

# Nexus-PATH Campaign Book

Strategies and Campaign for Social and Earned Media,  
& Increase Donation/Volunteer Efforts

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## **-SECTION I: EXECUTIVE SUMMARY-**

### **Purpose of Project:**

For the purpose of the project, we found a local organization in the Fargo-Moorhead area in need of a boost. Not only a boost in their marketing materials but also awareness of the business and the support behind it in the community. With this as our guide for our work, we were to conduct background research on them, investigate their strengths and weaknesses as a marketing force in the area, and develop a new campaign combining elements of traditional and non-traditional media sources designed to boost their awareness and reach across the community. We were also to conduct a counseling event with at least one representative from the organization we selected to share our ideas with them and gather their feedback on our plan. After some thought, we eventually selected an organization to work with: Nexus-PATH Family Healing a smaller branch of Nexus; the parent organization.

### **Nexus Background Information:**

Nexus was founded in 1972 to provide programs for males adolescent in the Minnetonka, MN area (a western suburb of the Twin Cities region of MN), and ever since has spread its influence nationwide providing accessible services to its patients. With their present headquarters being located in Plymouth, MN, they are now recognized nationwide as a leader in the youth and family healing/healthcare field.

**Organizational Mission:**

“Changing the course of a child’s life by stabilizing families and strengthening mental health.”

The mission you see above reflects Nexus’ commitment to truly help those who seek out their services, regardless of their background and unique needs as a patient. They have an open and welcoming atmosphere and encourage anyone undergoing a crisis to check them out. From helping families during an adoption process to healing the wounds of ongoing mental health struggles, Nexus and their other sub-organizations (such as PATH) truly believe in helping others. This is a very noble and empowering mission, indeed.

**Summary of Work Conducted With Client to Date:**

As of this writing, much work has been completed in regards to PATH and our campaign! Though we will share more details later, we would like to share some initial information about our progress towards making our campaign a reality with PATH.

Our work up to this point has largely revolved around preparing our campaign for this book and also the counseling event we hosted with one of Nexus’ Mar-Comm representatives. From conducting background research and using one of our group member’s connections to the organization (that being Angel) to our advantage, we learned as much as possible about Nexus and all pertinent information to our campaign.

We also, as we mentioned, conducted the counseling event with Nexus. This proved to be a wealth of information for us and was a great asset in developing our plan further. The reaction

and interest in our draft of our campaign for Nexus were both reassuring and informative for us, and as such allowed us to finalize our plan before presenting it to you now.

### **Campaign Summary:**

Again, though we will share greater details, later on, we would like to preview the actual *campaign* that we are presenting to you today. As you will see, it combines a wide-encompassing strategy that is designed to effectively boost the marketing potential of Nexus-PATH in the area and revive its appeal as a nonprofit. These are both areas of need with Nexus and PATH, and we believe that we can help!

The first element of our plan involves editing PATH's social media and website to be more in line with contemporary standards. Both are in need of some work, which we plan to address with improvements such as a podcast and a translation of FAQs into a social media-based series, along with more housekeeping work such as making sure that images accurately match the overall *branding* of Nexus. These and other tactics which we will cover later on are designed to revamp this crucial component of Nexus' marketing efforts.

The rest of our campaign largely revolves around two smaller sub-campaigns that we propose Nexus participate in to create a stronger connection to the community and increase awareness of them as a nonprofit: a donation campaign with Fargo Public Schools and seeking out Greek Life members looking for organizations to work with for volunteer hours. Both of these are designed to supplement the work done to Nexus' online presence and to solidify the branding they currently are attempting to convey: a strong connection and dedication to the area.

## **-SECTION II: SITUATIONAL ANALYSIS & PRIMARY RESEARCH-**

### **Who is Nexus:**

Nexus takes pride in the term “community-based services” through community outreach and providing wrap-around services and resources. To reach this goal and reputation, they’ve created sub-branches nationwide to prioritize the community needs. Some of the services include adoptions, foster care, residential care, outpatient services, school-based, etc.

### **Offices & Services:**

Nexus is located in Illinois, Maryland, Minnesota, and North Dakota. Offices in Illinois include Nexus- Indian Oaks and Onarga. Indian Oaks focuses on residential treatment for females and males between the age of 12-21 years. Meanwhile, Onarga focuses on residential treatment for males between the ages of 10-20 years and foster care for 12-17 years old.

Nexus-Woodbourne is located in Maryland and offers residential treatment for males ages 12-19 years and foster care/adoption services from birth to 21 years old. Minnesota is the main hub of the organization, they provide well-rounded services. The offices in Minnesota are

Nexus-FACTS. Gerard, Mille Lacs, and Kindred. FACTS specializes in outpatient and community mental health services for children, adults, couples, and families. Gerard provides outpatient/community mental health services for all ages and residential treatment for males and females between the age of 6-18. Mille Lacs only provides residential treatment for males ages 10-19 years and Kindred provides foster care and adoption in nine locations. Lastly, PATH in

North Dakota provides foster care, outpatient/community mental health services, and residential treatment for the ages of 10-17 years in ten locations.

### **Services Descriptions & Support:**

As described above, these locations truly focus more on mental health services and foster care but providing wide broad services has become one of their challenges when it comes to marketing and public relations. When it comes to mental health, Nexus intervenes through its therapy services and practices. In adoption and foster care, Nexus hires social workers and case managers to handle files and use their expertise and background to better understand what the community needs and their community outreach efforts. In a sense, the social workers are the boots on the grounds and the therapist creates programs for our clients.

### **Operations & Development Summary for PATH:**

Nexus coverage and multi-locations create an impression that it's a big organization that factors into its operations and development strategies and positions. Like many huge nonprofit organizations, ensuring that brand image and voice are consistent is one of the most important PR strategies that they must continuously work on. To achieve this goal and prevent any PR conflicts, positions in marketing and communication are consistently kept in the loop during campaigns and decision-making. It's important to note that individuals in the Mar-Comm department are contracted under Nexus but are located in offices across the state to work with local offices on marketing and PR efforts. For example, Sonja, the marketing manager we met with, is contracted under Nexus but works at PATH to locally work with them and market PATH's specific services. This is important to keep in mind when proceeding further with the

campaign book. Their development and operations departments meet often 3-4 times a week ensuring strategies across all locations are beneficial for each location. During these meetings, the common challenge, especially during campaigns, is creating messages and content that can be used for Nexus while not neglecting the other branches, such as PATH.

### **Summary of Primary Research:**

Our primary research was conducted through quantitative research through the method of surveys. During this research, we were able to gauge the level of awareness our community has towards PATH and its services, the likeliness they'll donate knowing PATH's missions and their attitude towards donating to nonprofit organizations in their community. Although, it's important to note that the demographics that we've gathered are skewed from the actual demographics PATH attracts and would consider as their audience. With 39 responses, we were able to come to conclude our research questions.

### **Survey Questions & Findings:**

The questions we included in our surveys were:

\*Have you heard of Nexus-PATH? If so, from where?

This question aims to understand the level of awareness our community has towards PATH and the source of their knowledge. Through the results, we are able to learn what efforts of PATH have been beneficial while collecting data on how the audience has heard of PATH. 5% of our participants state they heard of PATH from social media, 5% from word of mouth, 5% from ads, 5% from knowing or having used PATH services, and 82.05% have not heard of PATH. These



results truly show how the level of awareness and knowledge of PATH with our audience is very low and lacking.

\*Would you say you have a solid understanding about what foster care is?

Since PATH's main service in ND is foster care, we wanted to know if the term "foster care" is familiar or unknown to our audience and community. This was also a prep question for the behavioral question. 69.23 responded yes, 7.7% no, and 23.08% says maybe/unsure. We were surprised by the level of awareness of the term "foster care" in our targeted audience. With that being said, there's potential with opportunities and campaigns when it comes to getting widespread support.

\*How likely are you to be a foster parent in the foster care system in the future?

After providing the definition of foster care for those who are unfamiliar, we wanted to see how their beliefs may be connected to their behavior. Although, with further analysis, this question can be improved by changing the question to; "How likely are you to support a cause towards foster care or helping families." This would allow us to better understand attitudes towards foster care and support the cause. 10.26% say extremely likely, 35.9% somewhat likely. 12.38%% neutral, 20.51% somewhat unlikely, and 17.95%. Overall, these data are promising towards the overall attitude in supporting families and children in the system since the overall positive attitude is greater than the unlikeliness of the behavior.

\*Please indicate your level of agreement with the following statement: "I would be interested in donating to a local nonprofit in the community." 25.64% strongly agree, 38.46% somewhat agree, and 35.9% are neutral

\*Do you believe donating has a strong impact on the community? 79.49% yes, 20.51%  
no

\*Which of the following circumstances would make you more likely to consistently donate to a nonprofit? Popular answer types included helping out smaller organizations, showing community support, helping those in need, etc.

The last three questions' purpose was to better understand our participants donating history, donating attitudes, and what causes they are more likely to support. In summary, our audience towards donating locally for a nonprofit and to a greater cause has positive connotations which encourage our campaign to create community outreach and volunteer events.

### **Media Audit Findings:**

Social Media is something PATH has just recently started to take seriously and has been currently utilizing software to schedule and post their contents depending on the audience usage. This factors in what day of the week and time of the day posts should go out considering the current and upcoming campaigns. Although it's important to note for clarity, Nexus and Nexus-PATH often work together to create content and design graphics known as the Mar-Comm team/department. As stated above, the roles in these departments often work for the parent organization, Nexus, to ensure branding and messaging are linear across all platforms. With that being said, any content that is specific to PATH's services is posted in PATH's accounts while broader topics and contents are posted on the Nexus page.

For the purpose of the campaign book, the main focus of our media audit and analysis is PATH's pages. The consistent socials that are used are Instagram, Facebook, and the website.

## **Challenges and Strength:**

### **Instagram:**

Nexus-PATH Instagram account has a total of 729 followers, with further analysis, their audience reach goes beyond their generic followers. Some of the strategies that are utilized are using Instagram ads, using hashtags and tagging features, and story shares. For the month of March-April, the account was able to reach 1,907 accounts, 232 of them are followers while 1,675 were non-followers. This is an outstanding uneven ratio, mainly it shows the account is attracting users and are able to create traffic, but when the audience is directed to the account, they are not engaged. Some of the reasons may be, not attracted to the overall grid aesthetic, don't find it relevant to their own feed, or lack of interest in the organization. The major question is how to create content for PATH that is engaging and able to hold audiences' and visitors' attention, and maintain it? What content is the overall audience looking for or liking?

### **Facebook:**

The Facebook account also is facing the same problem, although it is doing well in comparison with Instagram. Through media audit, we received data that most of the media demographics are within the age range of 25-60, mostly between 25-40 years old. Within these demographics, it is shown that the targeted audience for social is families or individuals who are at the age of creating or having a family. These kinds of demographics are often Facebook's consistent users based on their interests and usage. Posts get more engagement and reach on Facebook yet we still witness the struggle of retaining those users and converting them to genuine followers. The account has 4,000 followers but during the months of March-April, posts were able to reach

8,933 accounts and only 892 of those were engaged. In addition, the number of page reach was 10,600 accounts but only 241 viewed the page. Digesting through their current efforts, posts that are involved in community outreach or events and staff/foster parent spotlight do well in engagements.

### **Website:**

The landing page for PATH is the second most visited landing page with only a 29% bounce rate, which means when users and visitors go to the landing page, there was an action. Creating a sense of whether they engaged with the content, followed the links, or found what they needed. As previously mentioned, Nexus, the parent organization, shares content through social media, although more prominently on the websites. This means the Mar-Comm department, including individuals from PATH and other locations, has created content during campaigns that cover all the services they provide across all locations. This is often a challenge because it is so broad and what's been helping the organization sort through the noise is to create a sense of they are an "expert" in the mental health industry. A sense of Nexus provides quality services with qualified professionals.

Dear Dr. Michelle factoring 12.9% of traffic and blogs attracting most readers, this strategy has been beneficial for all branches, including PATH.

### **Strategies for Socials based on Media Audits:**

#### **Instagram:**

Per the analysis above, PATH Instagram accounts do not require a full reconstruction but rather adding criteria for branding. We notice Nexus and PATH have worked together continuously to ensure branding is linear by using the same color schemes and graphics. But what is lacking and have room for improvement is when posting staff spotlights and using non-generic pictures/graphics the usage of frames can create an aesthetic Instagram grid. Allowing visitors to get a sense of the organization without needing to scroll through the whole page, removing the “awkward” feeling when quickly viewing the account. Some of the content that can also be beneficial for them based on their audience engagement history is creating a behind the scenes content to create a deeper understanding of the organization. This can be through Instagram stories and translated to the account’s highlight to increase accessibility for followers and visitors.

### **Facebook:**

With Facebook, the concern is not similar to Instagram mainly due to the difference in audience and app aesthetic. Loyal followers are present but the account lacks interactions with their followers, missing those genuine back and forth interactions. The most engaging post from last month was the opportunity for the community to gather and do activities together, which is interesting when compared to the other posts. From observations, community call-outs do well on Facebook, RSVP for events, and updates. With that being said, we propose maintaining the current strategy but adding the criteria of interacting with followers. Also creating more events that include community to consistently use Facebook tools can be beneficial for reaching audiences that seeking a more genuine account.

### **Website:**

Our proposal to improve Nexus and PATH's presence online and in the niche of as the "expert" in mental health is to create widespread content and not only utilize 2 types of media; images and copy. In a sense, adapt a multimedia model by expanding their Dear Dr. Michelle panels into podcasts and youtube videos. This creates a cycle of easy accessibility, creating a strong foundation, spreading awareness, and increasing the chance of earning "earn media." These Dr.Michelle question panels are often answered through a short article and a 2-3 minute video that lacks the conversational piece.

### **-SECTION III: CAMPAIGN OBJECTIVE-**

Our campaign objectives will be based on the current needs of Nexus PATH and the expected timeline for those objectives to take hold. During our research through the survey and the media audit, we gained an in-depth understanding of the needs of Nexus and PATH. We feel the organization has a few areas they could continue to grow. The areas of need for growth are **awareness and low donation, and volunteer rates.**

These analyses will be further broken down into two separate timelines for the different needs of each objective. The timelines are known as the **Awareness Objectives Timeline** and the **Donations and Volunteering Objectives Timeline.**

#### **Awareness Objectives Timeline(August 2022-2023)**

Starting with the **Awareness Objectives Timeline**, we created a social media posting plan and a community development plan. These plans will start coming to fruition at the start of August

2022. Through these plans, **we hope to have an observable increase in the interaction levels and follower levels on social media within a year.** These will be tracked through followers, and audience engagement to see the level of increase. While in the community development plan the objectives will be based on adding goals to be involved in community events and organizations. **We hope to be involved with an additional five events or organizations.**

#### **Donations and Volunteering Objectives Timeline (September 2022-2023)**

For the **Donations and Volunteering Objectives Timeline**, we wanted to create growth throughout the year in these categories. **We would like to see an increase in donations and volunteers each month compared to before the donation and volunteering campaign.**

Donation and Volunteer growth will be developed through events like the IFC opportunity, Fargo School District donating drive, and the awareness gained through the awareness timeline.

These objectives will be further outlined in the strategy section of the paper. This will be done by going through an in-depth breakdown of our group's strategic point of view. This allows for a breakdown of events and changes that would lead to reaching the aforementioned objectives.

#### **-SECTION IV: CAMPAIGN STRATEGY-**

Our group's strategic plan is going to be based upon our objectives that were brought forward in the last section. This section will further explore the strategy behind our objectives. Each objective will be broken down into different sections. Each section will have a goal and the campaign outcomes will be explained as a whole separate section. Along with that, we will have a section on how we plan to communicate with our stakeholders. As we explained in the last section our objectives are to secure 5 earned media, and 3 community partners for donation efforts, and increase social engagement and retention by 25%

##### **Awareness Objective Strategy:**

The Awareness objective will be based on three different campaigns, the campaigns are the social media, community, and earned media campaigns. *Our goal with the awareness objective strategy is to develop more awareness of Nexus within the community.*

##### **Social Media Strategy:**

The strategy with the *Social Media Campaign* is to create more awareness of Nexus through consistent and quality social media content. The campaign will be based upon a few different types of social media posting types. The first type of posting will be a foster care/mental health spotlight story. These postings will highlight stories by people that were helped through Nexus. This will allow people to see the impact that Nexus is making within the community and the surrounding areas.

Another type of post that could be beneficial is a volunteer/donations spotlight. This will put a spotlight on people that have had a strong impact within Nexus. This would allow for people to



gain recognition for the impact within the organization. This in turn will help bring people back to helping Nexus because of the positive reinforcement. Along with this, it will show people that there are opportunities to volunteer and donate.

The final proposed posting type will be call-to-action posts, these posts will do the job of consistently bringing attention to donation and volunteering opportunities. This allows people on social media that there are opportunities to volunteer and donate within Nexus.

The goal of the Social Media campaign is to use these posting ideas mentioned above to create consistent and quality content. Consistent and quality content is the best type of content for growth within social media.

### **Community Campaign Strategy**

Another strategy is the *Community Campaign*, this campaign will be based upon three different approaches, the approaches are advertising through businesses, sponsoring events, and promoting through community organizations. With advertising through businesses, the goal of the campaign would be to create another space to be seen within the community, as well as to develop an ally within the community. This would allow a continuous partner that PATH and Nexus could lean on in difficult times. Focus businesses that could get involved are restaurants, stores, or any type of business that gets attention within the community. Sponsoring events would work much like advertising through businesses, although these events would be an opportunity to gain a lot of attention in a short period of time. Focus organizations we would like Nexus to be involved with are the Fargo Marathon and other events where a large amount of the community comes out. A final focus of our community campaign is promoting through community organizations. These organizations could include other non-profits in the area,

churches, and schools. These are organizations that are very oftentimes willing to help social service organizations.

Not only would this community campaign be a great opportunity for PATH it will also be a great opportunity for the businesses, events, and other community organizations. The advertising could become a two-way street. For example, the business promotes Nexus and Nexus promotes the business.

### **Earned Media Strategy**

The Strategy of the *Earned Media campaign*, is to develop attention from the community. Our plan for growth in this area is through word-of-mouth recommendations and media coverage. This will be developed through the attention that is brought through social media and community campaigns. The organization being involved with organizations like the Fargo Marathon and businesses will give them an opportunity to contact journalists within the community. An organization as impactful as Nexus becoming more involved in the community could be a great opportunity for a story. During the contact period with the journalists, PATH will give an easily digestible breakdown of the goals for the awareness strategy through press releases and press conferences. We would like to focus on media outlets within the area like KFGO, The Forum, etc. Along with this, PATH being more involved in the community will naturally bring word-of-mouth about Nexus. This will be another great way to gain earned media because Nexus is an expert within the industry, which will make it very easy for this word-of-mouth to be positive information.

### **Donation and Volunteer Objective Strategy:**

The Donations and Volunteer Objective Strategy will be based on finding opportunities in the community that have a population highly willing to be involved in nonprofits to grow donations

and volunteering. *Our goal with this strategy is to immediately gain more donations and volunteers for Nexus.* We will focus on organizations and events within this section. As we feel the awareness section will do a great job of developing more donations and volunteers in the community with more attention that is brought towards Nexus.

The events and organizations we are going to focus on are IFC and starting a Fargo School District and churches donations drive. The premise for IFC is fairly simple, IFC is the organization that which Fraternities and Sororities are based. Within that organization, each student needs ten hours of volunteering or donating experiences. This makes this population a perfect clientele as they have the necessity to volunteer or donate. The plan for the Fargo School District and Churches Donations Drive is to reach a population that is highly likely to donate. The logistics would be to promote a drive to gain donations and then reward the population for their donations. The reward within the school district could be sponsoring a pizza party for the class that donates the most. While in the church community, it could simply be recognizing a person or congregation for their donations.

These plans would be a great start for Nexus as they are easy to execute and could have an immediate impact on donations and volunteers for Nexus.

#### **Communication with Stakeholders:**

It's going to be important to keep in contact with the stakeholders, meaning that Nexus will have to give attention to this part of the plan. Our group plans to send a monthly newsletter to all the stakeholders explaining the plans for the campaigns and the developments that have taken hold.

#### **Expected Campaign Outcome:**

The expected outcome of our Campaign, is to use these strategies to develop more awareness of Nexus along with being more involved in the community. Our group hopes this will lead to more donations and volunteers for Nexus.

### **Post-Campaign Assessment Proposal**

After our plan comes into fruition, our group will assess if the campaign was a successful campaign. During this assessment, we will see if we reached the goals we set, evaluate feedback from outside stakeholders, gather feedback from staff and inside stakeholder and finally survey the surrounding community. This information will be collected through the following survey questions:

- \*Did you notice Nexus more within the last year than previous years?
- \*Did you donate to Nexus within the last year?
- \*Did you Volunteer with Nexus within the last year?
- \*Do you think Nexus has a strong impact within the community?
- \*Did you volunteer for Nexus prior to last year?
- \*Did you Donate to Nexus prior to last year?
- \*How important is Nexus in the FM community?
- \*How could we make improvements in creating awareness for Nexus?

## **-SECTION V: AUDIENCE GRID-**

The chosen demographics for our audience were based on the populations that our group believed we could reach as well as the populations that are most likely to volunteer or donate to Nexus. These populations all had their advantages and disadvantages as can be seen in the following chart:

<b>College-Aged students</b>	<p><b>Advantages:</b> The positives with this population is that they were easy for our group to reach during the survey process, have needs for volunteering and donating opportunities(IFC) and highly capable of providing help.</p> <p><b>Disadvantages:</b> Low donations/no donations because of lack of funds, some students have a lack of time, and low awareness of Nexus.</p>
<b>Families interested in Foster Care</b>	<p><b>Advantages:</b> Interest in a topic related to organization, likely to have funds for donating, great messenger.</p>

	<b>Disadvantages:</b> Lack of time
<b>People in the FM area</b>	<p><b>Advantages:</b> Large population, most likely interested in the community.</p> <p><b>Disadvantages:</b> Too broad of a population, not able to understand the full interest level, and difficult to survey the whole population</p>
<b>Stakeholders</b>	<p><b>Advantages:</b> Highly interested in Nexus, deep understanding of Nexus and has been involved with Nexus before. Highly likely to donate/volunteer.</p> <p><b>Disadvantages:</b> Must be proactive with information, and has interests that may be different than the direction that Nexus is going.</p>

## **-SECTION VI: BUDGETS-**

It goes without saying that this campaign, as excellent as it may be, will not get off the ground unless we have the necessary financial resources to back it. We will need the full support of

Nexus-PATH in order to make this campaign transition from just a plan to a reality. Without further ado, our first budget can be observed below:

<b>Budget #1 (Higher Cost But More Ideal)</b>	
<b>Category</b>	<b>Cost (\$)</b>
Social media marketing	500
Website design	300
Podcast (including recording equipment and required processing software)	700
<b>Total</b>	<b>\$1,500</b>

And, our alternative budget follows below, which is designed to be a lower-cost alternative that still supports the main paid elements of our plan for Nexus:

<b>Budget #2 (Lower Cost But Less Ideal)</b>	
<b>Category</b>	<b>Cost (\$)</b>
Social media marketing	400
Website design	250
Podcast (including recording equipment	600

and required processing software)	
<b>Total</b>	<b>\$1,250</b>

### **-SECTION VII: EVENT DESCRIPTION-**

As part of our ongoing audit of Nexus-PATH’s marketing and communications abilities and our plan to revitalize their branding, we hosted a PR counseling event with their Marketing Manager. It was a resounding success, with many ideas shared between us and Sonja and numerous interesting conversations generated as a result of the event. It also proved to be a great learning experience for us as fledgling PR professionals – something that cannot be overstated!

#### **Event Details:**

Our counseling event was in the form of a presentation, which all three of us conducted via Zoom at the end of this past April and lasted around an hour between our slide deck and the Q&A we held at the presentation’s conclusion. We chose to meet via this platform due to its ease of use compared to coordinating an in-person event. Overall, we were pleased that we chose this route and believe it *was* good practice for our increasingly-digital world.

The sole attendee of our counseling event was Sonja Stang, the Marketing Manager of Nexus, the parent organization from which PATH offshoots. Thanks to group member Angel’s personal connection to PATH, it was easy for us to schedule the meeting with Sonja and prepare for what we were about to undertake. Angel coached us on how to best approach Sonja with the



information we wished to share and how we could best appeal to her interests in Nexus as an organization. As such, we had a satisfactory idea of what to expect when we began our meeting with Sonja. At least, as much as possible when attempting something like this in the PR world.

During our meeting with Sonja, we all adhered to our pre-established plan for our presentation without any significant deviations. What deviations *did* occur, though, were simply in response to the situation changing unexpectedly during our presentation – as they often do! For example, we chose to adjust our speed of going through our slide deck depending on the time elapsed as needed. This was something we anticipated having to do, and as such, we were prepared for it. After all, adjusting to an ever-changing situation during presentations and other events is a crucial component of being an effective “real-time communicator,” as they are referred to.

### **Presentation Topics:**

During our presentation, we covered a wide range of topics that were largely related to the slide deck that we presented to Sonya. After introducing ourselves and the purpose of our meeting with Sonya, we dove right into our analysis of Nexus’ current marketing efforts. And, we made sure to offer our suggestions each step of the way while making it a point to show what Nexus is currently doing well.

We began first with their website and offered commentary on the current state of the website and which areas we considered to be its key strengths. We also offered some strategies Nexus could implement to improve their website to make it more user-friendly and generally more appealing to a contemporary audience. These strategies include elements of our plan such as matching their photos to the branding of Nexus more at all times and using the built-in tools of Instagram and

other platforms to elevate the types of posts their audience can interact with. These and the other strategies are designed to elevate their social media presence which, while satisfactory in its current state, still has room to grow.

### **Strategy Proposal**

Once we covered this, we transitioned into our proposal for how they could implement a so-called “multimedia model” as part of their marketing efforts. This refers simply to including a previously-unexplored method for connecting with their audience and providing them with a glimpse of Nexus: a podcast. We discussed the potential benefits of adopting this multimedia model but also made sure to highlight the potential challenges such a venture could provoke.

Following this, we offered our analysis of their earned media marketing efforts. We once again praised them for things such as their high reviews online but also discussed how their earned media is otherwise quite limited. We shared some ideas as to how they could remedy this lack of earned media coverage, including beginning to build connections with local journalists who are likely to be interested in covering an organization like Nexus in the future and continuing to engage their audience online to continue their trend of garnering high reviews.

Once our discussion of this facet of their marketing activities concluded, we transitioned to discussing the (mixed) attitudes people commonly have regarding donating, as these attitudes are of strong interest to nonprofit organizations. These were attitudes we saw reflected in the survey we conducted as our primary research method, so we had a solid understanding of what the implications of these attitudes were. Once we shared these attitudes and provided examples for each, we listed some strategies that Nexus could use to create a more positive outlook on

donating. And, to a lesser extend, volunteering. Strategies such as implementing a reward system for donating and/or volunteering and social media donation campaigns were among the suggestions we offered to Sonya.

### **Q&A Session**

Once these discussions concluded, we thanked Sonya for her time (literally) and transitioned over to a Q&A session, where she was offered the opportunity to ask us any questions she had regarding our proposed campaign and its implications for Nexus. Sonya had a few questions ready for us as soon as the session began, and they revealed some interesting dialogue between us and her.

### **Video Length**

Sonya's first question was in regards to our suggested length of the video content Nexus pushes to their social media accounts and their website. This was something that was of interest to her, as she noted they previously had published both long- and short-length videos. Our answer largely revolved around it depending on the specific *platform* the video is being shared on (ex. keeping them shorter for Instagram Reels and being able to lengthen them for posting to the Facebook page) and the content of the video itself.

### **Podcast Structure**

Her second question revolved around the podcast we proposed they begin hosting, and specifically what our recommendations would be for the length of each episode, recording schedule, etc. Our answer included suggestions such as recording – and thereby, posting – at

least once a week and having each episode is approximately 30 minutes long. Again, though, we made sure to note that these and the other suggestions we offered were subject to adjustment based on the content of the episode in question.

### **Call Out Strategy**

Sonya's next question asked us our thoughts on Nexus placing a "call-out" for more positive reviews online, which is a huge asset of Nexus and, therefore, something they are interested in pursuing further. After clarifying what their *goal* would be for issuing a call-out like this, we agreed that this would be an action worthy of pursuit by Nexus. We bounced ideas such as using a follow-up email sent to those seeking resources at Nexus to rate their experience, which would then be published straight to Google and/or their Facebook profile.

Once we wrapped up that discussion, Sonya posed what would end up being her final question for us during this section of the presentation, and simply asked us to provide some ideas for how to foster connections between Nexus and members of the community. As this is something that may seem daunting at first, we were not surprised when this came up. To answer this, we provided suggestions such as reaching out to a small, designated group of journalists and begin targeting them with materials such as media pitches and advisories along with building relationships with foster parents and other individuals associated with Nexus' services. We suggested this could be accomplished by inviting them to events geared specifically towards those from their background; from there, invites could also be sent to members of the press to increase the likelihood of local news coverage, thereby increasing Nexus' exposure in the community.

### **Group Discussion & Reflection**

Once the presentation and Q&A session at the end concluded, we transitioned the remaining time for our meeting towards a more reflective nature. Sonja offered her reaction to our ideas and our presentation as a whole, with the goal of counseling *us* on our work. She noted our knowledge and background research efforts of Nexus and agreed with our criticisms and observation of Nexus' current marketing/pr strategy. She was fond of the ideas we presented to boost Nexus' reach and audience base, which she considered a "fresh and new" perspective on the organization. She said that, due to our age and differing education compared to others in the Nexus office (particularly our formal education in social media and other marketing aspects), we offered an informed and new take on how Nexus can best achieve its marketing goals.

### **Event Conclusion:**

All in all, Sonja had no suggestions for areas of improvement for us in our analysis of Nexus. She seemed very engaged with us throughout our presentation and clearly indicated when our ideas resonated with her through facial expressions, taking notes, and other non-verbal body language. She also engaged in thoughtful questions when appropriate and truly tested our ability to think on our feet and to supplement each other's parts during the meeting. This allowed us to seamlessly blend our ideas together into one cohesive presentation that, as we saw, truly had an impact on Sonja.

From our perspective, our event was a resounding success! We were extremely pleased with our meeting with Sonja and very satisfied with the work we were able to present to her. Our group

participated in engaging conversations that relate to our field and any tips she may have to succeed in our field.

The goal of expanding Nexus-PATH's potential as a force in the field of mental health and foster care in the North Dakota community was the overarching theme of our presentation and served as the central idea during our meeting with Sonja. It also, of course, serves as the central goal of our strategy described earlier in this writing.

### **-SECTION VIII: CONCLUSION-**

As you can see reading through the pages of our campaign book here, we have considered all relevant information to deliver a campaign that has the potential to greatly expand Nexus-PATH's capabilities as a strategic communication force in the community. We designed a campaign with practices for all relevant facets of public relations/marketing campaigns in mind and factored in sustainability and implementation efforts for PATH. Our campaign's proposed steps for Nexus to secure at least 5 earned media, and 3 community partners for donation efforts, and increase social engagement and retention by 25%.

Great changes are in the works for Nexus-PATH, and we wish to be a part of those changes. We wish to use our talents and knowledge of strategic communication to revitalize an organization we fully support and believe in. Nexus provides essential services that work towards the goal of providing mental and emotional support to those in our community, and we wish to see them flourish in this work. With our help, we believe that Nexus-PATH will remain an option for the families and youths in our community for the foreseeable future, and beyond.

We are extremely optimistic about the future of Nexus-PATH and believe that great change will befall Fargo-Moorhead with our revival of the organization. We are also very excited to implement this campaign as soon as possible and welcome your participation in that effort.