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WOMEN'S FORUM OF NC PR PLAN

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Situation Analysis: The Women's Forum of North Carolina was presented with unique opportunities during COVID-19 to engage its member network via Zoom. Members across the state could interact virtually, uniting the organization, which often holds regional events. The Women's Forum of NC recognized that although the current member base is strong, they could expand and diversify membership in terms of age demographics to engage the next generation of members.

PR Campaign Objective: To expand its member base beyond their current number of approximately 80 women and create more effective communication to engage members. This will be executed utilizing a 6-month social media, and communications plan to attract new members to the Women's Forum of NC.

Target Audiences:

1. Women in the age demographic of 20-29
2. Women of all other ages
3. Constituents and supporters of pro-women groups

S.M.A.R.T Goals

- Increase membership by 6.25% or 5 new members during the 2021-2022 fiscal year, specifically targeting women in their 20s
- Sustain current member relationships by having 100%-member retention over 6 months
- To increase social media followers by 25% in 6 months
- To grow social media engagement by 20% in 6 months

PR Strategy:

- Diversify the social media content posted to Facebook, LinkedIn and Twitter to appeal to a younger audience and those who may be unfamiliar with the Women's Forum of NC
- Create an Instagram account to attract a younger audience on social media
- Increase posting frequency and consistency on all social media platforms

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- Have clear, consistent communication with members via Email
- Advertise the upcoming events like Lunchtime Conversations or the Spring/Fall Forums

Tactics:

- Implement a monthly newsletter via MailChimp in late April that will start by promoting the Spring Forum
- Develop an electronic brochure that can also be printed to easily advertise the Women's Forum of NC and its work
- Encourage members to distribute the brochures to prospective new members or to partner organizations
- Develop a Prezi presentation with a script to advertise the Women's Forum of NC and its work
- Collaborate with partnership organizations like NC Women United and Equal Rights Amendment NC to promote the social media accounts of all of the organizations
- Feature individual stories about the Women's Forum of NC members and what the organization means to them on social media platforms
- Have more social media posts dedicated to explaining the mission and current happenings of the Women's Forum of NC

Actions:

- Send out the first monthly newsletter by April 30 (to be delegated to a member of the organization)
- Create a standard procedure for social media content planning and posting by May 5 (to be delegated to a member of the organization)
- Create a Prezi presentation and script by May 5 (to be done by APPLES Team)
- Create a brochure to advertise the Women's Forum of NC and its work by May 5 (to be done by APPLES Team)

Budget: The Women's Forum of North Carolina will be executing this plan without allocating a budget to these initiatives. The organization wants to organically grow its membership and social media as much as possible without paid promotion.

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