Public Defender Association

CO-LEAD

VIDEO PROJECT AND BRANDING /
DIGITAL COMMUNUCATIONS PLAN

May 26, 202š

Draft - Bernadette Molnar

PROJECT VISION

- Drive stakeholder engagement

- Elevate key partnerships

- Validate LEAD / COLEAD principles

- Maximize visibility & credibility

- Strengthen brand communication & development infrastructure

- Leverage strategic messaging across media channels to maximize impact

TABLE OF CONTENTS

COMMUNICATIONS LANDSCAPE

KEY COMPONENTS

STRATEGY_

How can digital storytelling help us advance our mission?

CAPACITY_

What resources and skills do we have and need to shape and share our story?

CONTENT_

What are the elements of compelling and motivating stories for our videos?

PLATFORMS_

What technologies are available (or needed) to curate, house and share our work?

EVALUATION_

What simple, effective and meaningful metrics can be used to evaluate the effectiveness of our plans.

Few nonprofits employ people with the knowledge and skills necessary to craft stories strategically and engage their stakeholders in conversations that lead to action. Many struggle to identify the right platforms to use to reach their target audiences. Few understand how to evaluate storytelling success.

3

KEY INSIGHTS

1 ONLINE VIDEO ACCOUNTS FOR **74%** of all online traffic

2 55% OF PEOPLE WATCH VIDEOS ONLINE *every day*

3 PEOPLE LOOK AT VIDEO **FIVE TIMES LONGER** than static content on *Facebook and Instagram*

4 NEARLY **50%** of internet users watch videos related to a product or service before visiting a store

5 ON AVERAGE, INTERNET USERS SPEND **2.6X MORE TIME** on pages with video than without it

6 **4x** MORE CONSUMERS WOULD RATHER WATCH A VIDEO ABOUT A PRODUCT *than read about it*

7 YOUTUBE HAS MORE THAN A **BILLION USERS**

8 **48%** OF MARKETERS PLAN TO INCLUDE YOUTUBE IN THEIR *content strategy* IN 2018

9 Snapchat USERS WATCH **10 BILLION VIDEOS A DAY**

10 **500 MILLION** people are watching videos on Facebook every day

A VIDEO ISN'T JUST A VIDEO
IT'S A MESSAGE ABOUT OUR BRAND AND HOW WE ENGAGE

All social impact organizations—philanthropy, business, nonprofit and others—have the ability to shift the dynamics in the social impact sector by bringing the right people and resources together to improve both the supply side and the demand side of the storytelling marketplace.

Many tools exist to help people tell and share stories. However, social impact organizations often don't think strategically about how best to utilize storytelling to mobilize people to take action. Many social impact organizations lack the capacity to create compelling stories that capture people's attention and imagination—and inspire them to donate, volunteer or take other actions. Few employ people with the knowledge and skills necessary to craft stories strategically and engage their stakeholders in conversations that lead to action. Many struggle to identify the right platforms to use to reach their target audiences. Few under-stand how to evaluate their success at storytelling.

The research identified an overwhelming need for thought leadership and capacity building to strengthen storytelling in the field. Social impact organizations need easily accessible tools to help with developing their strategies, evaluating their capacity needs, under-standing what content and platforms will help them reach their objectives, and measuring their success. But for them to make the commitment to doing this well, there needs to be an increase in demand for stories. Leaders of nonprofits, foundations and social-impact oriented businesses need to understand how stories will help them increase their reach and resources—and funders need to value and invest in story production.

The Rockefeller Foundation, 2014 - The Rockefeller Foundation commissioned this study to explore the power of narrative and networked communication to expand the reach and resources of social impact organizations; identify unmet needs in the field; and recommend useful tools, techniques and technologies that can elevate the practice of digital storytelling for social impact.

THE IMPORTANCE OF STORYTELLING

Well-crafted stories can communicate abstract and complex ideas in ways that encourage understanding and value connections.

Stories can be used to share learning and lessons from successes and failures with colleagues, donors and other key audiences.

Stories can be used to introduce a new topic into the public dialogue, contribute to an ongoing conversation and engage people as active participants.

Few nonprofits employ people with the knowledge and skills necessary to craft stories strategically and engage their stakeholders in conversations that lead to action. Many struggle to identify the right platforms to use to reach their target audiences. Few understand how to evaluate storytelling success.

INSPRIRATION VIDEO 1

CO-LEAD

INSPIRAIONAL IDEAS FROM THIS VIDEO AND RELATED STORY BOARDS

- The "hook" is clear, iconography reinforces the hook.

- The problem is precisely presented , storytelling draws interest.

- Pace, music and visuals are engaging.

- Great mix of visual graphics with content. Focus is on the problem and not the nonprofit or specific individuals.

Viewers are inspired and understand the nature of the problem. They connect to the problem and want to become part of the solution.

CO-LEAD

INSPIRAIONAL IDEAS FROM THIS VIDEO AND RELATED STORY BOARDS

- The focus is entirely on the problem.

- Visuals add to intrigue (but take away from human element.)

- Pace, music and visuals are engaging and invite viewers to want to engage to learn more.

- Visual graphics take away from the context of our work, however the notable feature is how it positions us to solve the problem.

Viewers connect to the problem and are invited to become part of the solution. The messaging clarifies our distinct position and ability to solve the problem.

10

INSPRIRATION VIDEO 3

CO-LEAD

INSPIRAIONAL IDEAS FROM THIS VIDEO AND RELATED STORY BOARDS

- This video is 100% about messaging – the element that is interesting is its ability to humanize the problem and invite viewers to think about their own views of that problem.

- Our vision and mission would benefit from videos that highlight the dichotomy of previously incarcerated staff now being essential workers.

Humanization comes from the humor. It is important to humanize the problem and our response in order to invite relatability and engagement.

INSPRIRATION VIDEO 4

CO-LEAD

VIDEO PROJECT AND BRANDING / DIGITAL COMMUNUCATIONS PLAN

INSPIRAIONAL IDEAS FROM THIS VIDEO AND RELATED STORY BOARDS

- Powerful iconography with the flag and epic music and imagery draw viewers into engaging with the problem.

- Videos that draw upon powerful iconography and brand stories are instrumental to inviting broader acceptance of an agenda.

This video does a great job of blending iconography, pacing, and powerful music to engage viewers into the brand story.

STRAGEGIC COMMUNICATIONS OBJECTIVES

POSITION THE PUBLIC DEFENDER ASSOCIATION AS THE HUB OF INFORMATION AND FOCUS ON OUR MISSION

1 Priority of all communications is to INVITE people to our HUB of information

2 We are **focused on engagement**, and that is the natural result of being **drawn to our brand story.**

3 Posts are relevant and useful for our audience. **We focus on beneficiaries; not US!**

4 We share our mission by exuding our ethos and character in video and photos

5 We engage and interact with MEANINGFUL CONTENT as a means to engage

15

STORYBOARDING
OBJECTIVES

Brand Story

Our hook fits into our mission of humanizing a problem and demonstrating what is possible when people are provided with basic needs and shown hope and opportunity. In the same way, we bring together community partners to solve a problem we are uniquely qualified to address.

The Opportunity

Relatability invites engagement and humanizing our work through humor engages people with the problem. This engagement can be leveraged to build relationships and deepen investment among stakeholders. Relatability positions PDA as a champion elevating others to their highest selves and demonstrates the power of connection and meaningful work.

Call to Action

Done well, engaging content that is strategically shared does not need an explicit call to action. Viewers will want to engage with our content because we invite them to help us solve the problem and feel a sense of urgency to join us in our work.

01
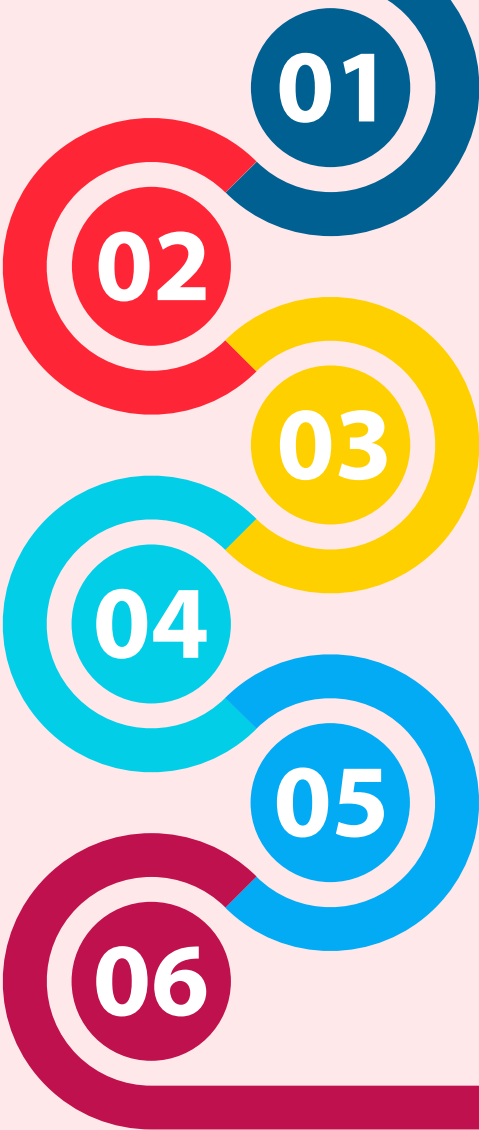
The Hook

Focus on our staff and the partnerships that enable us to become essential workers. Just as some of our front-line responders were once locked up, they are now bringing hope to the rest of us who are captive to this pandemic. The dichotomy and stereotypes to explore with this hook are epic.

02

03

The Focus of our video(s)

Each video should focus on our ethos, the character and brand story revealed through our staff members doing relatable activities (doing mundane tasks while making faces; the difficulties of Zoom meetings; the difficulties of solving problems at 2am.

04

05

How we Position PDA

Through showcasing our staff and frontliners as heroes who elevate others, we are positioned as agents of change, champions for social justice, visionary leaders promoting humble service, and a compassionate employer. We live up to our mission and promise by focusing on our work and solving problems rather than ourselves. We are the change we want to see in the world.

06

In today's increasingly digital world, nonprofit organizations can no longer get by with just a website and a Facebook page. Your team must possess key digital skills that can help your cause stand out while you build and strengthen donor relationships in order to propel your mission forward!

Familiarize yourself with these five skills to help set up your organization for success.

SOCIAL MEDIA PROWESS

Dedicate a member of your team to plan and execute your social media strategy.

- Identify trends and how they do or don't work for your nonprofit
- Post content that keeps your followers engaged and up-to-date, and join in on relevant conversations

STORYTELLING KNOW-HOW

Appeal to the hearts and minds of your donors by showing the importance of your mission and what each and every donation helps you accomplish.

- Create videos that capture the real emotion behind your mission
- Make the giving experience part of your story

LOOK THE PART

Don't be afraid to show off your brand! Every touchpoint your donor encounters should reflect who you are.

- Customize forms and fields to fit your org's branding and needs
- Use software, like a fundraising platform or photo editing tools, to overcome an "amateur" digital presence and let your brand shine through, even if you're not a professional designer

INTEGRATE TECHNOLOGY

Make it easy for donors to give in the way they prefer and provide them plenty of opportunities to do just that.

- Always link to an online donation form from all campaign promotional posts and materials
- Use text-to keywords for calls-to-action in videos, on images, in emails in text messages, and in-person

GIVE NOW

FOCUS ON YOUR GOALS

Determine the "why" behind each action in your strategy and revisit and readjust accordingly.

- Know how to use analytics and reporting tools to help you plan and see what's working
- Craft every message to have an actionable purpose, like make a donation, sign up to volunteer, or RSVP to an event

Video in our communications **GOALS**

We must position PDA as the Content HUB for everything LEAD and COVID. This means having a reliable platform and infrastructure.

Dual-engagement strategy

If the #1 goal of our video is engagement, then the #1 goal of our communications strategy must be the same. When viewers are drawn to our brand story, they will want to learn more and engage with our content. Therefore, we must provide our content on a rich and usable platform (our website).

Communications require solid infrastructure

No communications stand in isolation from the organizational whole. Therefore any communications are strategically dependent upon a solid infrastructure of content management, integrated tools and strategies, collaboration between departments, and reliable CRM ecosystems.
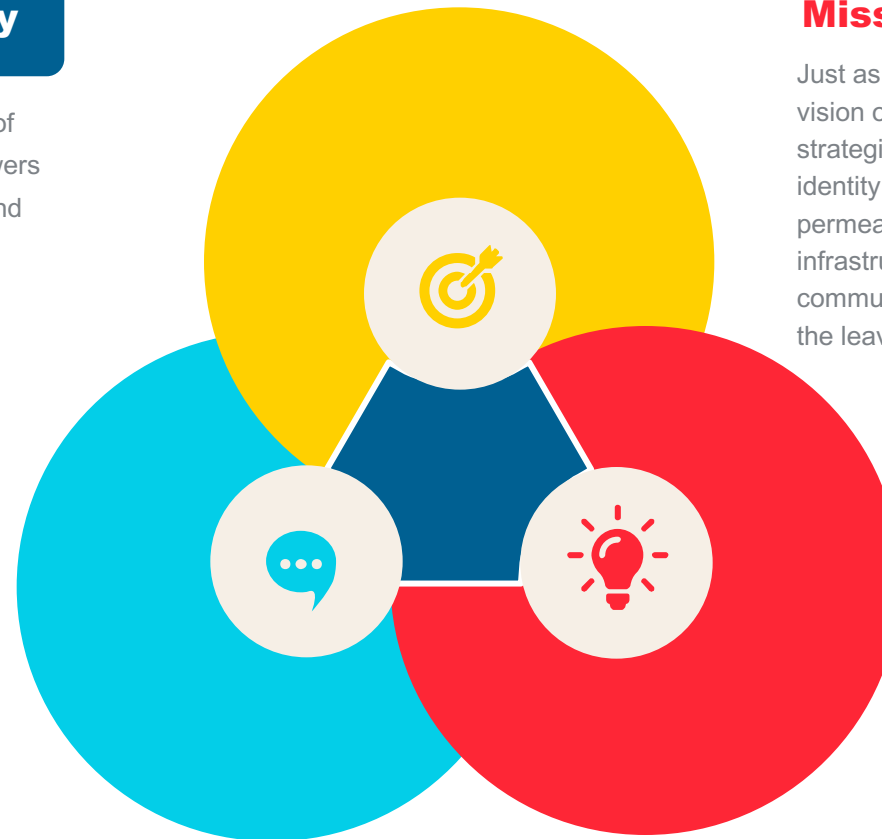
Mission / Vision / Values driven

Just as our ethos and character dries the mission, values and vision of our organization, and defines our organizational strategies, these same values must drive our brand story and identity. All communications must be rooted in these values and permeate internal communications, project management infrastructure, and the external messaging of each department. communications can be viewed as the oxygen which brings life to the leaves growing from our organizational roots.

Measuring impact

Any one communication device is virtually a moot effort without baseline metrics and an ability to define audiences, measure engagement, tweak content and leverage media appropriately. Media channels can be effectively managed through clear delegation pipelines and strategic, long-term impact metrics and reporting.

COMMUNICATIONS CHANNELS

CENTRALLY MANAGED THROUGH HOOTSUITE | POSTS PLANNED AND APPROVED ON MONTLY CALENDARS

Twitter

Lorem ipsum dolor sit amet, consectetur

Instragram

Lorem ipsum dolor sit amet, consectetur

Youtube Channel

Lorem ipsum dolor sit amet, consectetur

WWW

Facebook

Lorem ipsum dolor sit amet, consectetur

LinkedIn

Lorem ipsum dolor sit amet, consectetur

Great

Lorem ipsum dolor sit amet, consectetur

Roadmap & **Infrastructure**

What we need. Why we need it. How long it will take. Where we go next.

01 A. Identity and branding is streamlined across channels. Narratives and brand story are consolidated for use in video. B. Video logistics and planning. (Or series planned.)

02 A. Website rebuilt on WordPress or other platform and developed as a content HUB / landing page. Searchable ssets provide rich SEO resources. B. Video(s) produced.

03 A. Hootlsuite and Monday.com are integrated into website. Social calendar is created and CRM tool in Monday.com is utilized. B. Video post-production finalizes video #1.

04 Social calendars and google analytics baseline metrics established. Pipeline for posts and approval delegation approved. B. Stakeholders / partners invited to private video premier party.

05 A. Metrics and testing tested for ongoing strategic comms plan. Continued content flow and impact measurement followed by well-managed engagement and interaction strategies employed. CRM and project management tools dialed in for future comms efforts: email / newsletter marketing, appeals, annual reports, events, etc.

4a Test comms plan & metrics

4b Private launch party

5a Metrics & reporting

5b Strategic content use

3a Social integrations PM & comms policies

3b Video Post-production & editing

2a Website & Social Infra-structure

2b Video production

1a Branding

1b Video pre-production

Week 2-3

Week 3-4

Week 2

Week 1-2

Week 1

19

Why METRICS matter

ENGAGEMENT | BRAND STORY | MEASURING IMPACT

QUALITY CONTENT REINFORCES OUR CONTENT AS A VALUABLE HUB AND INFORMATION RESOURCE

EVALUATE IMPACT RELEVANCE = CONNECTION

01

03

Increase engagement

Increase downloads

Shares & Hashtags

Growth & more engagement

INTERESTING, TIMELY POSTS INCREASE ENGAGEMENT

02

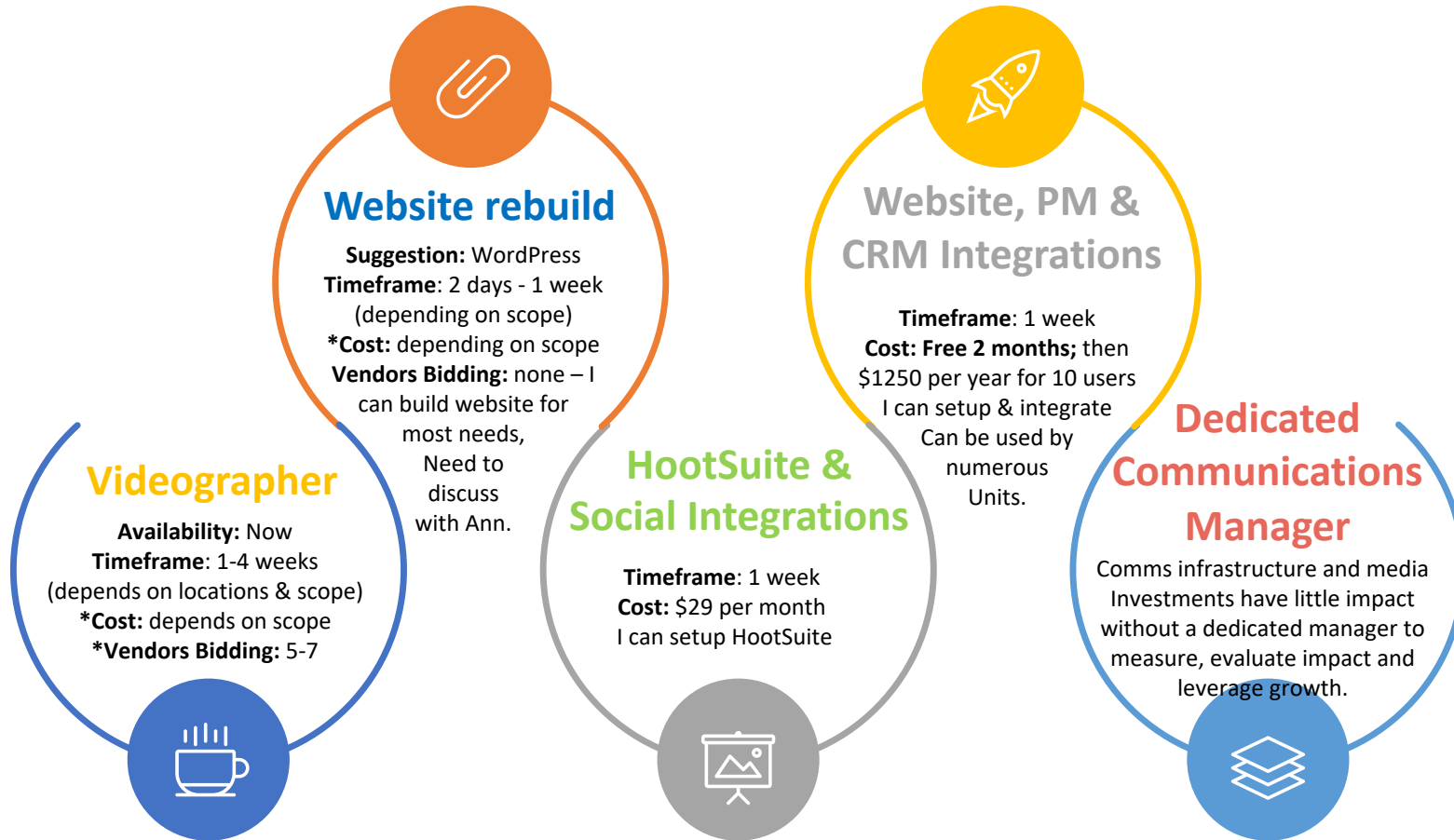**MEASURING GROWTH = ABILITY FOR STRATEGIC DEVELOPMENT & PLANNING**

04

Website rebuild

Suggestion: WordPress
Timeframe: 2 days - 1 week (depending on scope)
*Cost: depending on scope
Vendors Bidding: none – I can build website for most needs, Need to discuss with Ann.

Videographer

Availability: Now
Timeframe: 1-4 weeks (depends on locations & scope)
*Cost: depends on scope
*Vendors Bidding: 5-7

HootSuite & Social Integrations

Timeframe: 1 week
Cost: $29 per month
I can setup HootSuite

Website, PM & CRM Integrations

Timeframe: 1 week
Cost: Free 2 months; then $1250 per year for 10 users
I can setup & integrate
Can be used by numerous Units.

Dedicated Communications Manager

Comms infrastructure and media Investments have little impact without a dedicated manager to measure, evaluate impact and leverage growth.

* See slide 18 for list of vendors & references

RAPIDLY DEPLOYING OUR VISION.

NEXT STEPS, LINKS & REFERENCES

Recommended products and services. Vendor list & links. All vendor contacts and information available in excel.

Videographers / Producers

(John Fox referred): BJ Bullert, John De Graaf, Lucy Ostrander | Seattle
Sparkworks Media | Seattle
Nuvelocity | Seattle
Luminist Media | Seattle
Inspired Light Films | Seattle
Smokescreen Media | Seattle

Programs & Applications

Google Analytics
WordPress
HootSuite
Monday.com
Bit.ly

Videos in Presentation

Be a Whistleblower for Peace
The Girl Effect: The Clock is Ticking
African Men. Hollywood Stereotypes
The Thrown Out Flag Case

Social Media Integrations & Help

What is Social Listening
Using Hootsuite for Social Management
Instagram for business / nonprofit
Pinterest for business
Social Media Listening
WordPress to HootSuite
Social Media KPIs
Social Media Cheat Sheet

RESOURCEFUL

DEVELOPMENT & ORG LEADERSHIP

- Executive nonprofit leadership & campaign consultant (CFRE, expired)
- Board & volunteer development, major gifts & pipeline strategy
- Nonprofit finance, budgets, audits
- Annual programs and event planning

PROGRAM MANAGEMENT

- Lifecycle program and LEAN management in construction, manufacturing and telecom
- CRM & program management planning & implementation
- Metrics & reporting

GRAPHIC DESIGN & DIGITAL MEDIA

- Logo and event graphics
- Nonprofit marketing – posters, campaign brochures, postcards, event materials, specialty themes
- Photography, video production and digital art for social platforms
- Website development on CMS platforms

COMMUNICATIONS

- Brand Strategy – personally mentored by the book's author
- Speech writing and public speaking
- Branded content, web and social media copy, video copy & scripting
- Letters to the editor, ads & print publications
- Annual Reports

WRITING / EDITING

- Press releases
- Marketing and web copy
- Annual appeal & campaign letters
- Grants & nonprofit literature
- Feasibility research & studies
- Event communications
- 2,000+ pages into a soon published book

BERNADETTE MOLNAR

I drive change and build authentic brands by revealing bravery in stories of resilience. In today's climate of uncertainty, distraction and mistrust, narratives rooted in vulnerability and humanity resonate alongside a growing movement of conscious consumerism. I've defined my voice by mustering the courage to tell my story resiliently and connecting to the tough stories that others bravely share. Today, I teach the ROI of vulnerability. The concept is measurable and demonstrated through authentic investments among teams, engaging brand stories that connect, and organizational cultures that inspire prosperity.
My mission is to amplify stories of bravery and leverage authentic communication in every place we tell our story - a concept I call BraveBoldVoice.

Communications and Development Leader:
14 years in nonprofit leadership and program communications specialization in cause marketing, developmental leadership, and strategic branding.