

FALL 2020

# *Strategic Communication Plan*

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The Contingent | Ready to Rise



# *The Challenge*

## FOCUS AREAS

- Brand awareness and engagement
- Recruitment- Growth in student enrollment



# *Ready to Rise*

## THE CONTINGENT

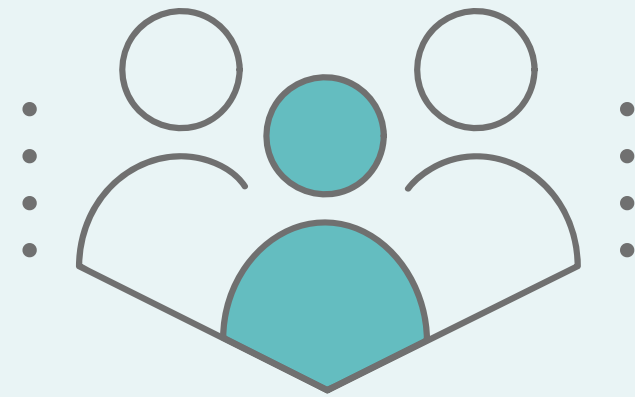
Ready to Rise: A non-profit that provides support to first generation and low income students as they transition to college.

Serves students in Clark County, Tacoma and Yakima Valley.

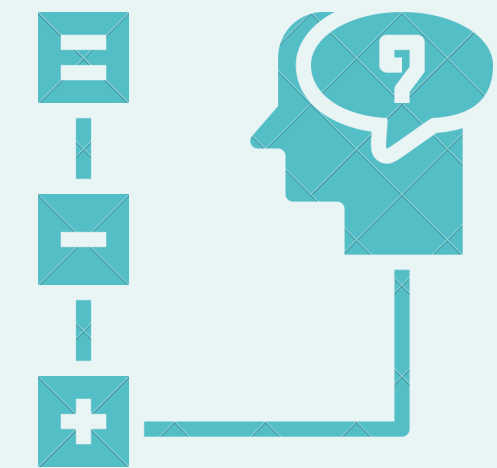


# *S.W.O.T. Analysis*

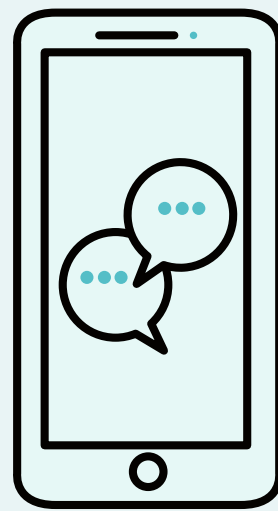
Strengths



Weaknesses



Opportunities



Threats





# *Target Audience*



High School Students



College Students



Community Partners

# *Objectives*



Raise awareness among the target audience in Clark County, Tacoma and Yakima Valley.

Establish regular communication with students and community partners and maintain their engagement.



Expand recruiting efforts with digital media and in the community.



# *Creative Brief*



## Objective

To increase Ready to Rise awareness, student registration and engagement throughout the program among the high school and college students.

## Target

Students transitioning to college and college students  
Low Income and first generation college students

## Brand Message

Ready to Rise will support you in your journey of becoming leaders on your campus and in the community.

## Support

Ready to Rise provides the appropriate tools, training and opportunities to ensure students feel supported and connected.

## Tone

Friendly, informative and encouraging

## Creative Considerations

Include the following in marketing efforts: Logo, set color palette for all media platforms and follow-through information (primarily website url).





# READY TO RISE SOCIAL

Clark County Cohort

Friday | May 25, 2020 | 3 - 5 p.m.

Connect with current scholars and community  
members in our network!

FOOD | RAFFLES | PRIZES

RSVP at [readytorise.org](https://readytorise.org)

SOCIAL MEDIA

# *Creative Content*



READYTORISE  
THROUGH COLLEGE. IN COMMUNITY.

Register before  
September 5, 2021

Learn more at  
[readytorise.org](https://readytorise.org)



# Creative Content

## NEWSLETTER

MAY 2, 2021

VOL. 8

# READY TO RISE

Monthly Newsletter



## Message from a Scholar

By Jane Doe

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Enim blandit volutpat maecenas volutpat blandit aliquam etiam. Ipsum dolor sit amet consectetur adipiscing elit. Fermentum posuere urna nec tincidunt praesent semper. At ultrices mi tempus imperdiet. Justo laoreet sit amet cursus sit amet. Ullamcorper malesuada proin libero nunc. Consequat semper viverra nam libero justo laoreet sit. Mi bibendum neque egestas congue. Interdum velit laoreet id donec ultrices tincidunt arcu. Sit amet commodo nulla facilisi nullam vehicula ipsum a arcu. Vitae aliquet nec ullamcorper sit amet risus nullam.

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### IN THIS ISSUE

RTR SOCIAL  
5/25 FROM 3 TO 5 PM  
RSVP TODAY!

INFORMATIONAL  
MEETINGS  
6/2-6/4 AT 5 PM

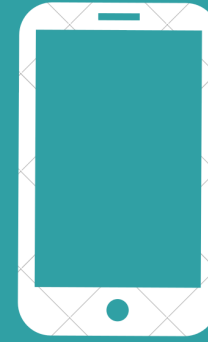
CLARK COUNTY COHORT  
UPDATES

TACOMA COHORT  
UPDATES

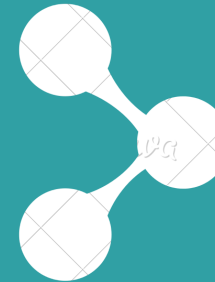
YAKIMA VALLEY  
COHORT UPDATES

# *Media*

## **MULTI-PLATFORM APPROACH**



Social Media



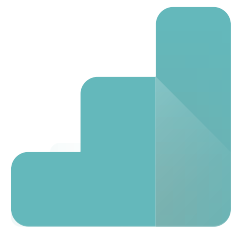
Email



Website

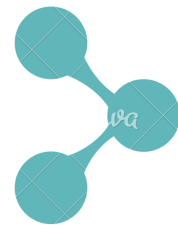


# *Evaluations*



## Social Media Analytics & Google Analytics

Engagement with content on each platform.



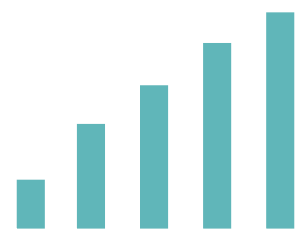
## Newsletter

Email analytics, i.e subscriber rate and click-through rate.



## Events

Event attendance.



## Recruitment

Statistics of new scholars for each academic year.

*Thank you!*

Kenia Garnica-Avila

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