

Hands Mending Hope PR & Marketing Plan



WildRock Public Relations & Marketing® has crafted the following public relations and marketing plan for Hands Mending Hope. Our hope for you is that this will give you the tools you need to get started in the world of PR and marketing. The plan includes strategies, target markets, industry trends, competitive landscapes and ideas to help market Hands Mending Hope to the Nations.

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Plan of Action

If you don't read anything else or if you are feeling overwhelmed about what to do and where to go next with PR and marketing, reference this first section. It provides a high level overview of the entire plan including key areas you should be focused on, as well as your login information.

Social Media Logins:

Facebook

- Personal account (account is private, no one can search for you)
 - Email: [REDACTED]
 - Psswd: [REDACTED]
- Hands Mending Hope page: Brandy is Admin and owner; interns are all admins

Twitter

- Email: [REDACTED]
- Psswd: [REDACTED]
- Username/handle: [REDACTED]

Pinterest

- Email: [REDACTED]
- Psswd: [REDACTED]
- Username: [REDACTED]

Google+

- Email: [REDACTED]
- Psswd: [REDACTED]

PR Plan Key Points

- Your main target audiences are based on:
 - Religion
 - Philanthropy
- Building the Hands Mending Hope **brand** is critical. Website, Facebook & eNewsletters will be most helpful in establishing it.
- Use social media to your advantage.
 - Track analytics to see what people are liking and engaging with.
 - Post engaging content – think visually.
 - Develop hashtags on Twitter that will help reinforce your brand. Use these to engage with your supporters and keep track of what people are saying.
- Get engaged in the community to find out how you can reach your target audiences.
 - Use the university community to your advantage. Research and contact departments with a similar focus as yours. Create connections with them.
 - Reach out to other community organizations for speaking engagements, display opportunities, etc.

Executive Summary

Hands Mending Hope is on a mission from God to empower and restore hope to women in third world countries who have escaped the entrapment of sex trafficking. Our prayer is that the women who make these authentically crafted prayer shawls will also inspire faith in the women who purchase them, bringing the “power of prayer” back to the States. Hands Mending Hope will mend women across the globe through the hope we have through Christ.

Goals

The following are key PR and marketing goals for Hands Mending Hope:

1. Establish the Hands Mending Hope brand.
2. Get the word out to the public about Hands Mending Hope.
3. Use local community groups/events to promote Hands Mending Hope.

Industry Research

The Hands Mending Hope team laid the groundwork by sharing industry research and WildRock took that a step further diving into more information, specifically target markets, industry trends and competitive landscapes.

Note: You can feel free to add to this over time as you start to uncover and meet new markets!

Target Markets

PRIMARY

Religious Affiliation

- This will include the religious community as a whole:
 - Churches
 - Church Newsletters
 - Church/Religious Websites

Activities, interests, pastimes, etc. of this target market

- Church: Services, fellowships, youth groups
- Music: Church choir and/or band, lessons, radio
- Reading: Bible studies, book clubs, individual
- Traveling: Mission trips, outdoor adventures
- Volunteer Work: VBS, food banks, kids camps, homeless shelters

Clubs and Organizations

- Kiwanis

- Website: <http://www.kiwanis.org>
- Fellowship of Christian Athletes
 - Website: <http://www.fca.org>
- Key Club
 - Website: <http://www.keyclub.org/home.aspx>
- Habitat for Humanity
 - Website: <http://www.habitat.org>
- YMCA
 - Website: <http://www.ymca.net>

Key Media

- Guideposts Magazine
- Christianity Today Magazine
- Catholic Digest Magazine
- End Time Magazine
- Charisma Magazine

SECONDARY

Philanthropists

- This includes humanitarians, sponsors, volunteers and donors
 - Enthusiastic community members
 - Volunteer organizations

Activities, interests, pastimes, etc. of this target market

- Church: Services, fellowships, youth groups
- Lifelong Learning: Online college courses, foreign languages, books, travel
- Giving: Volunteering, donations, spreading the word
- News: News, books, newspapers

Clubs and Organizations

- The Philanthropy Club Foundation
 - Website: <http://thephilanthropyclub.org>
- The Lions Club International
 - Website: <http://www.lionsclubs.org/EN/index.php>
- Women's Giving Circle
 - Website: <http://womensgivingcircle.org>

Key Media

- The Chronicle of Philanthropy

- Philanthropy Magazine

Industry Trends

While some of these trends directly apply to Hands Mending Hope, much of this is peripheral, but good to know as you begin to explore and “sell” into the marketplace. This will help you know where there will be hesitation and where these prayer shawls will be widely accepted.

Affiliation

- Religious affiliation in the U.S. is both very diverse and fluid.
- Among adults in the United States:
 - 78.4% fall under Christianity
 - 4.7% are of other religions
 - 16.1% are unaffiliated
- At least 28% of American adults have left the faith in which they were raised in favor of another religion – or no religion at all.
- The number of people who say they are unaffiliated with any faith is double the number who says they were unaffiliated as children.
- Catholicism has experienced the greatest loss as a result of affiliation changes; there are about half as many Catholics as Protestants in the United States.
- Those who are unaffiliated are fairly evenly divided between the “religious unaffiliated” (religion is important) and the “secular unaffiliated” (religion is unimportant).

Competition

- The American religious marketplace is simultaneously gaining and losing adherents.
- People moving into the unaffiliated group outnumber those moving out of the unaffiliated group by more than a three-to-one margin.
- If these generational patterns persist, recent declines in the number of Protestants and growth in the size of the unaffiliated population may continue.
- Latinos, who already account for roughly one-in-three adult Catholics overall, may account for an even larger share of U.S. Catholics in the future.

Gender

- Nearly 20% of men say they have no formal religious affiliation, compared with roughly 13% of women.
- Among people who are married, 37% are married to a spouse with a different religious affiliation.

Source: <http://religions.pewforum.org/reports>

Competitive Landscape

There is really no competition when it comes to God's work, but for an understanding of others in the space, here is a breakdown. Find inspiration or connect with like-minded organizations:

Market Research

Organizations working to stop sex trafficking and help its victims:

- Coalition Against Trafficking in Women (<http://www.catwinternational.org>)
 - Fighting sex trafficking with ongoing projects and campaigns focusing on education, prevention, direct services for victims, gender equality, legislation, and ending the demand for sex trafficking.
- Abolition International (<http://www.abolitioninternational.org>)
 - Fighting sex trafficking through education, advocacy, restoration, and shelters.
- Agape International Missions (<http://agapewebsite.org/>)
 - Fighting sex trafficking by establishing rehabilitation communities, building relationships with the traffickers, building churches, and **giving girls a career through textiles**.
- ECPAT (<http://www.ecpat.net>)
 - Fighting child sexual exploitation through initiatives to protect children at local levels while the secretariat provides technical support, research, and information.
- Girls Education & Mentoring Services (<http://www.gems-girls.org>)
 - Fighting sex trafficking by empowering the victims to aspire to their full potential by providing them with empathetic and consistent support and viable opportunities for positive change.
- Love146 (<http://love146.org/>)
 - Fighting child trafficking and exploitation through survivor care, prevention education, professional training and empowering movement. Work focused in Southeast Asia.

Organizations selling crafts from other countries to the U.S.:

- Global Girlfriend (http://www.globalgirlfriend.com/store/ggf/support/ggf_artisan)



- Reducing poverty and creating prosperity for women, families, and communities by selling products made by women in impoverished countries.
 - Products: clothing, handbags, accessories, bath and body, jewelry, handmade papers, book collection
- Far & Wide Collective (<http://www.farandwidecollective.com>)



- Connecting artisans in emerging economies to the international market.
- Products: home décor, clothing, accessories, jewelry
- SIS International Shop (<http://www.sisshops.com>)



- Helping someone feed their family by purchasing gifts from skilled artisans in third world countries with low-income opportunities.
- Products: art, bed and bath, clothing, paintings, coffee, accessories, instruments, tea and chocolate, stationery
- World Finds (<http://www.worldfinds.com>)



- Providing income to struggling artisans.
- Products: silver, jewelry, accessories, knitwear, kanthas and saris, hair accessories, and ornaments
- Global Village Gifts (<http://www.globalvillagegifts.org>)



- Selling fairly traded handcrafts while focusing on educating the public on the principles of fair trade and learning about the artisans.
- Products: clothing, accessories, books, crafts, food, furniture, garden, home décor, jewelry, instruments, crosses, stationery, toys and games

Overall

Organizations exist that sell crafts helping groups to stop sex trafficking as well as organizations that give victims the opportunity to craft for a living (above in bold), but not as many that sell the crafts of victims in order to restore their hope. Differentiation is key.

Four Helpful Lists

Words		Brand	Messaging
Nouns	Verbs/Adjectives		
<ul style="list-style-type: none"> • Hope • Faith • Prayer • Hands • Future • Truth • Nations • Prayer shawls • Love/Agape • God • Passport 	<ul style="list-style-type: none"> • Weave • Shedding light • Exposure • Revelation • Connecting nations • Hopeful • Renewed sense of hope • On the mend/mending broken hearts/ lives/ spirit • Navigating • Restoration 	<ul style="list-style-type: none"> • Timeless • Vintage (real) – down to earth/ rooted • Classy • Authentic • Strong—deeper you are rooted in God/ Christ/ Prayer, the more healing/ hope/ mending you experience • Passport • Mapping 	<ul style="list-style-type: none"> • About prayer shawl tab • About Us • How can I help? -yarn -knitting needles -pattern/ templates -share with church -prayer -gifting: package for gift buy gift -product tag messaging

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none">• Religious affiliation• Philanthropic association• Helping girls in need• Helping third-world countries• Helping sex-trafficking victims• Local	<ul style="list-style-type: none">• Name is not yet out there• No online presence• Staff?
Opportunities	Threats
<ul style="list-style-type: none">• New company• Strong business support system• Solid brand identity ideas• Close relationship with ministries abroad• Opportunity for growth/expansion – partnerships with other ministries• Partnerships with other nonprofits	<ul style="list-style-type: none">• Big market• Setting company apart• Lack of community engagement• Budget constraints• Flux of adults with religious affiliation• Philanthropists already have companies they support

Messaging

Tagline (options)

- Hands Mending Hope – Renewing hope to the nations
- Hands Mending Hope – The beginning of something beautiful
- Hands Mending Hope – New beginnings through hope
- Hands Mending Hope – Mending through hope
- Hands Mending Hope – Strength through hope
- Hands Mending Hope – Crafting & love
- Hands Mending Hope – Strength through love
- Hands Mending Hope – Lovely strength

Who We Are & Boilerplate (to be used at the end of press releases)

Hands Mending Hope is on a mission from God to empower and restore hope to women in third world countries who have escaped the entrapment of sex trafficking. By hand-making beautifully woven and intricate prayer shawls, women who were once living in a dark, tattered and torn world are empowered through faith and prayer. They are able to earn an income for their families and lead a dignified life restored by God’s promises for the future and mended through the hope we have in Christ. For more information visit: www.handsmendinghope.com.

What We Do

We want to empower women. Our prayer is that the women who make these authentically crafted items will also inspire faith in the women who purchase them, bringing the “power of prayer” back

to the States. Hands Mending Hope will mend women across the globe through the hope we have through Christ.

Elevator Pitch

Hands Mending Hope is on a mission from God to empower and restore hope to women in third world countries who have escaped the entrapment of sex trafficking. Our prayer is that the women who make these authentically crafted items will find faith as they come to know God.

Branding



Strategies & Tactics

Strategy	Tactics
Create a story that is meaningful, consistent & easy to share.	<ul style="list-style-type: none"> • Create a well-produced short video about the Hands Mending Hope story and message.
Portray a strong, professional brand.	<ul style="list-style-type: none"> • Identity set: logo, custom branded letterhead, PPT, business cards, (possible) email marketing template.
Create new website with simple, aesthetic design, powerful images & relevant, informative content.	<ul style="list-style-type: none"> • Create a website that is easy to navigate both through desktop/laptop and mobile devices. • Optimize your website through SEO. • Display background story video on home page. • Engage in partnerships with other philanthropic organizations & establish link exchanges. • Develop & post blog series highlighting a specific girl's story/journey and/or purchasers of the prayer shawls each week (you can do this anonymously). • Incorporate social media buttons/feeds/widgets throughout the website. • Ecommerce optimize for easy sales online.
Create a branded email-marketing program for ongoing communication to audiences.	<ul style="list-style-type: none"> • Sign up for free email marketing program through MailChimp. • Import email contacts into program. • Create customized, Hands Mending Hope branded email marketing template. • Build list organically through friends, family and network. • Develop quarterly editorial content with clear calls to actions and sharable links.
Create & develop a robust Social Media presence with ongoing opportunities for building your fan base and engagement.	<ul style="list-style-type: none"> • Develop social media editorial plan filtering in engaging content, photos and videos. Keep info positive and lighthearted. • Focus on: <ul style="list-style-type: none"> ○ Facebook ○ Twitter ○ Pinterest ○ Google+
Research gatherings on other social interaction sites to seek out local	<ul style="list-style-type: none"> • Sites like MeetUp are a great way to find like-minded people with whom to share your story.

<p>philanthropists.</p>	<ul style="list-style-type: none"> • Seek out local groups focusing on religious works, philanthropic outreach, volunteerism, women’s advocacy, international aid, etc. • Contact the group/event leader to see how Hands Mending Hope could become a part of their outreach efforts.
<p>Approach local university programs to share your story.</p>	<ul style="list-style-type: none"> • Reach out to university programs that would want to hear the Hands Mending Hope story and could help promote it. • This can be anything from extracurricular clubs to university departments including, but not limited to: Women’s Association, Women’s Studies, Women and Gender Advocacy Center, Ethnic Studies, African Studies, Anthropology, etc. • Seek out professors/coordinators in those departments to find out if their members would be interested in hearing the Hands Mending Hope story.
<p>Partner with extracurricular university clubs to be part of their philanthropic outreach.</p>	<ul style="list-style-type: none"> • Many university clubs (such as those listed above) put on free local events for specific causes. Find out if their focus coincides with the Hands Mending Hope brand so you can share your story. • Possible events/speaking opportunities they may hold include: free movie night, free concert, informal coffee meeting, etc.
<p>Reach out to local boutique shops to display prayer shawls.</p>	<ul style="list-style-type: none"> • Contact local boutiques to inquire about having prayer shawls on display to sell as well as information about Hands Mending Hope. • Highlight the non-profit aspect to encourage their willingness to display. • Possible options include: She She Beauty Salon, Rain Boutique, GG Boutique, Walnut Creek, etc.
<p>Create partnerships with other religious organizations to reach target audiences.</p>	<ul style="list-style-type: none"> • Contact local churches that sponsor mission trips/volunteer works abroad to show global scope. • Explore possible fundraiser tie-ins for sales. • Explore Church gift shops, speaking engagements for you to tell the congregation about the shawls, etc. leverage their marketing channels to tell the story and get the word out.

Tools & Templates

Facebook Tips

- Leverage professional networks – send an email blast: "Hands Mending Hope is now on Facebook! Like our page to stay up-to-date on our journey."
- Send the recommendation to like the Hands Mending Hope page to your personal Facebook friends.
- Add "Like Hands Mending Hope" with a Facebook icon to your email signature.
- Maintain consistency by starting with 2-3 posts per week.

Tip: To increase engagement, industry experts recommend posting when people are not at work, between 8 p.m. and 7 a.m., with Wednesdays and Sundays being the best days to publish.

- Share relevant industry news in "snackable" bites.

Tip: Keep posts simple, industry experts recommend creating posts somewhere between 40 and 80 characters for higher fan engagement.

- Include behind-the-scenes pictures and videos at least once a month.

Video Tips

A professional and captivating video is an essential piece to any marketing toolbox, as it serves to show, rather than simply tell, *who* you are and *what* your organization is about. It also creates an emotional connection. Here are some basic steps to follow:

- **Investigate:** Develop your script by telling the story behind your project, what inspired you, what makes it unique, and how it helps people.
- **Storyboard:** Lay out a diagram of each sequence in your video to help you construct the different segments. Include your narrative, locations, and any other elements you want to incorporate.
- **Create:** The fun part! When filming the video, seek a balance between well-planned messaging and authenticity with an unscripted, conversational feel for your on-screen interviews. Include any appropriate B-roll footage that sets the scene for your campaign.
- **Rough cut:** Begin your editing process by getting the general content and narrative pieced together, then review with your team, friends, family – anyone whom you trust to offer feedback.
- **Fine cut:** Add in graphics, music, and smooth transitions. Upload to Vimeo or YouTube in addition to your project platform so that you can track how many views it gets.

Press Release Example



FOR IMMEDIATE RELEASE

Date

Media Contact:

Your Name

Your Title

Phone Number

Yourname@email.com

Catchy Headline, 8-10 Words, Active Tense

CITY, State (Date) – Lead: 1-3 sentences about main topic of release.

Should entice the reader and avoid clutter, hype words.

P1: “Must have” information (What big event is happening? Whom is it benefiting?)

Quote

P2: Additional & supporting information (Event/company background, legacy)

P3: Less important, “nice to have” information, but not necessary

Hands Mending Hope is on a mission from God to empower and restore hope to women in third world countries who have escaped the entrapment of sex trafficking. By hand-making intricate prayer shawls, these women are finding their faith and earning an income for their families so they can lead a dignified life restored by God’s promises for the future. For more information visit: www.handsmendinghope.com.

###

Media List Template



Media List Template

*Note: Setting up your media list in an Excel spreadsheet can make it easier to track and organize contact information.

Hands Mending Hope: Media List								
Notes	Last Name	First Name	Title	Outlet Name	Outlet Topics	Email	Phone	Link to similar article
<i>Make notes of outreach efforts (i.e., "Sent pitch on Sept. 8)</i>	<i>Reporter Last Name</i>	<i>Reporter First Name</i>	<i>Reporter's Title (i.e., Editor, Staff Writer)</i>	<i>Name of publication/ website/ blog</i>	<i>List topics that the outlet covers</i>	<i>Email for your contact</i>	<i>Phone number for follow ups</i>	<i>Link similar article published by contact to reference when pitching *If available/applicable</i>



Social Media Template

ACCELERATE YOUR BRAND. GO WILD!



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Social Media: Editorial Calendar Template

This template has been created with a few examples crafted for Hands Mending Hope to exemplify how to use a social media editorial calendar throughout your journey. Planning ahead will help keep you on track with posting consistently and tracking the time of each post, post reach and post engagement. These tactics will help you reflect on what is resonating with your audience so you can expand efforts in those areas.

Making this template your own:

1. **Define your strategies:** Use 4-5 “strategies” to keep your posts targeted and goal-oriented throughout your journey. A primary goal is to create content that will be engaging and encourage people to interact with your brand. Thanking supporters, inspirational quotes relating to your purpose, lighthearted pictures of women making shawls are all good examples of engaging content. Rotate through your strategies day-to-day so that you aren’t posting a stream of promos that will turn off your followers.
2. **Add your metrics:** Add columns to track the metrics that are relevant to your social media outreach efforts. This includes tracking Facebook Insights, recording re-tweets/replies/favorites on Twitter and likes/repins on Pinterest.
3. **Customize your content:** Social media is an excellent free tool, but it’s important to remember that each social media site has its own purpose. Although you can use similar posts for each site, make sure you customize your posts and tailor them to 1) the medium and 2) your audience on that medium. (The examples outlined below are tailored to Facebook.)

Hands Mending Hope: Social Media Calendar					
Date	Strategy	Possible Text	Time Posted	Post Reach	Post Engagement
Post #1	Company Introduction	“We are so excited to be on Facebook and share our experiences with you, our supporters! We will be working to keep you up-to-date on the latest news from Hands Mending Hope and the amazing women on this journey.”	Fill in after you post	Fill in after you post	Fill in after you post
Post #2	Personal story	“We love getting to see how these women’s lives are changing for the better. This week, we’d like to share ____’s story with you.” (Share picture & story of young woman)	Fill in after you post	Fill in after you post	Fill in after you post
Post #3	Seasonal Tie-in/Thanking supporters	“The holidays are a great time to tell our loved ones how we feel. We’d like to thank you, our supporters, for your continued generosity during our journey.”	Fill in after you post	Fill in after you post	Fill in after you post

PR & Marketing Tips

What is PR & Why is it Important?

PR is managing the flow of information between an individual or organization and the public.

- Goal is to get out information at the *right time*, to the *right people*, with the *right message*.
- PR is about building an authentic buzz. It's all about somebody else saying, "Hey, look how great Hands Mending Hope is," not you.
- PR has more credibility than advertising because it comes from a third party validation, not paid sponsorship.

Message

All PR and outreach activities start with a clearly defined message.

- You have to know your story.
- Learn how to stand out and distinguish yourself.
- Build an advocacy-generating reputation.

Community Relations

Community relations can help establish your business and show your support for quality of life.

- A great way to showcase your values.
- Be a steward and support your community.
- Involvement in the community also creates opportunity for cross-promotional efforts.

Email Marketing

- Many email programs are free (MailChimp) or fairly inexpensive (ConstantContact).
- Design a branded email template.
- Provide eNewsletter sign ups on your website.
- Create short, bite-size chunks of information that are easy for people to skim and digest.
- Provide links for people to learn more, including links to your website, blog, social media channels and industry news.
- Analytics allow you to evaluate and refine your efforts.

Word-of-Mouth

Word-of-mouth is one of the most effective and affordable ways to market your business.

- Offer existing customers discounts for referrals.
- Surprise repeat customers with discounts of their own.
- Collect testimonials from satisfied customers and post them online via your website and social media channels.