



OUR HELPERS STRATEGIC COMMUNICATIONS PLAN

September 2025

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Our Helpers Strategic Communications Plan

Document Purpose

Our Helpers is a community-rooted organization dedicated to empowering immigrants and their families through compassionate support and vital resources. This communications plan will serve as a guiding framework for Our Helpers' communications activities over the coming years.

It is designed as a living document, regularly updated to reflect evolving priorities, key messages, talking points, delivery schedules, and communications strategies and tactics.

The purpose of this plan is to ensure that all communication efforts consistently:

- Reflect Our Helpers' mission, vision, and values
- Foster trust, dignity, and belonging for immigrant communities
- Build strong connections with partners, stakeholders, and supporters
- Empower staff and volunteers with clear and consistent messaging
- Effectively engage diverse audiences to strengthen awareness, support, and impact

Background Story

Our Helpers was founded with a deep commitment to stand beside immigrants as they face the challenges and opportunities of building a new life in a new country. We know this journey can bring uncertainty, hardship, and moments of isolation. That's why Our Helpers provides compassionate, practical support rooted in respect and hope.

From day one, we have focused on meeting immigrants where they are—offering more than just services. We offer genuine care that honors each person's unique story and potential. Every interaction is meant to restore confidence, build trust, and create spaces where people feel seen, safe, and valued.

Thriving means more than meeting immediate needs. It means building strong connections through community programs and partnerships, supporting mental and emotional well-being, and providing tools for growth—through education, job training, and personal development.



When urgent needs arise, we act quickly and with care, ensuring individuals and families get the essential support they need without delay or judgment.

At its core, Our Helpers believes that by empowering immigrants with dignity, opportunity, and support, they can overcome obstacles and help build stronger communities. Our work reflects the power of hope, resilience, and shared strength.

Mission

We empower immigrants to navigate change and seize opportunity by providing compassionate support and vital resources—cultivating strong, thriving communities.

Vision Statement

A future where immigrants have the confidence, support, and opportunities to build meaningful lives and contribute fully to their communities.

Positioning Statement

We meet immigrants where they are—with dignity, hope, and the support to thrive.

Services

At Our Helpers, we offer practical and caring support to immigrants and their families at every stage of their journey. Our services include:

- **Building Connections:** Creating welcoming spaces and partnerships that help immigrants form lasting relationships and feel at home.
- **Urgent Assistance:** Providing fast, respectful help with essential needs such as housing, legal support, and basic resources.
- **Skills and Growth:** Offering programs and coaching that open doors to education, work, and new opportunities.
- **Wellness Support:** Providing care and counseling focused on emotional health, especially for youth and families facing difficult transitions.

We focus on respect, trust, and strength—making sure everyone we serve feels valued and supported to thrive.



Key Personnel

Name	Title	Contact
Dr. Dorothy Hassan	Chief Executive Officer	

Target Audiences, Goals & Objectives

Target Audience	Goals	Communication Objectives
Immigrant Individuals & Families	Build trust, provide accessible information, encourage use of services, and foster belonging.	• Share clear information on programs and resources. • Reinforce dignity, respect, and hope in all messaging. • Highlight stories of resilience and success to inspire confidence. • Provide translation assistance when needed.
Community Partners, Faith Leaders & Local Organizations	Strengthen partnerships to expand reach and resources for immigrant families.	• Communicate shared values and mutual benefits of collaboration. • Promote joint initiatives and highlight community impact. • Provide regular updates to keep partners engaged and informed.
Donors & Funders	Increase financial and resource support for programs.	• Share compelling stories of impact and need. • Demonstrate transparency and accountability through outcomes and reporting. • Align appeals with donors' values of compassion, inclusion, and empowerment.
Volunteers & Staff	Recruit, retain, and inspire a motivated team aligned with the mission.	• Provide clear calls to action for volunteer opportunities. • Celebrate staff and volunteer contributions.



		• Reinforce shared purpose and mission alignment.
Policy Makers & Government Agencies	Elevate immigrant voices in decision-making and secure support for community programs.	• Present evidence-based advocacy messages tied to immigrant needs. • Highlight community impact to influence supportive policies. • Build credibility and trust through consistent, respectful engagement.
Stakeholders & Board Members	Equip them to serve as ambassadors and advocates for the mission.	• Provide talking points, key messages, and success stories they can share. • Keep them informed with insider updates and progress reports. • Offer tools (presentations, donor leave-behinds, social media assets) to extend organizational reach.
General Public	Build awareness, empathy, and support for immigrant communities.	• Humanize immigrant stories to counter stereotypes. • Promote community events and opportunities to engage. • Position Our Helpers as a trusted, compassionate voice in the community.

Strategies and Tactics

To generate the greatest engagement from target audiences, this plan adopts an active communications posture. Active communication—in contrast to reactive, passive, or crisis-only approaches—builds trust and achieves greater impact when it is planned and proactive.

This plan uses a layered approach to deliver key messages to audiences, with the goal of reinforcing each message at least five to seven times through various formats, channels, and trusted messengers.

An omni-channel strategy ensures that Our Helpers' messages and materials reach audiences broadly, with consistency and clarity, across multiple touchpoints. This

approach allows communications to resonate deeply, increasing awareness, connection, and support.

Strategically, the omni-channel and layered communications approach will:

- **Establish a steady rhythm** of engagement with key internal and external audiences early and often.
- **Deliver meaningful and actionable information** that informs, inspires, and builds lasting support for Our Helpers' mission.
- **Create a push-and-pull dynamic:** proactively sharing (pushing) essential information and inviting (pulling) dialogue, feedback, and stories from the community to keep communications relevant and responsive.
- **Leverage allies and partners** to broaden reach by sharing and endorsing Our Helpers' messages and resources.
- **Amplify impact through storytelling,** highlighting year-round stories of resilience, belonging, and success to strengthen awareness and support.

Voice & Tone Guidelines

- **Warm and Trustworthy:** Speak with care, clarity, and consistency.
- **Empowering and Uplifting:** Highlight individual agency and shared strength.
- **Respectful and Genuine:** Honor each person's experience and background with sincerity.
- **Clear and Accessible:** Communicate with simplicity, empathy, and purpose.

Messaging Pillars

1. **Dignity & Belonging**
Every interaction affirms the worth of each person. We build trust, restore confidence, and create space where immigrants feel seen, safe, and respected.
2. **Community Building**
We create connections through programs, partnerships, and shared experiences—turning support into belonging, and belonging into strength.



3. **Rapid Response Support**

When urgent needs arise, we act quickly and compassionately—offering essential aid with respect and care.

4. **Growth & Opportunity**

We equip immigrants with skills, knowledge, and support to pursue personal and professional development—opening doors to new possibilities.

Mental Health & Wellness

We promote emotional and psychological well-being through support designed especially for youth and families navigating transition and trauma.

Key Messages [by Pillar]

1. Dignity & Belonging

- *Every immigrant deserves to feel seen, respected, and valued.*
- *We meet people with care that restores confidence and builds trust.*
- *Belonging grows from compassion and genuine connection.*
- *When people feel safe and respected, they are free to flourish.*

2. Community Building

- *Strong communities grow when everyone has a place and a voice.*
- *Our Helpers creates connections through programs, partnerships, and shared experiences.*
- *Relationships become the bonds that turn support into strength.*
- *Together, we are shaping spaces where families can flourish.*

3. Rapid Response Support

- *No family should face a crisis alone.*
- *Our Helpers responds quickly with compassion, not judgment.*
- *Hope begins when someone shows up and stands alongside you.*
- *Timely, respectful support can change the course of a family's future.*

4. Growth & Opportunity

- *Every immigrant brings extraordinary potential, waiting to be developed.*
- *Education, training, and resources open doors to brighter futures.*
- *Growth comes when people are empowered to build their own path.*
- *We help turn possibility into progress.*

5. Mental Health & Wellness



- *We provide safe spaces for youth and families to heal and grow.*
- *With care and counseling, immigrants can navigate transition with resilience and hope.*
- *Our Helpers walks with families through challenges, nurturing long-term strength.*
- *True support goes beyond urgent needs and builds lasting belonging.*

Tagline Options

A tagline is a short, memorable phrase that expresses the heart of Our Helpers' mission and promise. Taglines are part of the brand identity and are used consistently to strengthen recognition and trust. The tagline is best used on your website, print materials, and email signatures.

Primary

- *Empowering Immigrants, Strengthening Communities*
- *Weaving Community, Building Belonging*
- *Dignity. Opportunity. Belonging.*
- *Hope and Support to Help Families Thrive*
- *Dignity and Opportunity, Woven Into Every Story*

Community-Focused

- *Together, We Build Belonging*
- *Where Immigrants Find Strength and Support*
- *Creating Communities of Care and Opportunity*

Rapid & Compassionate Support

- *Here When You Need Us Most*
- *Support Without Delay, Dignity Without Question*
- *Care for Every Need, Respect for Every Story.*

Hashtags

Hashtags are keywords or short phrases (preceded by a #) used on social media to organize content and make it discoverable. When Our Helpers uses hashtags, posts



are grouped with related conversations, increasing visibility beyond existing followers.

Evergreen / Brand Identity

- #OurHelpers
- #EveryThreadCounts
- #WithDignityAndHope
- #BelongingForAll
- #WeavingBelonging
- #TogetherWeThrive
- #StrongerWithCommunity
- #CommunityWeavers

Campaign / Thematic

- #ImmigrantsThrive
- #SupportToStrength
- #HopeInAction
- #CompassionInCommunity
- #BuildingBelonging
- #ThreadsofHope

2025 Marketing Mix

Recommended products and activities to distribute key messages include, but are not limited to:

1. Foundational Brand & Digital Assets

These are the recommended first steps to establish credibility and consistency.

- **Brand Development:** Visual identity (logo, colors, fonts), messaging pillars, tagline, brand guidelines.
- **Website (refresh):** Accessible, mobile-friendly site serving as the main hub.



- **Communications Toolkit:** Core messages, talking points, press boilerplate, staff templates (email signatures, PPT, letterhead).
- **Social Media:** Take inventory of channels and align with updated messaging and branding (Facebook, Instagram, LinkedIn); content calendar for regular posting.

2. Core Storytelling & Engagement Tools

Once the foundation is in place, these assets drive outreach, trust, and fundraising.

- **One-Sheet (Overview):** A concise, visually appealing summary of Our Helpers' mission, services, and impact.
- **Case Studies:** Real-life immigrant success stories demonstrating impact (used with donors, partners, media).
- **Donor Documents:** Fundraising packet with impact stats, giving levels, and stories (digital + print).
- **Email Campaigns:** Newsletters, donor appeals, volunteer updates, programs/services announcements.
- **Content Marketing:** Blog posts, immigrant voices, partner highlights, staff spotlights.
- **PR / Earned Media:** Media releases, op-eds, press kits, and outreach to local news.

3. Events, Reports & Visibility

These assets support credibility, community building, and visibility.

- **Event Marketing:** Community gatherings, awareness events, fundraisers.
- **Annual Impact Report:** Professional, donor-facing report with outcomes and financial transparency.
- **Reputation Management:** Monitoring community feedback, managing challenges, maintaining trust.
- **Pop-Up Banners / Booth Collateral:** For tabling at community events, resource fairs, or conferences.
- **Swag:** Low-cost, high-visibility branded items (tote bags, stickers, buttons, shirts, notebooks) to strengthen awareness.

4. Long-Term Growth & Optimization

Once credibility and storytelling assets are solid, invest in scalable growth tools.



- **SEO / Organic Search:** Content optimization so immigrants, donors, and partners can easily find Our Helpers.
- **Sell Sheets:** Program- or service-specific handouts for partners, funders, and community stakeholders.
- **Case Studies Library:** Expand into sector-focused impact stories for grant proposals and advocacy.

Goals, Tactics, KPIs

Goal	Tactics	KPIs (Measures of Success)
Build awareness of Our Helpers' mission	• Launch refreshed website • Establish social media presence • Publish regular stories/content	• Website traffic & time on site • Social followers & engagement rate • Media mentions/placements
Strengthen community trust & belonging	• Share immigrant success stories • Host community-building events • Create library of resources	• Attendance at events • # of community partnerships formed • Survey feedback on trust & belonging
Increase donor and funder support	• Develop donor documents & one-sheet • Launch donor email campaigns • Share transparent impact updates	• # of new donors • Donor retention rate • Total funds raised
Empower staff, volunteers & board as advocates	• Provide communications toolkit • Offer advocacy training & talking points • Celebrate contributions publicly	• # of staff/board using toolkit • Volunteer retention rate • Engagement in advocacy actions
Influence policy & decision-makers	• Share data and case studies • Conduct outreach to local leaders • Leverage board/stakeholder advocacy	• Meetings held with policymakers/stakeholders • # of advocacy materials distributed • Policy mentions/support secured



November Event Callout

Upcoming Opportunity: November Community Event

Our Helpers will be hosting a community event in November, offering a valuable opportunity to increase visibility, engage immigrant families, and highlight services. While full event management falls outside this plan's scope, communications can support by:

- Developing event-specific messaging, branding, and hashtags.
- Creating promotional materials (flyers, social media posts, email blasts).
- Equipping staff and board with talking points for the event.
- Capturing stories and visuals for post-event content.





The Fabric of Hope

Fundraiser & Brand Launch Campaign Plan

September 2025



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Fundraiser & Brand Launch Campaign Plan

Event Details

Name: The Fabric of Hope

Event Date: Nov. 12 or 13

Time: TBD

Audience: Donors, sponsors, volunteers, community supporters

Location: TBD

Event Highlights

- **Recognition:** Awards to top donors, heartfelt thanks to volunteers, spotlight on youth voices.
- **Brand Launch:** Reveal of new visual identity and messaging, reinforced through event deck and décor.
- **Engagement:** Board members serving, symbolic of humility and collective service.
- **Hospitality:** Upscale, nourishing, authentic dining experience to affirm “everyone deserves good food and dignity.”

Campaign Purpose

To introduce the refreshed Our Helpers brand to key supporters in a memorable, inspiring way while deepening relationships with donors and sponsors, recognizing community impact, and generating momentum for the next phase of impact.

The evening will symbolize *weaving together lives, stories, and support*, demonstrating how each donor, volunteer, and community member contributes a vital thread in the larger fabric of belonging and empowerment.

Target Audiences, Goals & Objectives

Target Audience	Aligned Goals & Objectives
Donors & Sponsors	- Launch new brand with a compelling experience that shows impact. - Strengthen donor relationships through recognition (awards, acknowledgment in program). - Raise funds via ticket sales, sponsorships, and giving opportunities. - Elevate visibility of Our Helpers among donor networks.



Volunteers	- Celebrate and recognize their contributions publicly. - Reinforce sense of belonging and value in the mission. - Inspire continued involvement as “threads” in the Our Helpers fabric.
Board Members	- Model stewardship and service by hosting and serving. - Strengthen credibility with donors by being visible leaders. - Help elevate visibility of the new brand and mission.
Youth & Families Served	- Share authentic stories to demonstrate impact. - Embody the “threads of hope” message in a personal, powerful way. - Inspire donors and sponsors by showing lived outcomes of support.
Media (Press & Community Outlets)	- Cover the brand launch, extending reach beyond event attendees. - Highlight Our Helpers’ impact stories and weaving theme. - Position the organization as a trusted, community-rooted leader. - Drive awareness that can lead to future donor and sponsor growth.

Channel Strategy

Channel	Why (Purpose)	How (Execution)
Email Invitations & Follow-ups	Direct, personal way to invite donors, sponsors, and volunteers; reinforces relationships.	Design branded invitations; send in waves (save-the-date, official invite, reminders); personalized follow-up emails from board/staff.
Phone Calls (Board & Staff)	Builds personal connection and urgency; increases attendance and sponsorship conversion.	Assign call lists to board members; provide talking points tied to weaving theme and brand launch.
Printed Collateral (Sponsor Packet, Postcards, Event Program)	Tangible, professional materials for sponsors and attendees; reinforces brand credibility.	Design with weaving visuals; include impact data, brand story, sponsorship tiers, and recognition opportunities.
Website Event Page	Central hub for information, registration, and donations.	Create branded landing page with ticketing link, event details, sponsor recognition, and weaving story visuals.
Social Media (Pre, During, Post)	Broaden awareness, celebrate supporters, extend reach beyond attendees.	Pre: teasers about weaving theme and impact stories. During: live posts, photos, speaker highlights. Post: share event recap,



		donor/volunteer recognition, press coverage.
Event Deck & Visuals	Bring brand story to life during event; reinforce key messages.	Create polished deck highlighting weaving theme, impact data, and future vision; align décor and staging visuals with brand.
Media Outreach	Expand visibility through earned coverage; amplify brand launch.	Invite press to attend; prepare press release, media kit, and talking points; designate spokespersons.
Event Experience (Dinner, Service, Awards, Speeches)	Immersive brand moment; demonstrates values of dignity, gratitude, and belonging.	Upscale, nourishing dinner with butler drinks; board members serving; awards for donors; volunteer recognition; youth stories woven into program.

Core Campaign Messages

Threads of Hope: *Our Helpers is about threads coming together: people, traditions, opportunities, and stories interwoven to create a stronger whole. On their own, each act of giving or service is powerful. Together, they form something greater: a fabric of dignity, belonging, and strength. The Fabric of Hope celebrates how every donor, volunteer, and family is part of building a brighter, more resilient future.*

Pillars in Campaign Language

- **Dignity & Belonging (orange):** Every interaction affirms worth and creates space where immigrants feel seen, safe, and respected.
- **Community Building (yellow):** Connections grow into belonging, and belonging grows into strength.
- **Rapid Response Support (red):** Urgent needs are met quickly and compassionately, with care that strengthens the whole fabric.
- **Growth & Opportunity (green):** Skills and knowledge open doors to new possibilities, each one a new thread of potential.
- **Mental Health & Wellness (blue):** Well-being becomes the thread that allows every other strand to hold strong.

When woven together, these strands symbolize unity, tradition, resilience, and hope.

Taglines and Short Copy Options

- *Strength in every bond, hope in every journey*
- *Threads of learning, pathways to opportunity*
- *Every act of giving is a thread of hope*



- *The Fabric of Hope: woven from compassion, strengthened by community*
- *Together, we create a brighter, stronger whole*

Audience-Tailored Key Messages

Donors & Sponsors

- *Your generosity is a thread of hope, woven into the lives of families we serve.*
- *Because of your support, Our Helpers is stronger and ready to expand its impact.*
- *This evening is our way of saying thank you for weaving futures with us.*

Volunteers

- *Your time and support are vital threads in our fabric of hope.*
- *We celebrate you tonight because Our Helpers' story could not exist without you.*
- *Your service is woven into every moment of belonging we create.*

Board Members

- *By serving tonight, we model what Our Helpers stands for: humility, dignity, and strength.*
- *We are weaving leadership with service to inspire greater community impact.*

Youth & Families Served

- *Your voices and stories are the living fabric of Our Helpers.*
- *Tonight, we honor your courage and resilience as the brightest threads of hope.*

Media & General Community

- *The Fabric of Hope represents how donors, volunteers, and families come together to strengthen our community.*
- *This brand launch is not just a new look, but a renewed commitment to our mission.*
- *Coverage of this moment shares a story of unity and empowerment at a time when it is most needed.*

Visual and Program Reinforcement

- **Event Deck and Collateral:** Show the five color-coded pillars as strands that join into one vibrant fabric



- **Décor:** Combine literal weaving (loom installation, ribbon cards) with broader symbols like light, pathways, and circles
- **Speeches:** Encourage speakers to rotate metaphors (thread, bond, bridge, light, path) so the story feels rich and layered
- **Keepsake Gift:** A simple bookmark or coaster that carries both the campaign name and one of the flexible taglines

Hashtags

- #ThreadsOfHope
- #FabricOfHope
- #WeavingCommunity
- #CommunityWeavers

Theme Concepts

- **Community Loom Installation:** A standing loom or frame where each guest ties a ribbon/thread (in brand colors) as they arrive. At the end of the night, it becomes a collective woven piece symbolizing everyone's contribution.
- **Thread-Inspired Escort Cards:** Place cards could be tied with elegant threads or yarn, each color representing a "pillar" of your mission
- **Weaving Centerpieces:** Elegant woven textiles, baskets, or handwoven runners that reflect cultural artistry and connect with the communities you serve.
- **Interactive Table Cards:** Each table receives a card with a "weaving story prompt" (e.g., *"What thread do you bring to the fabric of Our Helpers?"*). Guests can write a word or phrase, later woven into a displayed installation.
- **Weaving Metaphor in Speeches:** Founder, youth, and donor honorees explicitly use the weaving metaphor in their remarks (guided with talking points).
- **Award Design:** Custom awards shaped like interwoven strands, glass with thread motif, or crafted textile pieces.
- **Visual Storytelling:** Slides and video use thread/fabric animation to show individual stories coming together into one fabric.
- **Collective Weaving Reveal:** Present the woven installation (from guest contributions) as a finished piece at the end of the evening.
- **Keepsake Gift:** A bookmark, coaster, or scarf designed with the weaving motif as a thank-you gift.



Campaign & Event Timeline

September (Weeks of Sept. 9–30) → Foundation & Early Launch

- Finalize event date & venue (urgent priority).
- Confirm theme elements: loom installation, award design, keepsake gift.
- Approve event budget.
- Draft & approve sponsorship packet + fundraising tiers.
- Build event page (ticketing + donations).
- Develop visual identity applications (deck templates, invitation design, sponsor packet).
- Begin outreach to key sponsors/donors (quiet phase asks).
- Assign board/staff calling lists for invitations.
- Draft press release (embargo until Nov.).

October (Weeks of Oct. 1–31) → Promotion & Production

Early October (Oct. 1–11)

- Send Save-the-Date email + mail postcards.
- Confirm catering + dining experience.
- Book photographer/videographer + A/V production.
- Secure award fabrication vendor.
- Draft event script outline (MC, speeches, weaving moments).
- Begin designing décor + weaving installation elements.

Mid-October (Oct. 14–25)

- Send official invitations via email + post on website/social.
- Launch social media teaser campaign (theme + impact stories).
- Confirm youth + family storytellers.
- Confirm board member service roles + train on talking points.
- Draft event deck visuals & video storytelling pieces.
- Confirm menu + tasting if possible.

Late October (Oct. 28–31)

- Reminder emails to invitees.
- Personalized donor/sponsor outreach (calls, handwritten notes).
- Finalize décor, centerpieces, keepsakes.
- Confirm seating plan & escort card design.



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- Personalized donor/sponsor outreach (calls, handwritten notes).
- Finalize décor, centerpieces, keepsakes.
- Confirm seating plan & escort card design.

Post-Event (Nov. 14–30) → Follow-up & Amplification

- Send personalized thank-you emails + handwritten cards (donors, sponsors, volunteers, media).
- Share **event recap video & photos** on social + email.
- Publish press highlights & impact stories.
- Report back to sponsors with outcomes + gratitude.
- Conduct internal debrief: what worked, what to improve.
- Begin donor cultivation cycle (follow-up meetings, stewardship touches).

