

SLCC Giving Day

Strategic Communications Plan
2020

Overview and General Background Information

"Salt Lake Community College's first-ever SLCC Giving Day is a 1,948-minute (32 hours, 28 minutes) community awareness/engagement event and fundraising celebration. SLCC Giving Day begins at 8:00 am and ends at 4:28 pm.

SLCC Giving Day is a college-wide event that unifies and challenges boards, councils and trustees; staff, faculty, students/student leadership and alums; community partners and friends to dream big and think boldly about what's possible for Salt Lake Community College and its students, its programs and its community. SLCC Giving Day involves all college campuses and academic and administrative departments.

SLCC Giving Day fundraising will focus on the "I'm In" capital campaign investment priorities. SLCC Giving Day will help build awareness of philanthropy's impact on the SLCC community, open the door to new SLCC donors, and help engage and activate our current annual and employee giving donors.

A strategic communications plan will help those involved in planning and taking part in the event to identify primary and secondary audiences, craft internal and external audience-targeted messages, develop and maintain clear communication goals, create and execute specific strategies and tactics to achieve those goals and evaluate success.

Target Audiences

- Donors: The primary target audience of the Giving Day event is SLCC donors.
- SLCC Community: The primary target audience of this strategic communications plan is the SLCC community, including executive leadership, stakeholders, staff, faculty, students, alums, and community partners. The SLCC community is the institution's best advocates and influencers and is the link between donors and messaging.
- Media: Media channels and news outlets are vital in facilitating messaging from SLCC to primary and secondary audiences.
- General Public: Raising and maintaining general awareness and promoting SLCC's public image and standing in the community is the core of all SLCC marketing and communication planning.

Goal

The goal of this strategic communications plan aligns with the overall mission, vision and values of Salt Lake Community College, the SLCC Strategic Plan, the "I'm In" campaign, and the SLCC Giving Day goals as stated in the event Overview document. This plan should be integrated with the marketing plan for the event.

A strategic communications goal uses the best available information about primary and secondary target audiences and is forward-thinking, projecting the fulfilled need for an event or campaign. As such, the stated goal for this plan is:

SLCC Giving Day Strategic Communications Plan provides SLCC boards, councils and trustees; staff, faculty, students/student leadership and alums; community partners and friend with the tools and information they need to communicate internally and promote externally the SLCC Giving Day event towards securing institutional sustainability and capacity.

Messaging

Identifying key messages based on primary target audience demographics and consistent with SLCC and event branding will help communications and marketing teams to develop talking points. Consistent messaging will help the SLCC community to be able to present a cohesive campaign to donors. The Giving Day Overview document supplies a solid base for delivering key messages.

Key Messages from the Giving Day Overview Document

- What is SLCC Giving Day? Salt Lake Community College's first-ever SLCC Giving Day is a 1,948-minute (32 hours, 28 minutes) community awareness and fundraising celebration. 1948 commemorates the year of SLCC's founding. SLCC Giving Day begins at 8:00 am and ends at 4:28 pm.
- What is the purpose of SLCC's Giving Day? Giving Day is a college-wide event that unifies and challenges boards, councils and trustees; staff, faculty, students, alums and partners to dream big and think boldly about what's possible for Salt Lake Community College and its students, its programs and its community. SLCC Giving Day involves all college campuses and academic and administrative departments.
- How will Giving Day accomplish its goals? SLCC Giving Day will help build awareness of philanthropy's impact on the SLCC community, open the door to new SLCC donors, and help engage and activate our current annual and employee giving donors. SLCC's Giving Day fundraising will focus on the "I'm In" capital campaign investment priorities.

Branding

The SLCC communications team will work with marketing to ensure all internal and external communications are consistent with official Giving Day branding and that the SLCC community can access the branded content. Event branding will focus on appealing to donors, while the Strategic

Communications plan will give the SLCC community the tools and information they need to reach the primary target audience.

Persuasive Appeal

Marketing and communications teams will want to use an intellectual and emotional appeal to reach both primary target audiences. Demographics show that the primary audiences value education and are generous.

- Emotional Appeal: Sharing specific stories of current and previous students, how they have benefited from education at SLCC and how that is or was made possible by donor funds appeals to emotion. Encouraging the SLCC to share these stories and add their own relevant SLCC experiences links donors to the real need for SLCC sustainability in the larger community. Providing the SLCC community with the means to share their plans and successes in taking part in SLCC Giving Day
- Intellectual Appeal: Providing relevant statistics to the SLCC community to share with donors appeals to the intellect. Statistics such as skilled labor shortages in specific trade fields and the role of SLCC in partnership with business leaders to help train more workers will help the SLCC community share messages that they know will appeal directly to family, friends, and associates with interests in those areas.

Positioning Statement: *A SLCC community member actively participates in the Giving Day event because they believe the strategic goal of SLCC sustainability helps the larger Utah community.*

Unique Marketing Proposition: *We use what we already do and believe in to share our passion with potential donors and the public to secure institutional sustainability and increase capacity.*

Internal Tagline: *Sharing positive experiences and statistics about SLCC helps secure institutional sustainability and capacity, and that's good for Utah. I share because I care.*

Strategies and Tactics

Strategy One: Educate the SLCC community on how to talk to donors and present a cohesive message of giving.

- Tactic One Sheet: Create and distribute the How to Talk to Donors One Sheet.
- Tactic Talking Points: Create and distribute Talking Points for the 2020 Giving Day Event.

Strategy Two: Supply the SLCC community with Giving Day the assets and information they need to be successful as participants.

- Tactic Shared File Folder: Supply the SLCC community with a shared file containing assets and information.

- **Tactic Messaging Channels:** Distribute a list of external SLCC web pages and social media channels, including those specific to the event.
- **Tactic Email Campaign:** Develop messaging for the SLCC community to craft emails. Encourage the SLCC community to use their official SLCC email to invite friends, family, and associates to participate in SLCC's Giving Day.

Strategy Three: Successful campaigns include ways to track and assess activity. Sharing each other's progress creates excitement.

- **Tactic Track:** Provide the SLCC community with the means to track their Giving Day messages and report on those interactions to the Giving Day committee. The How to Talk to Donors info sheet should include information about protecting personal and asking donors' permission to share information.
- **Tactic Encourage:** Members of the Giving Day committee will actively encourage the SLCC community to participate on the event day and thank those who participate in real-time. The SLCC digital team will track hashtags and handle tags to comment on and RT participants' posts. A formal post-event thank-you note will be sent to all participants.
- **Tactic Influence:** Supply the SLCC community a way to publicly declare they are "In" on their social media pages and email signatures. An internal chat group could also be created for participants to share their successes.

Measuring Success

Measuring the success of the inaugural Giving Day event will be essential to future planning. Measuring the success of this strategic communications plan is critical to that overall process.

Success can be measured in several ways, such as evaluating the event's success in reaching its funding goals. A measure of success specific to communications is the collection of data such as the number of participants and social media statistics. This data will help future event planners know where and how to concentrate their efforts. More specific to this plan will be to gather information post-event from those taking part as to how they felt about the event and if they felt like they had the tools and information needed to participate fully. A post-event survey of SLCC community participants with questions specific to communications will help the communications team to adjust plans in later years.

Marketing and communication teams should meet after the event to discuss successes and items that may need adjusting in later years. An internal board or chat thread could also be used as a collection place for observations until a formal discussion is held. A report based on that discussion and other data gathered should inform a final report.