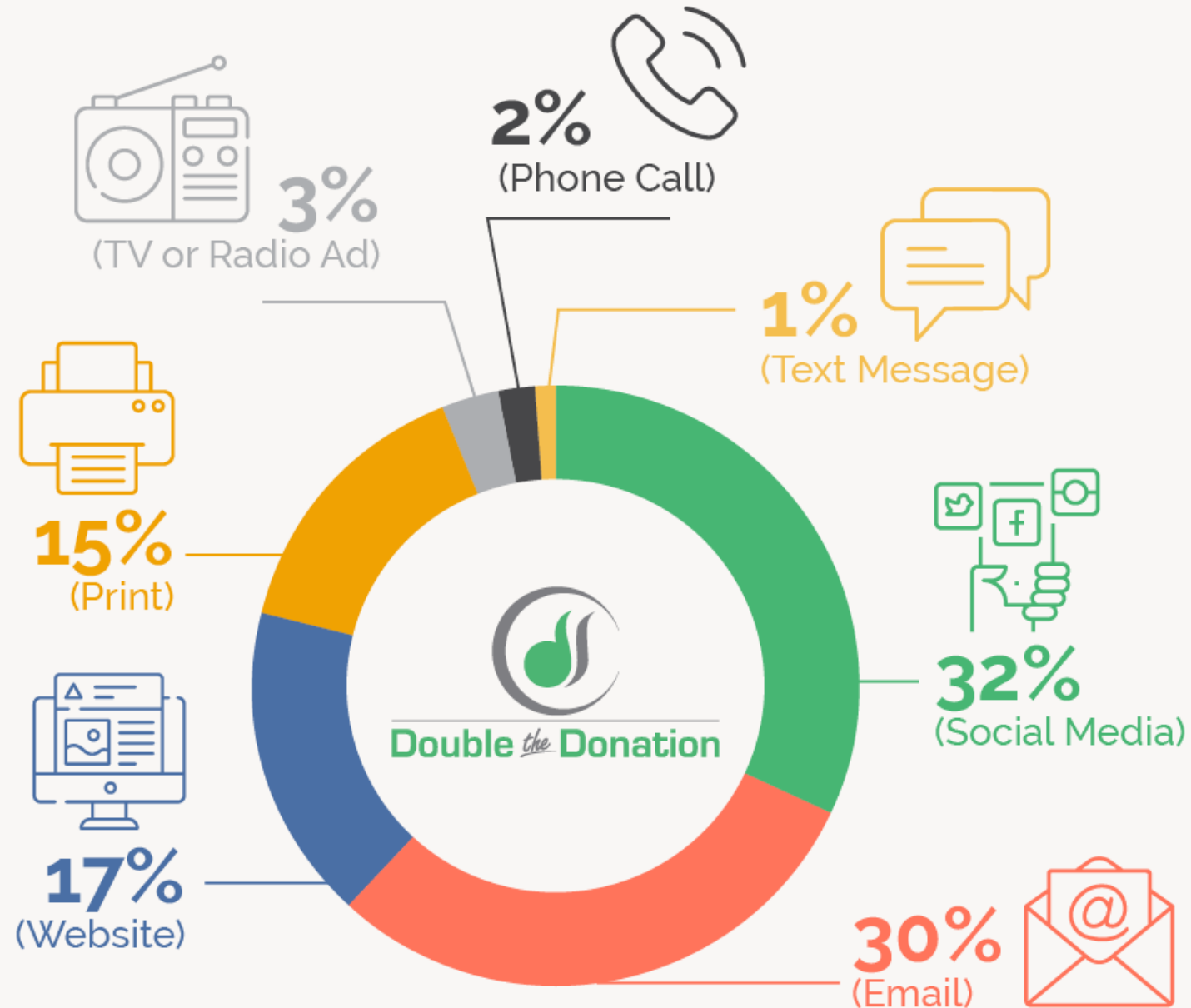
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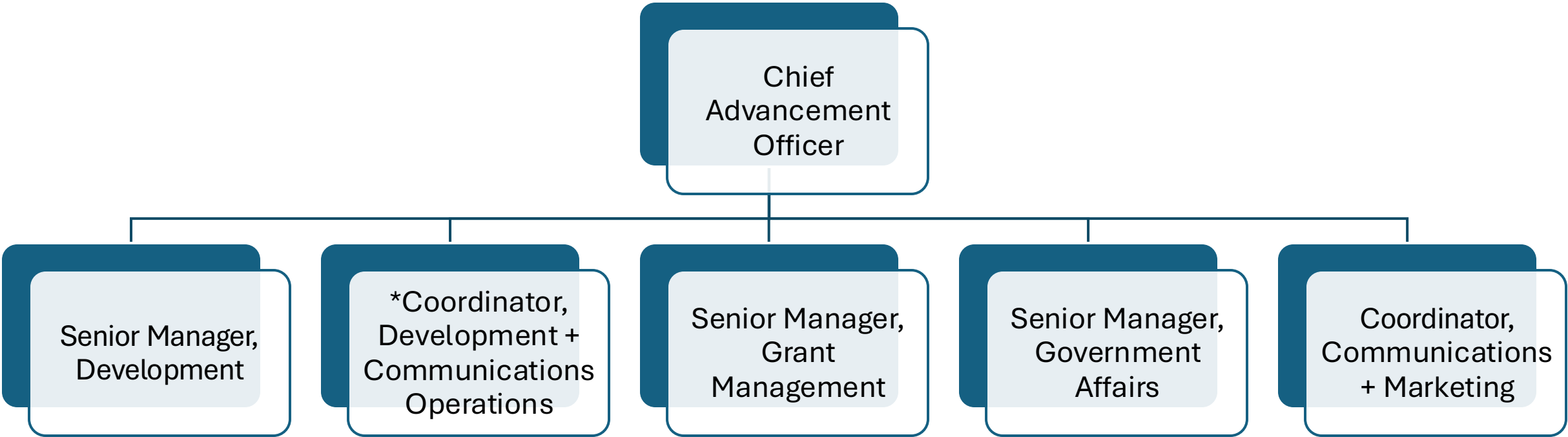
DID YOU KNOW?

- 46 percent of consumers would pay more to purchase from brands they trust + brands with consistent presentation increase revenue by as much as 33 percent!) Before a donor is ready to give, they first need to know you exist. And even more than that, a donor needs to see your brand 5-7 times before they even **remember** it.
- A well-established brand with positive associations and a compelling narrative is more likely to resonate with individuals and inspire them to contribute their time, talent, and treasure.
- Brand equity enhances fundraising and advocacy efforts by differentiating your nonprofit from competitors, establishing a strong presence in the market, and attracting potential donors and sponsors.
- Female donors are more likely to make a donation because of social media marketing, while male donors are more likely to give because of email messages. In both cases (social + email), the person will need to know your brand. Either by following social or opting into our email.

Donors are most inspired to give via:



New Team Structure (Team as funded for FY25)



*temporarily reporting to CAO during full transition to Raisers Edge

Proposed Development + Comms Teams Structure (FY25/26)

