



Prepared For :

Soul 57

233 W Rosser Ave  
Bismarck, ND 58501



# STRATEGIC COMMUNICATION **PLAN**

Prepared For :

Soul 57

233 W Rosser Ave  
Bismarck, ND 58501



# WHO WE ARE

Katrina Hellman

Eden Mayer

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STEP 1

# PROJECT OVERVIEW

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# WHO SOUL 57 IS

## MISSION

Provide a community of peers for youth who have experienced the tragedy of losing a parent, sibling, or primary caregiver.

## VISION

Under the supervision of a licensed professional, we offer a setting where youth can connect, communicate, and navigate their grief with other individuals who have experienced similar loss.

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# SOUL 57'S CHALLENGE

## LACK OF BRAND AWARENESS

Soul 57 is a new organization in Bismarck and still gaining traction.

## SOUL 57'S OPPORTUNITY

There is an opportunity to gain recognition from businesses, teachers, school counselors, guardians, potential volunteers, and caregivers.

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# EFFECTIVE STRATEGIC COMMUNICATION

Create consistent branding across all mediums and channels of information to spread brand awareness.

- Talking Points
- Newsletter Shell
- Infographic
- Social Media Plan

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STEP 2

# RESEARCH AND COMMUNICATION AUDIT

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# RESEARCH METHODS

To understand Soul 57 and its audience, we researched and looked into Soul 57's website. Additionally, we used its social media platforms to understand further what Soul 57's brand is, its mission, and target audience. Lastly, we found competitors that may be a threat to Soul 57 and learned more about each one.

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# COMMUNICATION AUDIT FINDINGS

## DOCUMENT LINK

### STRENGTHS

- There are many community endorsements and much community support for Soul 57.
- Soul 57's unique setup
  - Group Therapy
  - Group Workshops
  - Caregiver Support
- All services at Soul 57 are free of charge.

### WEAKNESSES

- Soul 57 is a new organization, so it is still gaining brand awareness.
- Soul 57 competes against other non-profits and grief counseling services.

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# COMMUNICATION AUDIT FINDINGS

## OPPORTUNITIES

- Soul 57 can continue to expand and grow in the BisMan community by gaining community recognition.
- More participants, volunteers, donations, and monthly services can be added.

## THREATS

- Soul 57 relies heavily on donations and volunteers.

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STEP 3

# OBJECTIVE

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# SOUL 57'S OBJECTIVE

Increase Soul 57's brand awareness in the local Bismarck-Mandan community by April 10, 2024, using data tracking.

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STEP 4

# STRATEGIES

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# SOUL 57'S STRATEGIES

- Make resources available in schools, churches, the YMCA, grocery stores, and other community areas.
- Increase presence on social media.
- Advertise Soul 57 in public areas.
- Collaborate with local organizations to promote Soul 57.

All the strategies listed above will help increase brand awareness for Soul 57, which will assist in achieving its mission and vision. Additionally, these strategies will help gain more financial support from organizations and social support from the community.

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STEP 5

# TACTICS

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# SOUL 57'S TACTICS

## COMMUNITY ENGAGEMENT

- Talking Points Presentation
- Newsletter
- Infographic
- Update Soul 57's social media strategy  
(more information available in the social media plan and audit)

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STEP 6

# DELIVERABLES

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# TALKING POINTS

## PRESENTATION LINK



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# NEWSLETTER SHELL

## NEWSLETTER LINK



ISSUE #1  
MONTHLY NEWSLETTER  
1 April 2024



### Jenny's Journal

Welcome to our charity newsletter! We are thrilled to share with you the latest developments in our mission to make a positive impact in our community.

Firstly, we would like to express our gratitude to all of our donors and volunteers who have continued to support us during these challenging times. Your generosity and dedication have allowed us to keep our programs running smoothly and effectively.


In terms of our recent activities, we have successfully launched a new initiative to provide education and resources to underprivileged children in our area. This program aims to improve access to quality education and promote a love for learning among young students.

We are also excited to announce that we will be hosting our annual charity auction next month. This event is a fun and interactive way to support our cause while also enjoying great food, drinks, and entertainment. We hope to see you there!

Finally, we want to remind everyone that our charity relies on the kindness and support of our community. If you are able to donate your time or resources, please do not hesitate to reach out to us.

Together, we can make a real difference in the lives of those who need it most. Thank you for your continued support!

Enjoy this month's newsletter!



In this newsletter you can expect:

Community Updates

Donation Spotlight

Our Featured Event

Story of Impact

April Event Calendar



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YOUTH GRIEF SUPPORT

# NEWSLETTER SHELL



## Community News

Welcome to our charity newsletter! We are thrilled to share with you the latest developments in our mission to make a positive impact in our community.

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Finally, we want to remind everyone that our charity relies on the kindness and support of our community. If you are able to donate your time or resources, please do not hesitate to reach out to us.



## Donation Spotlight

This month's donation hero is Arby's.

It's wonderful to recognize the Arby's management and team for their generous monetary donation this month. Their selflessness and dedication to helping others in the community are truly inspiring.

Let's take a moment to appreciate their efforts and encourage others to follow in their footsteps.



05 April 2024

## Event News

Join us for our upcoming writing workshop to help youth process and heal from grief with peers (K-12). Let's work together to promote healing and provide support to others. Here are the details:

- Date: 05 April 2024
- Time: 10am-12:30pm
- Location: 233 W Rosser Ave, Bismarck
- Youth K-12 are welcome to join.
- Let's write and heal with each other.



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YOUTH GRIEF SUPPORT

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YOUTH GRIEF SUPPORT

# NEWSLETTER SHELL



## Stories of impact: this month's story is about how Olivia went from grief to healing.

Olivia was once homeless and struggling to get by. She felt like she had hit rock bottom and didn't know where to turn.

That's when she discovered our local charity organisation that helped provide food, shelter, and resources for those in need. With their help, Olivia was able to get back on her feet. She received job training and found employment, which allowed her to save up enough money to eventually secure her own apartment.

The support and guidance from our charity organisation gave Olivia hope and a renewed sense of purpose. She is now giving back by volunteering her time and resources to help others in need. Olivia's story is a testament to the power of charity and how it can change lives for the better.

Olivia's story is a powerful reminder that everyone deserves a safe and comfortable place to call home.

By creating environments that feel like home, we can help those who have experienced hardships feel a sense of comfort, security, and hope for the future.

Let's continue to support local charity organisations that make a difference in people's lives and consider how our design work can positively impact those in need!



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# NEWSLETTER SHELL

april2024

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4 GROUP THERAPY	5	6 ART FOR GRIEF THERAPY
7	8	9 SOUL 57 CONNECT	10	11 GROUP THERAPY	12	13
14	15	16	17	18 GROUP THERAPY	19	20
21	22	23	24	25 GROUP THERAPY	26	27
28	29	30				

Thank you for reading!

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# INFOGRAPHIC

## INFOGRAPHIC LINK



YOUTH GRIEF SUPPORT

### MISSION

Provide community of peers for youth who have lost a parent, sibling, or primary caregiver



### VISION



Provide the tools needed for youth to process and navigate grief through the arts, recreation, and community

Group Therapy	Caregiver Support	Group Workshops
(K-12)	(Adults)	(K-12)

### ALL PROGRAMS AND SERVICES ARE FREE

[www.soul57.org](http://www.soul57.org)  
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# SOCIAL MEDIA PLAN

## DOCUMENT LINK

### THE BIG IDEA

Create more engaging content and add personalization to Soul 57's social media presence.

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# SOCIAL MEDIA PLAN

## IMPLEMENTING THE BIG IDEA

- Create a LinkedIn account to connect with more potential donors and volunteers.
- Create videos of Jenny explaining what Soul 57 is, its history, and the mission/vision of Soul 57.
  - Pin these videos to the top of the Facebook and Instagram pages.
- Utilize the reel feature on Instagram and Facebook.
- Use more pictures on posts.
- To help create visually appealing branding, create a circular purple border on the profile picture for Instagram and Facebook.
- Use a weekly social media calendar to consistently post.
- Monitor page engagement through Instagram and Facebook.

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# SOCIAL MEDIA PLAN

## CALENDAR LINK

## CONTENT CALENDAR

### SOCIAL MEDIA CONTENT WEEKLY CALENDAR



Social Media Channel:	Mon. (time) Title/Theme: Tags/Keywords:	Tue. (time) Title/Theme: Tags/Keywords:	Wed. (time) Title/Theme: Tags/Keywords:	Thu. (time) Title/Theme: Tags/Keywords:	Fri. (time) Title/Theme: Tags/Keywords:	Sat. (time) Title/Theme: Tags/Keywords:	Sun. (time) Title/Theme: Tags/Keywords:
Facebook		10 AM Highlighting a donor "GratiTuesday"	5 PM Reminder of Thursday's event "Tomorrow"	12 PM Reminder of today's event posted as a story	6 PM Recap of Thursday's event		3 PM Week ahead overview with upcoming events "Looking Ahead"
LinkedIn		10 AM Highlighting a donor "GratiTuesday"	1 PM Reminder of Thursday's event "Tomorrow"		11 AM Recap of Thursday's event		3 PM Week ahead overview with upcoming events "Looking Ahead"
Instagram		10 AM Highlighting a donor "GratiTuesday"	5 PM Reminder of Thursday's event "Tomorrow"	12 PM Reminder of today's event posted as a story	6 PM Recap of Thursday's event		3 PM Week ahead overview with upcoming events "Looking Ahead"

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