

REEL CAUSES MARKETING-COMMUNICATIONS PLAN

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Goal

The aim of the communication initiative is to increase attendance at RC screenings, by increasing awareness of the organization and its events, and to increase RC memberships

Audience – Stakeholders - Priorities

- The audience is film lovers with a social conscience. For this particular communication initiative, they are the priority
- Stakeholders include SFU and VIFF, who should be recognized in marketing – media materials, with brand recognition (logos) or in text

Information and Communication Needs

- We need broader awareness of our organization
- We need increased membership among those who attend our events
- We need greater awareness of future events, for people at our events
- We need clarification of how we offer discount at one venue but not the other

Messages

- RC events are worth attending; unique entertainment while doing good and connecting to community
- Joining the organization is a good investment financially and socially
- ~~There is an opportunity to donate funds~~ *(this is on hold as a message, pending discussions about charitable status)*
- There are frequent events, and upcoming events

Communication Channels

1. Print materials (in active development)
2. Signage for RC information booth (in discussion)
3. Media (events listings) (pending volunteer)
4. Media ('earned media'; stories/articles) (needs more action; pending volunteer)

5. Emailout flyers created; via marketing outreach to event-specific organizations (under way)
6. Social media (established)
7. Website (new site in active development)
8. Branding (eg. creating different versions of RC logo horizontal, vertical)
9. Speaking engagements [for development]
10. Print advertising [needs \$5000/year funding before initiating this Georgia Straight step]

Activities and Materials

- A brochure that audience members can take away, to provide to audience, public, stakeholders and media (*in active development, April 2013*)
- ~~Takeaway information about making donations~~ (*this is on hold as a message, pending discussions about charitable status*)
- Takeaway promotional material about upcoming screenings (*started March 2013*)
- Information tables signage, mounted on spongeboard
- Marketing flyer produced for marketing outreach person (biweekly) (*Started end of 2012 [check date]. May 2012 this task will be handed off from Mar-Comm Director to Designer*)
- Media release issued, when there is a 'first' or 'only' screening (premiere), or a Reel Causes expansion (eg. to another city)
- Very short event summary created and emailed (including 'Benefits' listings) (Biweekly) [needs volunteer, so for future development]

Project Tracking + Plan Implementation

Logo Tweaks

Shelley & Dana have recommended a few small tweaks to the two logos/graphics currently used for Reel Causes – to do with removing drop-shadows, changing the 'thru' to 'through'. Mohamed has put original graphics person Marty by e-introduction with Shelley, to get them to a stage where they work for what she's doing on the website. The improved versions to be carried over to Anita for consistent look with the flyers.

Print Materials

Brochure

- Draft a panel-plan for the brochure, and proposed text for each panel
- Find volunteer designer
- Obtain Board approval for text and design of brochure
- Exploratory calls to VPL & Vanc Parks & Rec re: acceptance of brochure for distribution throughout region
- Decide on # of brochures for first print run
- Decision re: RC expenses or stall to sponsorship partnership to print shop (task for someone convincing)
- Print brochures on 60-100% recycled-material paper

Distribution:

- via information table at RC events
- Vancouver community centres
- Vancouver public libraries
- Contact community centre and library central distribution points, end goal - willingness to distribute brochures through city, and advice on brochure #s for their venues

Upcoming-Screening Promotion Mini-Flyers

This new system has just begun.

- Event e-flyer is created by Anita
- Mar-Comm Director will approve (consulting with Mohamed & Ian for any queries)
- E-flyer is sent to Sasha (for outreach/emailing), to Ian (for EventBrite) and to Mohamed (for Leanne at SFU)
- As soon as an event's e-flyer has been created, a slightly-altered version of it (without embedded links) is created for printing and hand-out.
 - New step: it needs to be saved in 4-to-a-page format.
 - and then forward to Ian Merkel for printing
 - [Ian uses the print shop _____, located at _____, that charges a reduced rate of _____ (information in case of Ian's absence)].

- Ian then prints fliers, to be available on the Reel Causes tickets table (and handed out, if enough event volunteers) – at least at the VIFF event preceding, and ideally, at the preceding SFU venue event.

Improved + Larger Information Table Signage

- Needs assessment; consult with volunteers and Board members who ‘staff’ the membership sales desk, and the ticket sales desk / RC info table, about what are the current information challenges they encounter at events and what signage would improve things

- Print and mount on spongeboard

Media Relations

- media database (workbook) to be created, in part from provided documents, with followup calls to update list (volunteer required)
- when there is a ‘first’ or ‘only’ screening (premiere), or a Reel Causes expansion (eg. to another city), media release issued (editorial; publicity)
- all media releases to be approved by 2 Board members prior to circulation
- media releases to be sent out when Skype interviewee is confirmed (Mohamed to send update email to Board members whenever each Skype interviewee confirms) (Lisa can do)
- volunteer to be guided in pitching media and doing follow-up calls weekdays (volunteer required)
- invitations – Katherine Monk of Vanc. Sun and Adrian Mack of Georgia Strait have been invited to events. New weekdays-available volunteer will be need to actively pursue media attendance at events

Website

The website has to be changed because in its current design it takes many hours to do a single new-event update which isn’t sustainable, and also to go to a simpler platform so that other Shelley-trained Reel Causes board members can make simple updates to the site.

- ❖ Building a new website, from the template on the moniquehivers site (see landscape page at end of document).
- ❖ See new website navigation on next page.
- ❖ All new content is located/available in the shared Dropbox Reel Causes folder, at Marketing/Website/New Site Content April 2013