

Team of Three Communications Plan

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Plan Overview

The purpose of the communication plan is to provide a comprehensive method of getting the message out about who we are and what we do. Communications will serve to promote our services to clients, alerting them to what we offer, when we offer it, and how they can participate. Communications will also serve to inform our volunteers and donors about who we are serving and God is able to accomplish through their contribution to the Center. Finally, we will use communications to inform the general public what it is that we do, why we do it, how we do it, what makes us different, and most importantly, what God is doing. To that end, this plan will focus on:

- Client Communications
 - Hours of operation and locations
 - Services offered
 - Available resources
 - Important contacts
- Partner Communications
 - Volunteers
 - Recruiting
 - Updates
 - Success stories
 - Donors
 - Newsletters
 - Testimonials
 - Updates
- General Communications
 - Press Releases on major milestones
 - Coverage of Fundraising events/Benefits/etc.
 - Success stories

Client Communications

- Outreach
 - Direct communication with clients as we meet them, whether on the streets, in the camps, or by word of mouth. Face to face communication should be seen as our primary point of contact in order to maintain their dignity and respect.
 - Need not be organized, but needs to be a frequent, ongoing activity. Clients need to know where we are, when we're open, what services we provide, and how they can access them.
- Follow-Up
 - When clients get involved with a Team of Three, they should exchange contact information and maintain regular communications. This will be managed through the volunteer management plan, but Communications should maintain a list of contact information to support the Team of Three activities
 - Direct communication is maintained following outreach using the same methods. Clients should be made aware of any updates or changes to the services and check to make sure they understand what this means for them.

Partner Communications

- Volunteer Communications
 - Volunteer Support Communications – Internal memos and updates
 - Welcome/Introduce new Volunteers
 - “What We Do Here” highlighting/celebrating volunteer accomplishments & milestones
 - Team of Three progress reports/successes/graduations/etc.
 - Newsletter
- Donor Communications
 - Speaker’s Bureau – Volunteers tasked with promoting JCRC to current and potential donors
 - Composed of a mix of Supporters, Providers, and Peer Advocates
 - Responsible for representing the organization to the public and serving as primary volunteer and fund-raising recruiting arm
 - Newsletter
 - Update on accomplishments
 - Testimonials
 - Upcoming events, dates, locations
 - Web Site and social media
 - Web site promoting organization as a whole including access to application process
 - Link to newsletter/blog
 - Social Media strategy highlighting “in the moment” accomplishments
 - Facebook
 - Twitter(?)
 - Instagram



General Communications

- Press
 - Alert media outlets whenever major fundraisers are scheduled
 - Invite media outlets to cover development milestones – grand opening, expansion of services, new personnel, etc.
- Promotions
 - Generate promotional materials to get message out to donors and volunteers
 - Include success stories, testimonials of volunteers, etc.
- Multimedia
 - Short-form film for promotions in churches, on the web site, in social media
 - Long-form film for training and documentaries
 - YouTube/Vimeo channels

