

The Family Tree

Marketing & PR Committee Meeting March 24, 2021

Stefanie Woodhouse, Co-Chair

Sarah Woods, Co-Chair

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| I. | Welcome & Approval of Minutes | Stefanie |
| II. | Mission Moment | Pat |
| III. | Sip and Savor | Kelley |
| | a. Sponsor Benefits | |
| | b. Great Chefs' Cancellation Communication | |
| | c. Pat Cronin Fund | |
| | d. Famfest/Lace Up Next Steps | |
| IV. | Spring Public Engagement Campaigns | Allie |
| | a. PCAA Child Abuse Prevention Month | |
| V. | Marketing Plan Update | Allie |
| | a. Social Media | |
| | b. Marketing Plan | |
| | c. Blog | |
| VI. | Technology Plan Update | Erik |
| | a. Website Updates | |
| | b. Next Steps - Focus Groups, elearning platform | |
| VII. | Next Committee Meeting: Wednesday, May 5, 2021 | |

Important Dates

Tuesday, April 13, 2021 – General Board Meeting, Zoom



Marketing Committee Meeting
February 10, 2021
Minutes

Members Present: Sally Bauer, Sarah Woods, Stefanie Woodhouse, Stephanie Adler, Ellen Brinkley, Brad Downs, Scott Robinson, Xandy Waesche,

Members Excused: Pat Kirk, Ann Rosenberg

Staff Present: Allie Cook, Mary Francioli, Pat Cronin, Connie Anderton, Matila Sackor, Stacey Brown, Kelley Harrison, Erik Weber

Agenda Overview:

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| A. Welcome & Approval of Minutes | Stefanie |
| B. Mission Moment | Pat |
| C. Fall Event Name | Kelley |
| D. Communications on Pat's Retirement | Sarah |
| E. Spring Public Engagement Campaign | Allie |
| a. PCAA Child Abuse Prevention Month | |
| b. Virtual Stress Kit | |
| F. Marketing Plan Update | Allie |
| a. Social Media | |
| b. Marketing Plan | |
| c. Blog | |
| d. Annual Report/Impact Report | |
| G. Technology Plan Update | Erik |
| a. Website Updates | |
| b. Next Steps - Focus Groups, elearning | |

Next Committee Meeting: Wednesday, May 5, 2021

Important Dates

Tuesday, April 13, 2021 – General Board Meeting, Zoom

Recorder: Kelley Harrison

ISSUE #1 – Welcome & Approval of Minutes

SUMMARY OF DISCUSSION: Stefanie Woodhouse welcomed everyone and thanked them for coming. She asked for a motion to approve, Sally Bauer moved, and Ellen Brinkley seconded.

ISSUE #2 – Mission Moment

SUMMARY OF DISCUSSION: Pat spoke about a parent from our Family Connects program that Allie featured on a recent blog. Mom spoke about how supportive the Family Connects nurse was as she was dealing with depression after the birth of her child. She is doing very well now and has written a book entitled “Everyone is Sleepy but the Baby” proceeds from the book will go to Share Baby. Pat also talked about our partnership with Sesame Street in the Community that we formed this past summer. We featured a short video from Elmo on our Lace Up video and Family League was given access to all Sesame Street programming, so our home visitors are using their materials. Sesame Street has been featuring programming on how to deal with dramatic issues such as civil unrest, violence etc.

ISSUE #3 – Fall Event Name

SUMMARY OF DISCUSSION: All agreed that this event should be a celebration, a moving on from the pandemic, a time of unity, forward focus; the event will also recognize Pat’s contributions to The Family Tree as she retires and introduce our new Executive Director. After discussion about the possibility of this being an annual event it was decided the name needs to be general and a tagline could be included that is more specific. Name suggestions include: Hilltop Happy Hour, Taste & Toast, Tailgate & Toast, Raise a Cheer, Cheers to a Brighter Future, Friday Night Lights, Sip Sip Soiree, Fall Feast, Taste & Toast to a Better Tomorrow, Picnic Under the Stars, Celebrating the Past, Preparing for Tomorrow. No final decision was made on the name, committee members were asked to keep brainstorming and send any additional suggestions to Kelley.

ISSUE #4 – Communications on Pat’s Retirement

SUMMARY OF DISCUSSION: Sarah said that an email with the press release announcing Pat’s retirement at the conclusion of our fiscal year was sent to Board and staff yesterday. It will be sent to donors, press, and posted on social media today. The search firm, Kittleman, has been chosen to conduct the search for our new executive director. Now that the retirement has been announced the position opening will be posted.

ISSUE #5 – Spring Public Engagement Campaign

SUMMARY OF DISCUSSION: Allie reviewed PCAA’s Spring engagement campaign, “Growing a Better Tomorrow for All Children, Together” included in the packet. We will follow this campaign for April’s child abuse prevention month. The theme of the campaign resonates so well with The Family Tree. Mary suggested we incorporate language and ideas around seeds, and we will use this theme for our spring donor appeal. Sarah said the garden theme fits right in with our on emphasis on ACE’s and prevention, since the ACE’s study is rooted in science. All materials will be co-branded with TFT logo and Sally said we can use all PCAA’s videos. Pinwheels are still incorporated in this campaign; marketing materials have children carrying pinwheels in gardens. Pat thanked Allie for participating in PCAA’s work group that developed this campaign emphasizing that her input was very valuable.

Allie said we are working on the virtual stress kit that Ellen suggested at our last meeting. She said Erik will go into further detail when he talks about technology updates, but he is developing

a resource section on the website and the stress kit will be included in this section. Mary said the website updates should be completed in the next few weeks.

ISSUE #6 – Marketing Plan Update

SUMMARY OF DISCUSSION: Allie addressed the marketing results chart included in the packet. Development Goals: We are 91 gifts away from meeting our online gifts goal. Gifts from Lace Up helped us reach this number and we are confident we will reach the goal by the end of June. We do not have any new monthly donors, need to work on marketing that giving opportunity.

Marketing Goals: PR mentions are down from previous years because usually these mentions center around our events. Pat's retirement press release could help us get a few more mentions. Mary reported we will not participate in the FOX45 Community Fair this year since it is virtual, in the past we have received media mention through this event. Our email list has increased, only need to add 263 emails to meet goal. Participants have been added to our email listings.

Program Goals: We have served 176 parents through virtual classes, need to serve 197 more to meet goal. Kids Care Plus only needs 130 more hours to reach goal. Ellen asked how many families are using KCP and Stacey answered on average 8 per day.

Allie also reviewed the Social Media chart and said if anyone has questions to feel free to contact her. She spoke about how we are struggling a bit with LinkedIn and Twitter. Since these are platforms geared to professionals, she is trying to connect to our training opportunities. Sarah mentioned Pat's retirement announcement could bring a boost on LinkedIn. Stephanie asked about who in our audience goes to Instagram. Allie said Instagram is often used by our parents and Facebook by donors. Stefanie emphasized that different audiences are attracted to different platforms, so we need to look at content and the best platform. Allie addressed how blogs are helping to draw in different target groups. We have 7 new blogs since our last meeting. Allie is engaging program staff to write blogs. There was discussion about how local influencers and friends and family can help grow our social media. Brad mentioned giving local influencers incentives to post, free tickets to events, very successful for the Ravens in helping them increase their following.

ISSUE #7 – Technology Plan Update

SUMMARY OF DISCUSSION: Erik reported we are moving on to the next steps in technology plan. Have worked on the database and content, blogs; now moving to making website more interactive, giving user a detailed experience. Erik showed a resource center he is working on as a part of the website. Also working on login section for staff, parents, and board with resources and information relevant to each groups' needs. Parents will have the ability to register for classes, view classes, and take workshops along with having information and resources in their section. Erik showed the page he created for our videos on the website. To accommodate as many as possible there will be a translate button on the left corner of the web site that automatically translates to other languages. Next steps, Erik hopes to reach out to focus groups as he continues updating the website to determine what tools and resources parents are looking for and to develop a dedicated eLearning platform. He is exploring different platforms, currently we have been using Zoom. Stefanie said McCormick does a lot of

eLearning and she will see what platforms they use. Pat said the eLearning will be useful for BCCCRC's training programs.

Before adjourning Allie said the Annual Report was sent out about a month ago and usually there is a good donation response from that mailing. The Impact Report will also be sent out shortly.

Xandy questioned waiting until May for our next meeting. She is concerned since we have a lot up in the air with the fall event and suggested trying to schedule an earlier meeting. Allie and Mary said they will figure out a date to meet and forward to all.

The meeting adjourned at 9:27am.



Sip & Savor Fact Sheet

- DATE:** Saturday, October 9, 2021
- TIME:** 5:30 pm to 10:00 pm
- VENUE:** Sagamore Farms, Reisterstown, MD
- GOAL:** To revel in community and celebrate the resiliency we demonstrated throughout the pandemic. The event will focus on the future and how The Family Tree will respond to the critical needs of Maryland's families as they recover, regroup and restart. The event will also celebrate our retiring Executive Director and introduce the organization's new leader. A fun, safe evening time to connect, cultivate and celebrate.
- Net TBD to support The Family Tree's programs and services.
 - Raise money to support the Pat Cronin Fund
- CHAIRS:** Becky & Ashton Newhall, Susan & Steve Shaw, Kim & Mohan Suntha
- BUDGET:** TBD
- SPONSORSHIP:** Sponsorships range from \$100,000 to \$2,500. Tickets are available for \$150 each.
- FORMAT:** A casual, outdoor event on the front & side lawns of the Sagamore House overlooking Worthington Valley, featuring various food stations, specialty drink bars, craft beer and wine. Highlighting musical entertainment on the expansive front porch. Casual seating, cocktail tables, and a built-in fire pit area will allow guests to enjoy the stunning ambience of the farm and views of the valley at sunset.
- MATERIALS:** Invitations, Event Signage
- BOARD/COMMITTEE MEMBER RESPONSIBILITY:**
- Personally, support the event
 - Help identify possible ticket buyers or sponsors



Sponsorship Opportunities

Presenting Sponsor **\$100,000**

- Please contact The Family Tree for detailed benefits.

Cornerstone Sponsor **\$50,000**

This sponsorship will provide 600 home visits to vulnerable mothers teaching them how to raise a healthy baby.

- Opportunity to underwrite one of our specialty food or drink stations
- Receive 20 event tickets
- Reserved table for gathering with dedicated bar service
- Premier Recognition as a Cornerstone Sponsor at the event
- Your name or company logo will be featured on the invitation, event website, social media, event signage, thank you ads and our annual report.

Reveler Sponsor **\$25,000**

This sponsorship will provide 150 positive parenting sessions for at-risk mothers and fathers.

- Receive 12 event tickets
- Reserved table for gathering
- Special Recognition as a Reveler Sponsor at the event
- Your name or company logo will be featured on the invitation, event website, social media, event signage, e-newsletter, thank you ads and our annual report.

Connector Sponsor **\$10,000**

This sponsorship will provide 170 family education sessions for children and their parents.

- Receive 10 event tickets
- Reserved table for gathering
- Recognition as a Connector Sponsor at the event
- Your name or company logo will be featured on the invitation, event website, social media, event signage, e-newsletter, thank you ads and our annual report.

Celebratory Sponsor **\$7,500**

This sponsorship will provide weekly parent support groups for one year.

- Receive 6 event tickets
- Recognition as a Celebratory Sponsor at the event
- Your name or company logo will be recognized on the invitation, event website, social media, event signage, e-newsletter, thank you ads and our annual report.

Merrymaker Sponsor **\$5,000**

This sponsorship will provide 24/7 helpline support for 150 callers needing information, support or crisis counseling.

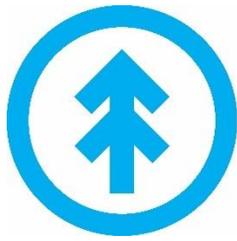
- Receive 4 event tickets
- Recognition as a Merrymaker Sponsor at the event
- Your name or company logo will be recognized on the invitation, event website, social media, event signage, e-newsletter, thank you ads and our annual report.

Gather Sponsor **\$2,500**

This sponsorship will provide the community with 190 hours of child abuse prevention training.

- Receive 2 event tickets
- Your name or company logo will be recognized on the invitation, event website, social media, event signage, e-newsletter, thank you ads and our annual report.

To confirm your sponsorship contact Kelley Harrison at 410-889-2300.



The Family Tree

The Cronin xxx Fund

The Cronin xxx honors The Family Tree's Executive Director and her 21 years of service to Maryland's families. Funds raised will be dedicated to Pat's passion - improving the organization's core service family education through continuous improvement activities including research, evaluation, and the adoption of science-based practices.

Parenting is challenging especially for families who are stressed and experiencing serious adversity. We have a shared responsibility to buffer the impact of adversity on the child and family. The weight of parental distress can overload a parent's ability to provide the supportive relationships children need to grow. Children can only thrive if they have regular interactions with responsive, caring adults. Through education and support we can provide these parents with the building blocks that will improve their child's wellbeing. The Family Tree's evidenced informed Family Education programs provide the positive supports to counterbalance the parental distress.

The Fund will have two components. First, it will include a research partnership with an academic institution such as the Ruth H. Young Center – Innovations Institute at the University of Maryland School of Social Work, Morgan State University, School of Social Work, etc. The selected University will evaluate family education and programs, providing feedback leading to continuous improvement of this important resource for parents. Second, the fund will help implement these changes, impacting generations of Maryland's families.





We **UNEARTH** the
POSSIBILITIES



Our Work is
**ROOTED
IN SCIENCE**

We Tend and **REPLENISH** the **SOIL**

The illustration shows a diverse group of people, including children and adults, engaged in gardening activities. A large green hand is prominently featured in the foreground, holding a mound of dark brown soil. In the background, a city skyline is visible under a bright sky. The overall scene conveys a sense of community and environmental care.

Hope and Commitment are **POWERFUL** **FERTILIZERS**

This illustration is similar to the one above, showing a community garden scene. It features a large green hand holding soil, a city skyline, and various people gardening. The composition is slightly different, with more people visible in the background, emphasizing the collective effort in the garden.



Nurture. Heal.
**GROW.
TOGETHER.**

World Day for Prevention and Healing
from Child Sexual Abuse 2021

Prevent Child Abuse Maryland  The Family Tree Prevent Child Abuse America



Help Positive Childhood Experiences
TAKE ROOT

Your tax-deductible donation plants the seed.

#GrowingBetterTogether Prevent Child Abuse America

FY2021 Marketing Plan Reports

FY2021 Marketing Plan Reports										
Development Goals		9/8/2020	11/3/2020	2/9/2021	3/23/2021	Goal by December 2020	FY21 Goal	Until Goal	FY20 Final	
	Increase online gifts	12	260	336	354	356 gifts	415	91 gifts	356	
	Increase monthly donors	9	9	9	10	15 donors	15	5 donors	7	
Marketing Goals		9/8/2020	11/3/2020	2/9/2021	3/23/2021	Goal by December 2020	FY21 Goal	Until Goal	FY20 Final	
	PR Mentions	1	2	2	2	10 mentions	10	7	9	
	Grow Email List	4,576	5,598	6,393	6,428	5425 contacts	6656	263	4260	
	Grow Social Media						See Other Spreadsheet			
Program Goals		9/8/2020	11/3/2020	2/9/2021	3/23/2021	Goal by December 2020	FY21 Goal	Until Goal	FY20 Final	
	Increase online class attendance	49	153	176		350	350	197	68	
	Increase hours of KCP served	248	531	1370		1500	1500	130	1,270	

FY2021 Social Media Metrics

	FY20 Final	7/31/2020	8/31/2020	9/30/2020	10/30/2020	11/30/2020	12/30/2020	1/31/2021	2/28/2021		
Audience: The current number of followers on your social media accounts										FY21 Goal	% to goal
Facebook	1950	1,966	2,309	2,320	2,332	2,356	2,362	2369	2371	2925	43%
Instagram	665	684	701	715	726	739	747	762	778	865	57%
LinkedIn	401	399	402	407	408	411	413	414	418	502	17%
Twitter	1358	1360	1357	1365	1363	1366	1366	1365	1367	1697	3%
Interactions: This shows the number of likes, comments, and reactions to your published posts.											
Facebook		268	294	221	320	271	149	198	121		
Instagram		106	172	185	224	229	200	154	106		
LinkedIn		24	21	27	31	17	14	21	23		
Twitter		10	18	21	12	19	14	12	21		
Published Posts											
Facebook		40	41	35	61	46	42	39	31		
Instagram		9	16	19	33	28	21	17	15		
LinkedIn		16	23	22	36	27	25	24	23		
Twitter		16	24	22	34	27	24	25	21		
Clicks: The number of clicks on posts published through HS. (Instagram not included)											
Facebook		60	78	109	97	56	36	47	182		
Instagram											
LinkedIn		6	8	3	59	2	1	2	2		
Twitter		23	37	31	2	50	51	54	34		
Impressions: The number of views that posts on your company pages receive.											
Facebook		14,865	12,759	11,517	14,040	15,352	9,746	9,185	7,478		
Instagram		1,380	2,377	2,450	3,681	3,304	2,537	1,990	1,612		
LinkedIn		778	638	642	529	419	332	399	385		
Twitter											
Shares: The number of published posts that were shared.											
Facebook		106	86	82	97	103	75	65	44		
Instagram											
LinkedIn		2	5	2	0	3	1	1	11		
Twitter		4	11	11	15	3	6	4	2		