



2022 MARKETING PLAN

THE 2022 MARKETING PLAN FOR SAFE HAVEN FAMILY SHELTER INCLUDES:

- Four main goals (same as 2021). Updated objectives and action steps.
- List of longer-term goals/objectives (2023)
- List of Audiences
- Key Themes & Messages (*This section will be replaced after brand refresh.*)
- List of proposed metrics used in reporting.

ADDENDUMS TO THE MARKETING PLAN INCLUDE (IN SEPARATE DOCUMENTS):

- 2022 Editorial Calendar (*always in progress*) – This document includes detailed timelines, full descriptions, links to resources and staff responsibilities.
- 2022 Social Media Content Calendar (*always in progress*)

NOTES:

- While most of the action steps outlined in the plan represent the work we do annually, there are a couple of new projects. These include a Brand Refresh (to include visual brand guidelines and messaging), launching a new website, an annual report, and an organization brochure.
- The Goals/Objective/Action Steps section includes applicable deadlines and lists staff or board members involved. More detailed information with full timelines and staff responsibilities are found in the Editorial Calendar.
- The 2021-22 SHFS Strategic Plan says:** “III. Expand financial support and awareness to increase our community's investment in ending family homelessness; Measure of Success: Indicators achieved for marketing/communications plan; Strategies: Develop and implement a year-round Marketing/Communications plan with strategies for targets audiences including social media.”
- Note from Jim: “Tell your story in a way that connects to the larger problems facing society. The world needs to change; what role are you playing in shaping that change?”

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GOALS • OBJECTIVES • ACTION STEPS

I. BUILD INDUSTRY AUTHORITY: Position Safe Haven Family Shelter as the leader in housing, supporting, empowering and advocating for families experiencing homelessness. **Tell Safe Haven’s story in a way that connects to the larger problems facing society.** *The world needs to change; what role is Safe Haven playing in shaping that change?*

OBJECTIVES	ACTION STEPS
<p>By May 1, 2022, create plan for media pitches for the remainder of the year. <i>(NOTE: Shelter building reopening scheduled for 6/1.)</i></p>	<ul style="list-style-type: none"> ▪ Ask Leigh and her team to create (or assist in creating) the plan. ▪ Secure necessary story info from relevant staff members. ▪ Our regular press releases include: announcing new board members elected, signature events, etc. <p>Staff/Board: Leigh (MP&F), Board Marketing Impact Team</p>
<p>Post at least three blogs (video and text) in 2022 authored by key staff in the areas of housing, employment and children’s program.</p>	<ul style="list-style-type: none"> ▪ Create schedule that includes deadlines for filming/gathering info and posting dates. ▪ Meet with key staff to get info to inform blog content. ▪ Create content and post. ▪ Metrics to include website visits, video views and social media clicks/engagement. ▪ The blogs may also be included in MyEmma emails or as newsletter articles sent to our internal audiences. ▪ <i>Note: Depending on the public response to SHFS’s reopen plan, the reopen itself could be an interesting topic for Jim to touch on. It will have been a little over a year since he was announced CEO.</i> <p>Staff/Board: Stacy with staff input</p>
<p>Schedule SHFS staff on local podcasts or radio shows.</p>	<ul style="list-style-type: none"> ▪ Pitch to Nonprofit Jenni to schedule SHFS staff on her podcast. (secure before year end) ▪ Pitch to El Jefe radio for their Community Hour show. (secure before year end- maybe shoot for a Hike promo) ▪ Schedule staff member on Community Impact Hour (on Radio Free Nashville). ✓ Schedule Jim on cityCurrent for an interview airing on local radio station. Click here for link to interview. ▪ Schedule staff member on BuzzTV-Nashville for an interview airing on BuzzTV website. (secure before year end- maybe shoot for a Hike promo) <p>Staff/Board: Stacy</p>



2022 MARKETING PLAN

GOALS • OBJECTIVES • ACTION STEPS (cont.)

II. BUILD BRAND AWARENESS: Continue to expand awareness of Safe Haven work, programs and opportunities to donate & get involved.

OBJECTIVES	ACTION STEPS
<p>Create and Implement Brand Refresh (by May 31, 2022). This will include updated visual brand, updated messaging and brand guidelines. <i>(updated date: by September 1)</i></p>	<ul style="list-style-type: none"> ✓ Secure graphic designer and approve fee quote (Kevin Tucker) ✓ Create timeline for brand refresh process ✓ Schedule initial brainstorm led by Leigh and graphic designer (Kevin) <ul style="list-style-type: none"> ▪ Update core messaging/ brand messaging ▪ Create brand guidelines ▪ Work on sister brands (after June 1)
<p>Ensure consistent brand and messaging (omnichannel) across all platforms and printed materials. (June 30, 2022) <i>(updated date: by November 1)</i></p>	<ul style="list-style-type: none"> ▪ Audit all materials and platforms. Make necessary edits to be in compliance with updated brand messaging and guidelines. ▪ Will need to update letterhead, landlord brochure, volunteer opps handout, SHFS one page brochure, MyEmma, social media, Google business listing, etc. <p>Staff/Board: Board Marketing, Leigh (MP&F), Rachael and Stacy</p>
<p>Launch new website by July 30, 2022. <i>(delayed in 2021 for brand discussion) (updated completion target date is: December 31)</i></p>	<ul style="list-style-type: none"> ✓ Obtain bids and decide on vendor ✓ Approve Site Map <ul style="list-style-type: none"> ▪ Create text content for interior pages (Sept 1) ▪ Meet with key staff for input on particular pages (Sept 1) ▪ Once brand refresh is done, work with vendor to complete website <p>Staff/Board: Stacy coordinating with input from Board Marketing Team & SHFS Leadership Team</p>
<p>Create a Safe Haven organization Brochure (November 30, 2022) <i>after completion of brand refresh – may need to adjust completion date</i></p>	<ul style="list-style-type: none"> ▪ After completion of brand re-fresh, work with graphic designer on an organizational brochure ▪ Create outline of content (August 10) & get input from leadership team and board marketing committee ▪ Meet with graphic designer to discuss format/layout (before June 30) ▪ Draft of brochure for review (October 1)
<p>Increase social media followers by 3 to 5% in 2022 (across FB, IG, LinkedIn and Twitter) with a focus on Instagram and LinkedIn. Focus on engagement with existing audiences.</p>	<ul style="list-style-type: none"> ▪ Create a digital content strategy including paid social media ads ▪ Plan/Create/Post engaging social media content <i>(ongoing)</i> ▪ Report social media metrics (audience, engagement, reach). Formal report 2x a year: July 31 (includes Q1 & Q2) and Jan 31 includes Q3 & Q4). <p>Staff/Board: Stacy</p>



2022 MARKETING PLAN

GOALS • OBJECTIVES • ACTION STEPS (cont.)

II. BUILD BRAND AWARENESS (CONT): Continue to expand awareness of Safe Haven work, programs and opportunities to donate & get involved.

OBJECTIVES	ACTION STEPS
Create and implement blog calendar (to include at least 5 blogs in 2022).	<ul style="list-style-type: none"> ▪ Create blog calendar (will include monthly needs, volunteer spotlight, donor spotlight, program highlight, etc.) ▪ Post blogs according to the schedule and promote through email/social media. ▪ Record metrics of website visits, video views and social media clicks/engagement. <p>Staff/Board: Stacy coordinates</p>
Establish a Google Ads campaign by September 30, 2022.	<ul style="list-style-type: none"> ✓ Apply for Google Grants for Nonprofits. (approved) ▪ Complete the set-up Google Ads Account (August 15, 2022) ▪ Create plan for Google Ads including keywords and ad content. (September 1, 2022) ▪ Set up reporting matrix (excel) for results. (September 1, 2022) <p>Staff/Board: Stacy coordinates (with input from Ty Fiesel – MP&F)</p>
Create a new organizational video	<ul style="list-style-type: none"> ▪ After the brand refresh, create a plan and timeline for a new organizational video. The deadline for the project will be determined after the brand refresh. ▪ The video is used at Lunch and Learns, will be hosted on our website, etc. ▪ Rachael has indicated that she may have to get BlueSky to use pieces of our old video coupled with some staff interview videos she has to get by until our new video is done.
Create timeline and plan for 40-year anniversary (by December 31)	<ul style="list-style-type: none"> ▪ 2024 is Safe Haven’s 40th anniversary. Would be ideal to begin the planning at the end of this year with a timeline for 2023 work to be done.



2022 MARKETING PLAN

GOALS • OBJECTIVES • ACTION STEPS (cont.)

III. BUILD BRAND LOYALTY IN ESTABLISHED AUDIENCES: Provide consistent news and updates to Safe Haven audiences (clients, volunteers, leadership groups, staff and donors) to keep them engaged.

OBJECTIVES	ACTION STEPS
<p>Engage volunteers, donors, leadership groups and staff through MyEmma email campaigns.</p>	<ul style="list-style-type: none"> ▪ Create & implement an email calendar with key dates, messages, and target audiences. This includes the monthly Team Beat to staff, quarterly volunteer news, every other month e-updates to leadership groups and regular donor relations emails. ▪ Measure engagement through MyEmma metrics, volunteer sign ups, online donations, etc. ▪ Create plan for 2023 that includes upgrading MyEmma and syncing with Salesforce (December 31, 2022) ▪ <i>Note: The content for our emails includes specific CTAs and detailed info. The content is more in the moment vs. the newsletter that is curated for a high-level overview.</i> <p>Staff/Board: Stacy coordinates. Allyson provides content for staff newsletter. Volunteer manager provides content for volunteer news. Jim/leadership team provides content for leadership group news. Rachael provides input on donor news.</p>
<p>Engage volunteers, donors, leadership groups and staff through quarterly newsletter.</p>	<ul style="list-style-type: none"> ▪ Create plan for content for 4 quarterly newsletters. All are digital with the 2nd and 4th quarters also printed and mailed to a select donor list ▪ Measure engagement through donations, email opens/engagement and link clicks. ▪ <i>Note: The content for newsletters is high level announcements and overviews. The content is limited by space allowed in the newsletter design.</i> <p>Staff/Board: Stacy coordinates. Article content submitted by key staff.</p>
<p>Engage volunteers, donors, leadership groups and staff (and clients/ potential clients) through social media.</p>	<ul style="list-style-type: none"> ▪ Follow digital content strategy including paid social media ads ▪ Share quarterly newsletter articles, blogs, volunteer spotlights, etc. on social media. Launch social media campaigns for social work month (March) and volunteer appreciation month (April). ▪ Post social media content that tags partners, donors, volunteers, etc. ▪ Update social media toolkits for signature events & fundraising campaigns. ▪ Measure engagement with social media metrics, volunteer sign ups, online donations, etc. <p>Staff/Board: Stacy</p>



2022 MARKETING PLAN

GOALS • OBJECTIVES • ACTION STEPS (cont.)

III. BUILD BRAND LOYALTY IN ESTABLISHED AUDIENCES (CONT): Provide consistent news and updates to Safe Haven audiences (clients, volunteers, leadership groups, staff and donors) to keep them engaged.

OBJECTIVES	ACTION STEPS
<p>Create and Distribute Digital an Abbreviate Annual Report for 2021 by March 31 (<i>this was not completed until Mid-July</i>)</p> <p>Create timeline and outline for 2022 Annual Report by Sept 30. Target date for distribution is Jan to Feb 2023.</p>	<ul style="list-style-type: none"> ✓ Create outline for an abbreviated annual report for 2021. (Feb 1) ✓ Gather all info, data, and photos needed (March 18) ✓ Submit everything to graphic designer (March 25) ✓ Review draft and submit final edits (April 4) ✓ Send annual report via MyEmma, post as blog on website and post on social media (April 7 to April 11) ▪ Mail printed version to select list of donors (to print on April 8) ▪ Create plan and timeline for 2022 annual report (Sept 30)
<p>Create plan to use new texting service (by December 31)</p>	<ul style="list-style-type: none"> ▪ New texting service can be used to communicate with staff, volunteers, donors, event attendees. Create a plan to use it.



2022 MARKETING PLAN

GOALS • OBJECTIVES • ACTION STEPS (cont.)

IV. BUILD EVENT & FUNDRAISING CAMPAIGN BRANDS: Partner with the development team to support events, giving campaigns and messaging to donors (individuals, groups and companies) and volunteers.

OBJECTIVES	ACTION STEPS
<p>(Year-end Fundraising) Contribute to year-end fundraising through a printed and online year end campaign.</p>	<ul style="list-style-type: none"> ▪ Determine theme, messaging and deliverables (9/30/22) ▪ Design printed piece with placeholders for final numbers (10/31/22) ▪ Launch digital campaign (11/21 to run through 12/31/22) ▪ Mail printed piece to hit mailboxes the week of 11/28/22. ▪ Measure through social media engagement metrics, email opens/clicks, online donation and donations in marked envelopes. ▪ Paid Advertising: WPLN <p>Staff/Board: Stacy coordinates. Board Impact Team & Rachael provides input on messaging content. Kevin designs.</p>
<p>(Signature Events) Assist in raising \$400,000 (\$375,000 is budget goal) for the 2022 Dancing for Safe Haven and \$150,000 for the 2022 Hike for Safe Haven.</p>	<ul style="list-style-type: none"> ▪ Create robust and engaging social media campaigns to promote the events and increase attendance/fundraising/awareness. ▪ Create email campaigns for each signature event. ▪ Update, maintain and manage event websites. ▪ Create, manage/coordinate printed needs for signature events (e.g. invites, programs, signage, etc.) ▪ Create teaser emails for Jim to send to board. ▪ Update Communication Tool Kits for each signature event. ▪ With MP&F, promote signature events through press releases and media pitches. ▪ Engage MP&F to secure billboard placement and advise on other paid advertising opportunities for our signature events. ▪ Paid advertising: NowPlayingNashville, billboards and social media ads ▪ For the Dance, coach dancers on peer-to-peer fundraising techniques and provide sample text and graphics. ▪ Measure through fundraising dollars raised online, event attendance, and social media/ website/ email metrics. <p>Staff/Board: Stacy coordinates. Leigh (MP&F) handles press/media. Rachael and Holly contribute content.</p>



2022 MARKETING PLAN

GOALS • OBJECTIVES • ACTION STEPS (cont.)

IV. BUILD EVENT & FUNDRAISING CAMPAIGN BRANDS (CONT): Partner with the development team to support events, giving campaigns and messaging to donors (individuals, groups and companies) and volunteers.

OBJECTIVES	ACTION STEPS
<p>(Big Payback & Giving Tuesday) Raise \$10,000 for the Big Payback and \$5,000 for Giving Tuesday campaign</p>	<ul style="list-style-type: none"> ▪ Create robust and engaging social media campaigns to promote the events and increase attendance/fundraising/awareness. <i>(April 4)</i> ▪ Create email campaigns for each signature event. ▪ Paid Advertising: WPLN and Social Media Ads ▪ Measure through fundraising dollars raised online, event attendance, and social media/ website/ email metrics. <p>Staff/Board: Stacy</p>
<p>(Events benefiting Safe Haven) Support events like A Taqueria Holiday and others that pop up from businesses throughout the year through digital marketing efforts.</p>	<ul style="list-style-type: none"> ▪ Support A Taqueria Holiday event through myemma emails, website updates and social media. ▪ As events pop up throughout the year, support those through social media and other digital promotions as appropriate.



2022 MARKETING PLAN

LONG TERM GOALS

The following represents a list of items that need to be included on a 2-to-3-year plan.

- 🏠 40th anniversary is 2024
- 🏠 Hearts for Homes logo/brand/program
- 🏠 Recurring Donors – Branding and Campaign
- 🏠 Guardian Angel Rebrand
- 🏠 Assess need for more client/potential client engagement (seek input from staff client engagement workgroup)

AUDIENCES





- 🏠 Donors
- 🏠 Corporate partners and sponsors
- 🏠 Volunteers
- 🏠 Clients/Potential Clients
- 🏠 Leadership Groups (Board, Advisory Council, YP Council)
- 🏠 Staff
- 🏠 Community partners and supporters
- 🏠 Potential donors/volunteers/supporters
- 🏠 Event attendees
- 🏠 Nashville leaders and legislators



2022 MARKETING PLAN







KEY THEMES & MESSAGES

This section will be updated (or replaced) with the Core Messaging Document

-  **Boiler Plate:** For 38 years, Safe Haven has served as the premier shelter-to-housing program in Middle Tennessee that accommodates families experiencing homelessness. Safe Haven leads our community's efforts to house, support, empower and advocate for families, allowing them to stay together. Transformative services focused on housing and employment provide families with the resources to become self-sufficient and successful. For more information, visit www.safehaven.org.
-  **We keep families experiencing homelessness together** and move them into housing as soon as possible. Our housing first model, coupled with wrap around services is designed to give families the necessary tools to achieve lasting self-sufficiency, stable employment and secured housing.
-  In addition to housing families, Safe Haven provides assistance with seeking employment, educational/enrichment resources for children and connects families to resources to meet other essential needs.
-  Families experiencing and facing homelessness are especially vulnerable during this time (pandemic), and together we can help Safe Haven continue to house, support, empower and advocate for them.

METRICS

Create semiannual reports using the following metrics:

-  Social media metrics (engagement, reach)
-  Google Analytics (website visits, pages visited, etc.)
(Note: This metric is not currently being recorded through Google Analytics but will be when the new site is live.)
-  MyEmma email engagement (opens, clicks, etc.)
-  Media hits (earned and paid)
-  Event metrics (online fundraising, etc.)
-  Volunteer signups
(Note: I do not have access to this data but will ask for numbers)