



THE NETWORK FOR VICTIM RECOVERY OF DC

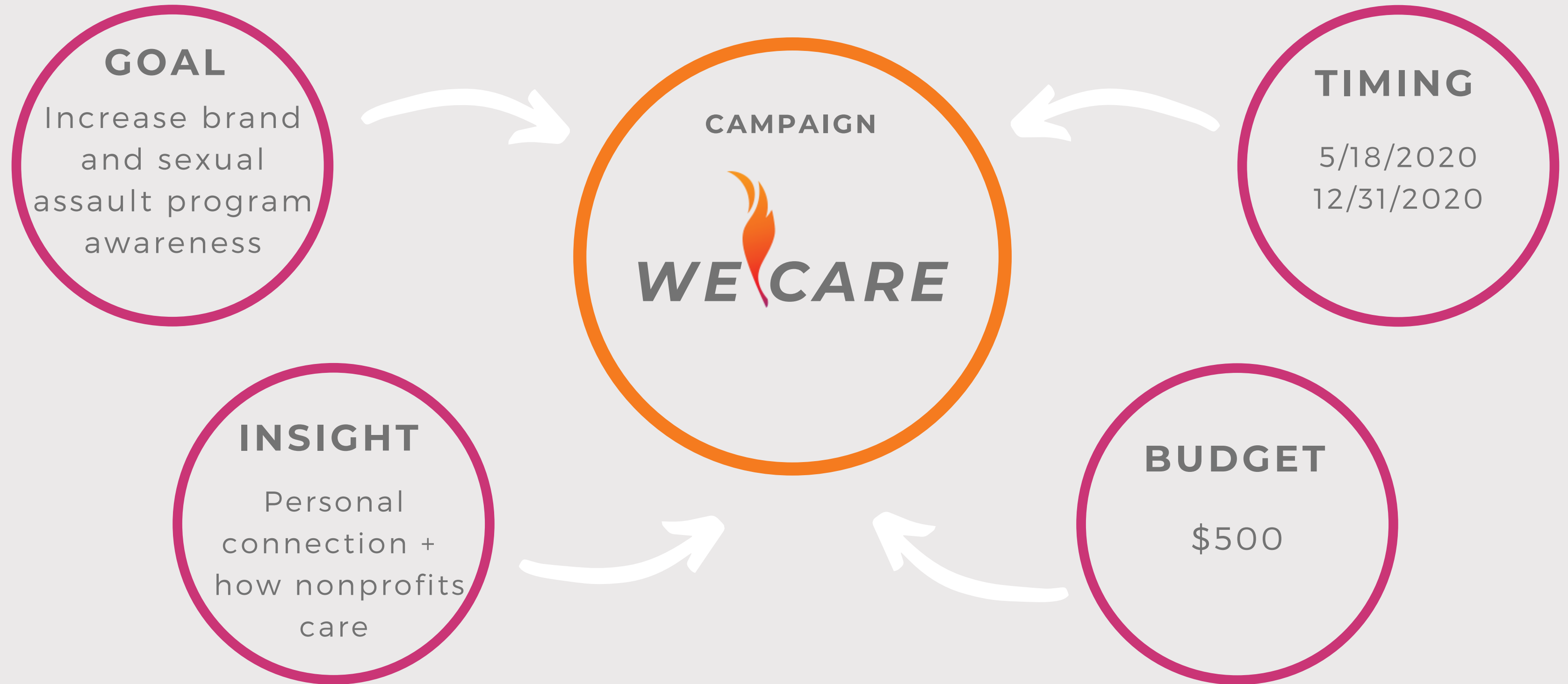
MAY 2020

# INTEGRATED MARKETING COMMUNICATIONS PLAN

CARLOTTA BARTOLINI

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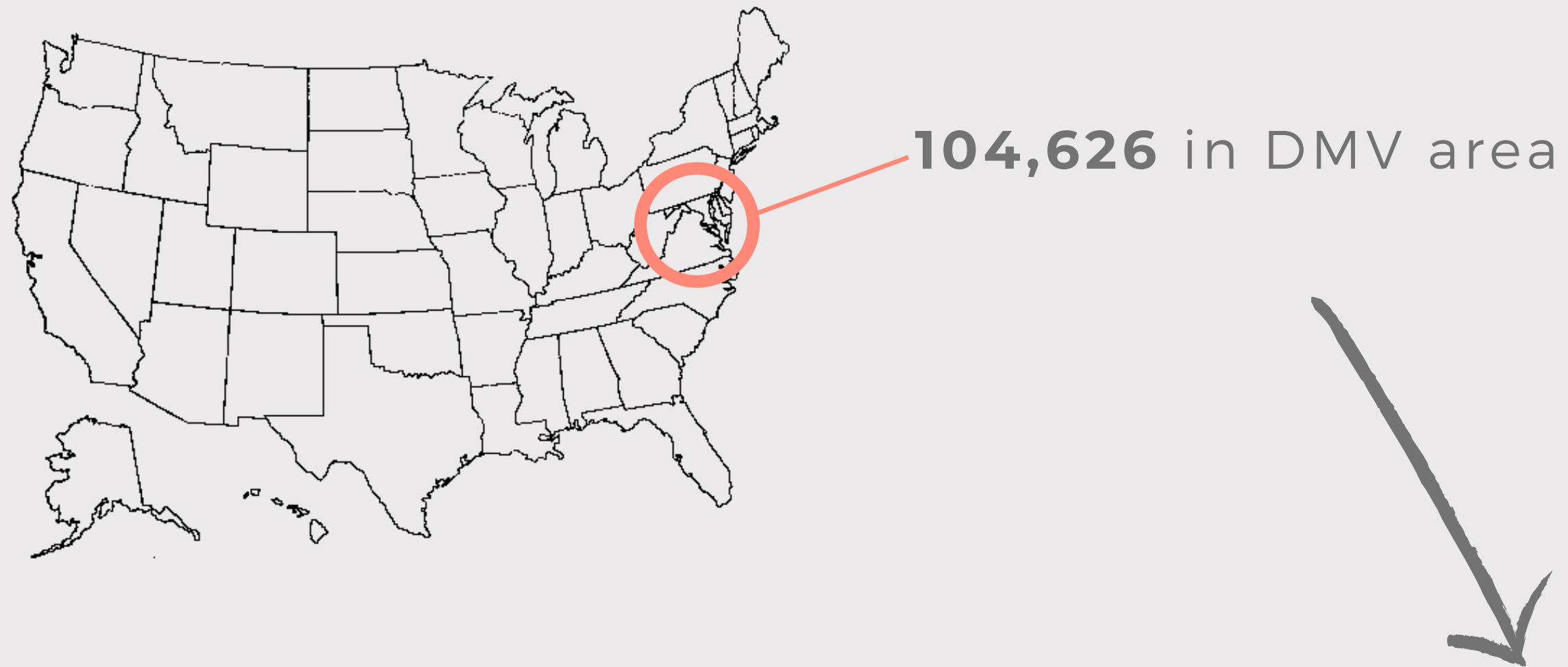
# EXECUTIVE SUMMARY



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# SITUATION ANALYSIS

In the USA there are **1.6million nonprofits**.

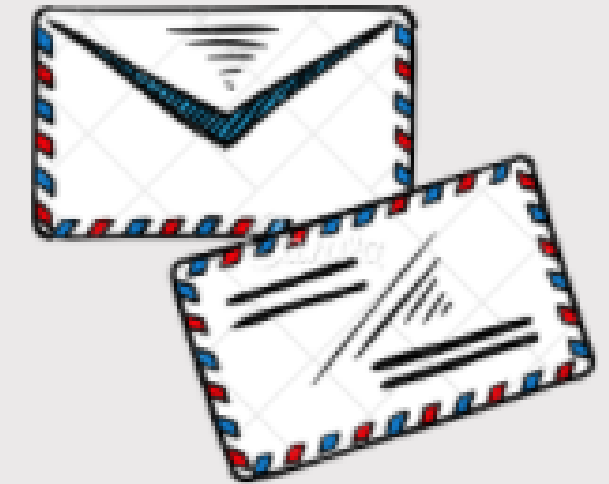


**RECEIVING FUNDS**

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# SITUATION ANALYSIS

There are  
endless tools  
nonprofits can  
use to reach  
their audience  
and achieve  
their goals.







# WHO IS NVRDC?

Local, human services nonprofit that supports victims of all crimes in the DC area.



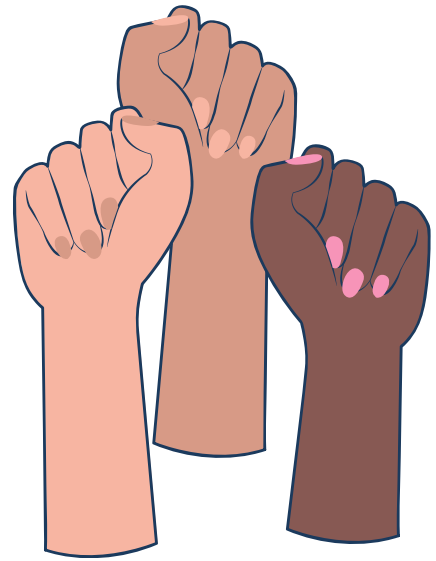
## **BUSINESS GOAL**

Be the #1 trusted source and tool for crime victims in the DC area.



## **THE MISSION**

"NVRDC empowers victims of all crimes to achieve survivor defined justice through a collaborative continuum of advocacy, case management, and legal services."

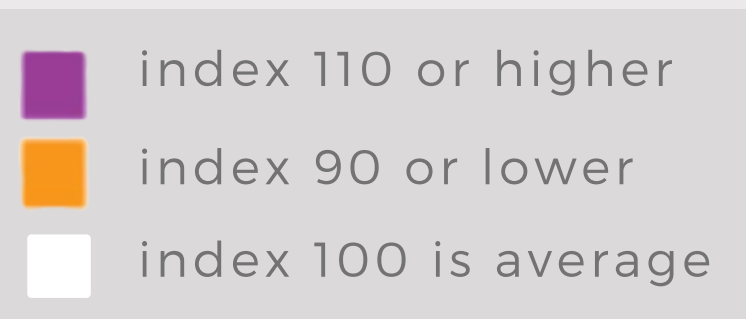
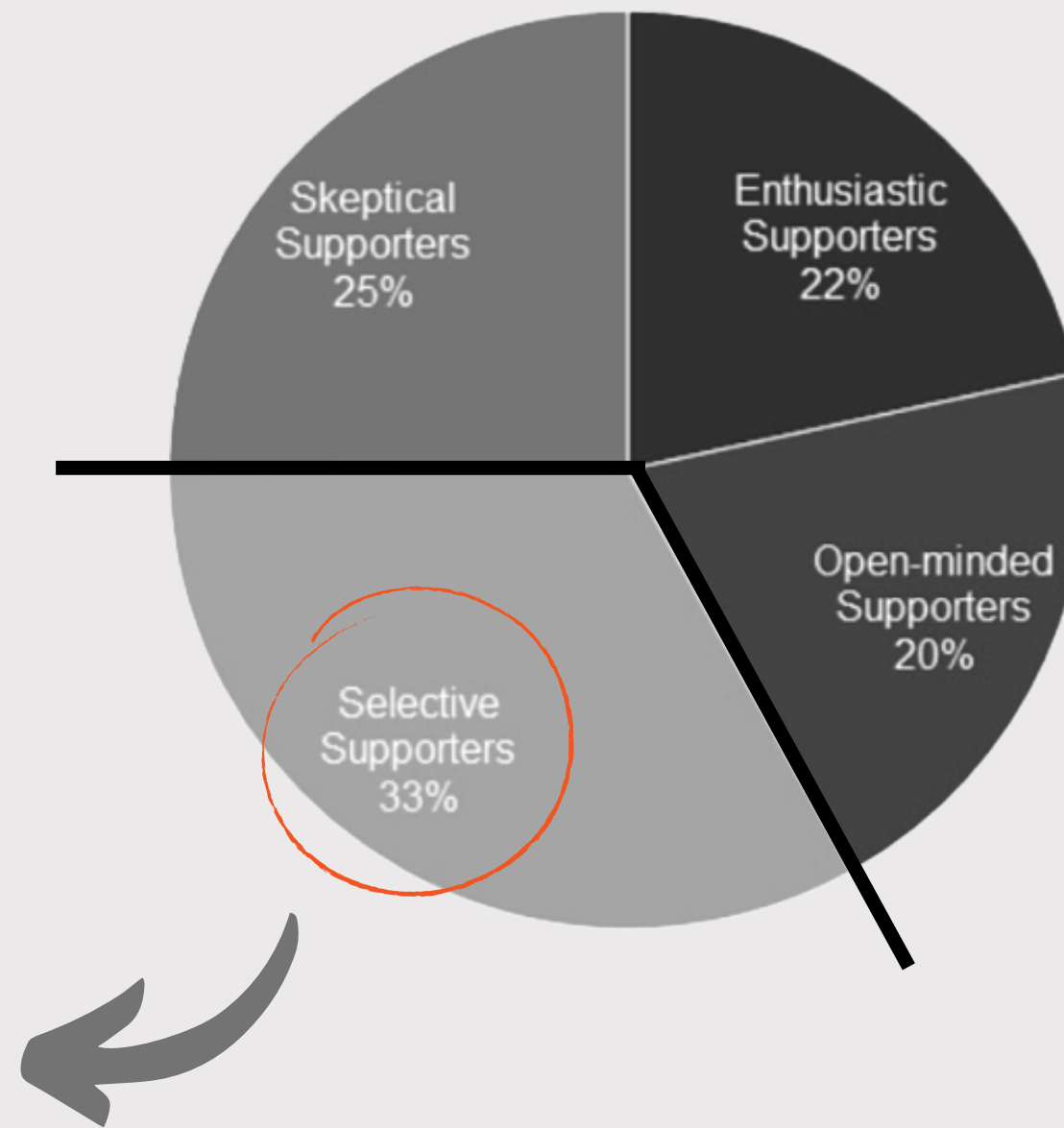
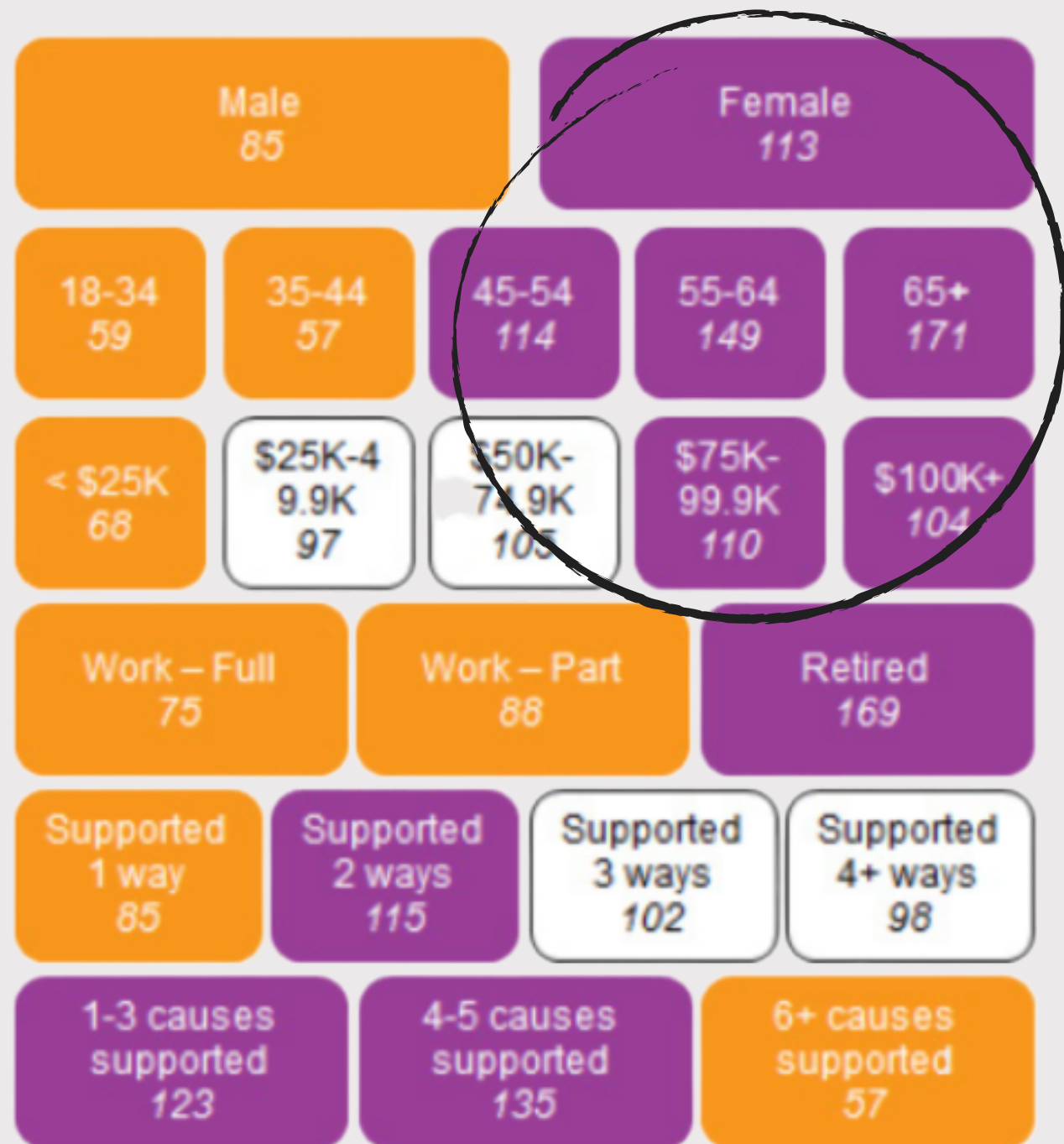


## NVRDC'S COMPETITIVE ADVANTAGES

- **FREE services** (advocacy, case management, legal)
- **Partnership** with:
  - MedStar W. Hospital Center
  - DC Forensic Nurse Examiner
  - DC's Office of Victim Services
- **Care Consistency and Cohesiveness** (they hold survivors' hands in every single step of their ordeal)



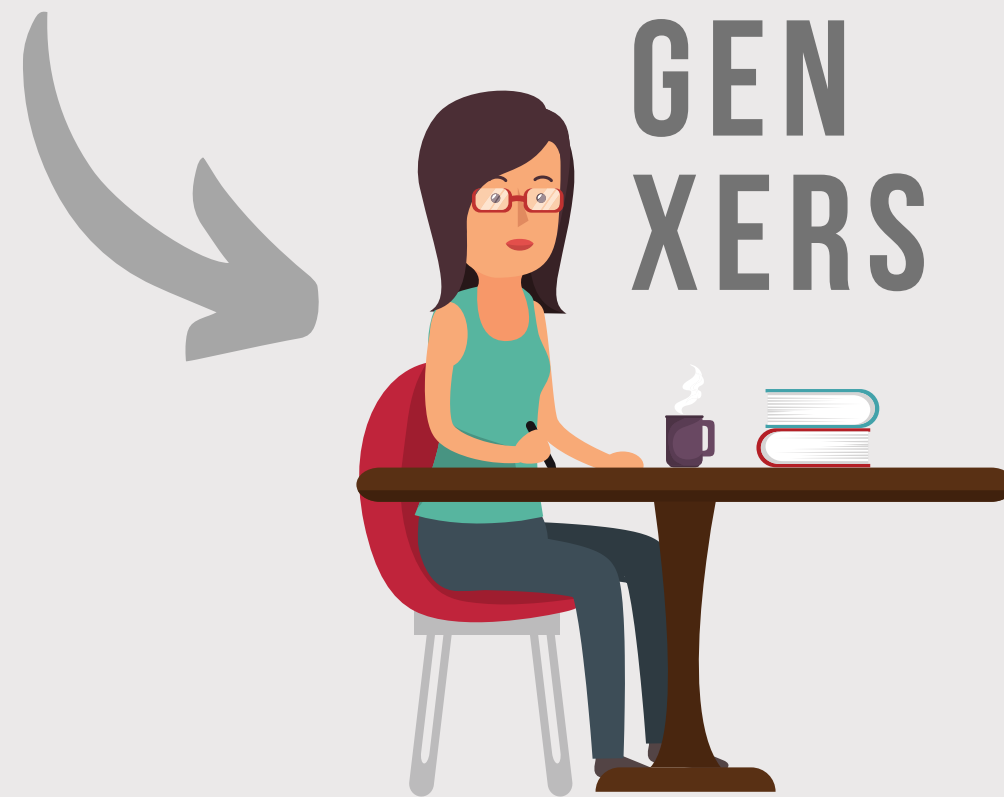
# TARGET AUDIENCE



## WHY THEM?

- Donate multiple times per year
- High HH income
- Mothers and/or grandmothers
- Want to make a difference in the community
- Donate only to organizations they have heard about





- Mothers
- 92% on social media
  - 71% on Facebook
- Motivated by people's stories
- Local or national organizations
- Allocation of money
- Fundraising campaigns/requests
- Organization website

**I am motivated by stories about victims - I like to see the impact [the organization] has had on their lives.**  
- C, 49

**I always donate at the end of the year and when I see compelling requests.**  
-D, 53

**I usually donate to organizations that do what I would do if I could.** -J, 50

**I need to see where the money donated is allocated.** -D, 53

# INSIGHTS

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## PERSONAL CONNECTION IS KEY

**They need a story that resonates with them.**

Thanks to the story, the audience knows who they would be able to help and can see the impact their help can make.

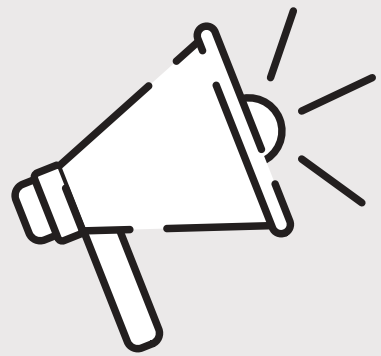
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## THE WAY NVRDC CARES

**The care of a parent for a child is continuous and transcends ordinary effort, and that's what NVRDC strives to be.** That's the best way to care for a victim (and NVRDC has the tools and willingness to do it).

# MARKETING GOAL

→ Raise brand awareness  
for the sexual  
assault support  
program



## OBJECTIVES

- **Increase first-time donors by 10%**
- Increase FB followers by 10%
- Increase social media engagement by 10%
- Be one of top 8 organizations on Google Search

*[by end of 2020]*

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# STRATEGY

INSIGHT +  
KEY AUDIENCE



MESSAGES



"WE CARE"



- Just like parental love, NVRDC's care for a victim is whole, selfless and unconditional
- The care you would give your child if they were in need - that's how NVRDC looks after survivors
- The way you'd take care of your beloved ones if you had the expertise - that's how we do it here at NVRDC

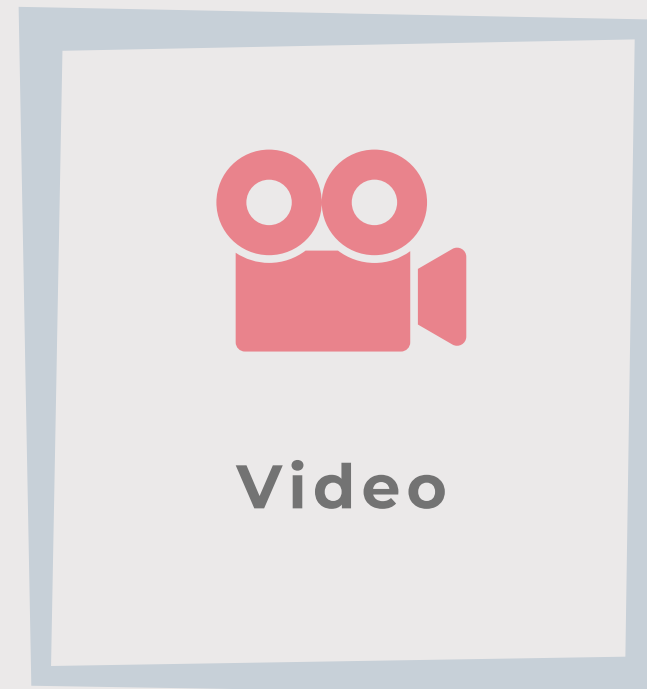
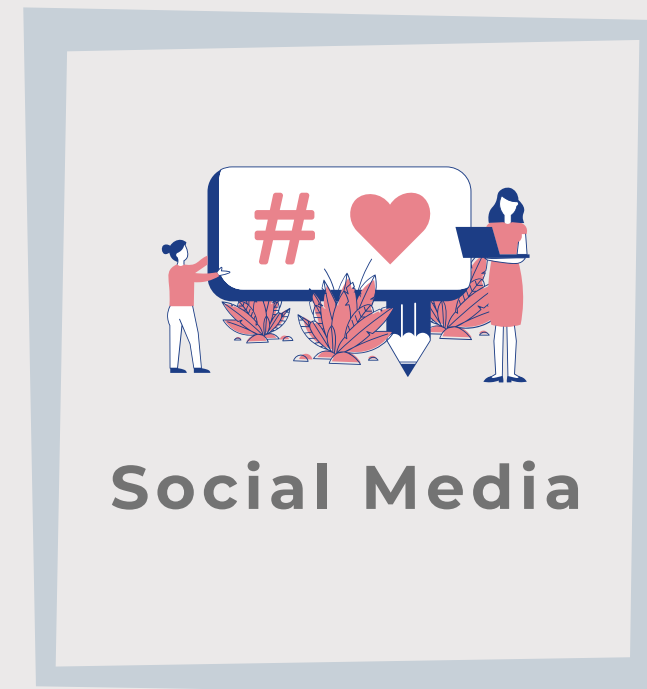




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# TACTICS

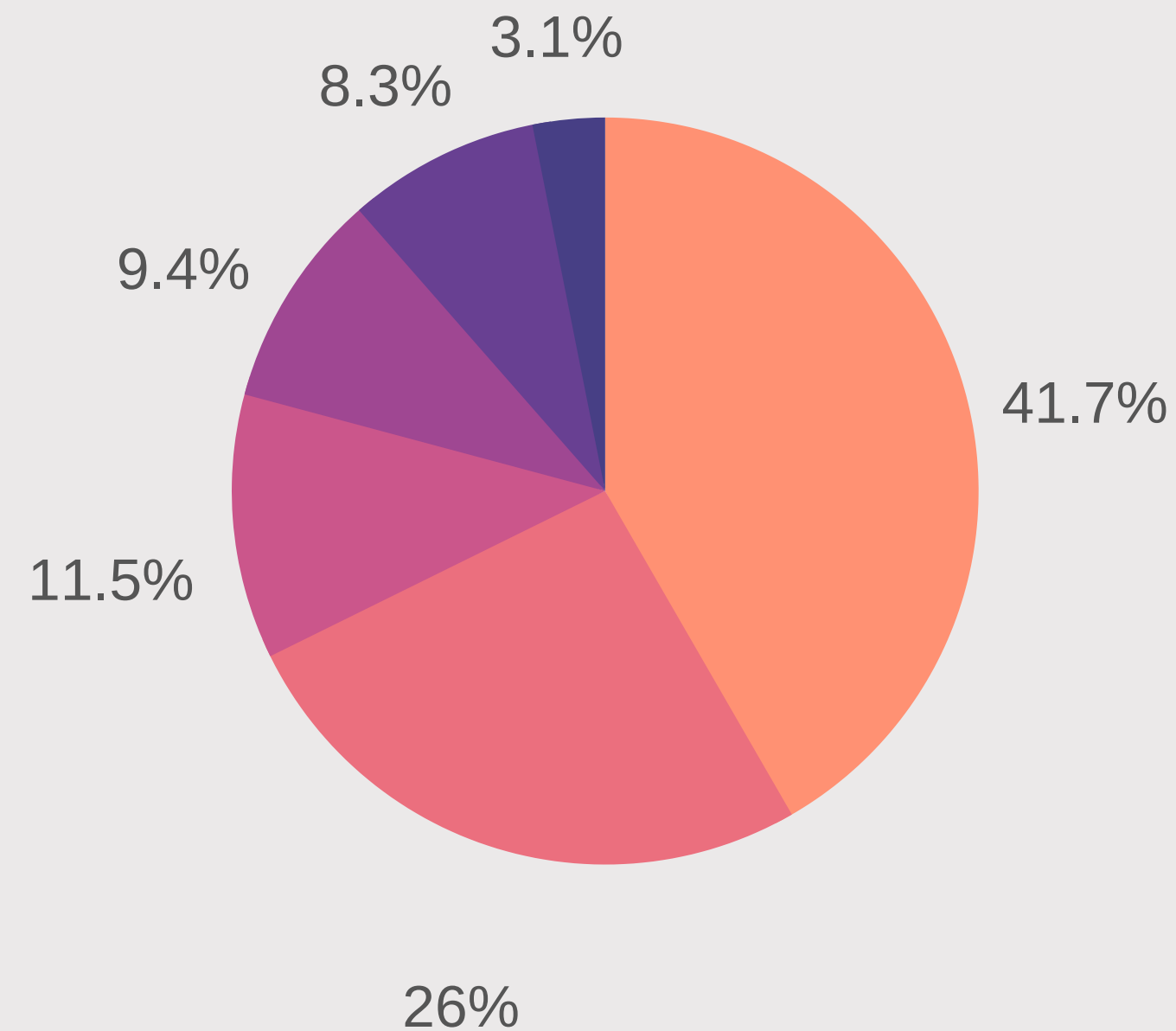
*"WE CARE"*



# "DONATE" PAGE - WEBSITE

**NVRDC spends  
93 cents of every  
incoming dollar  
on services**

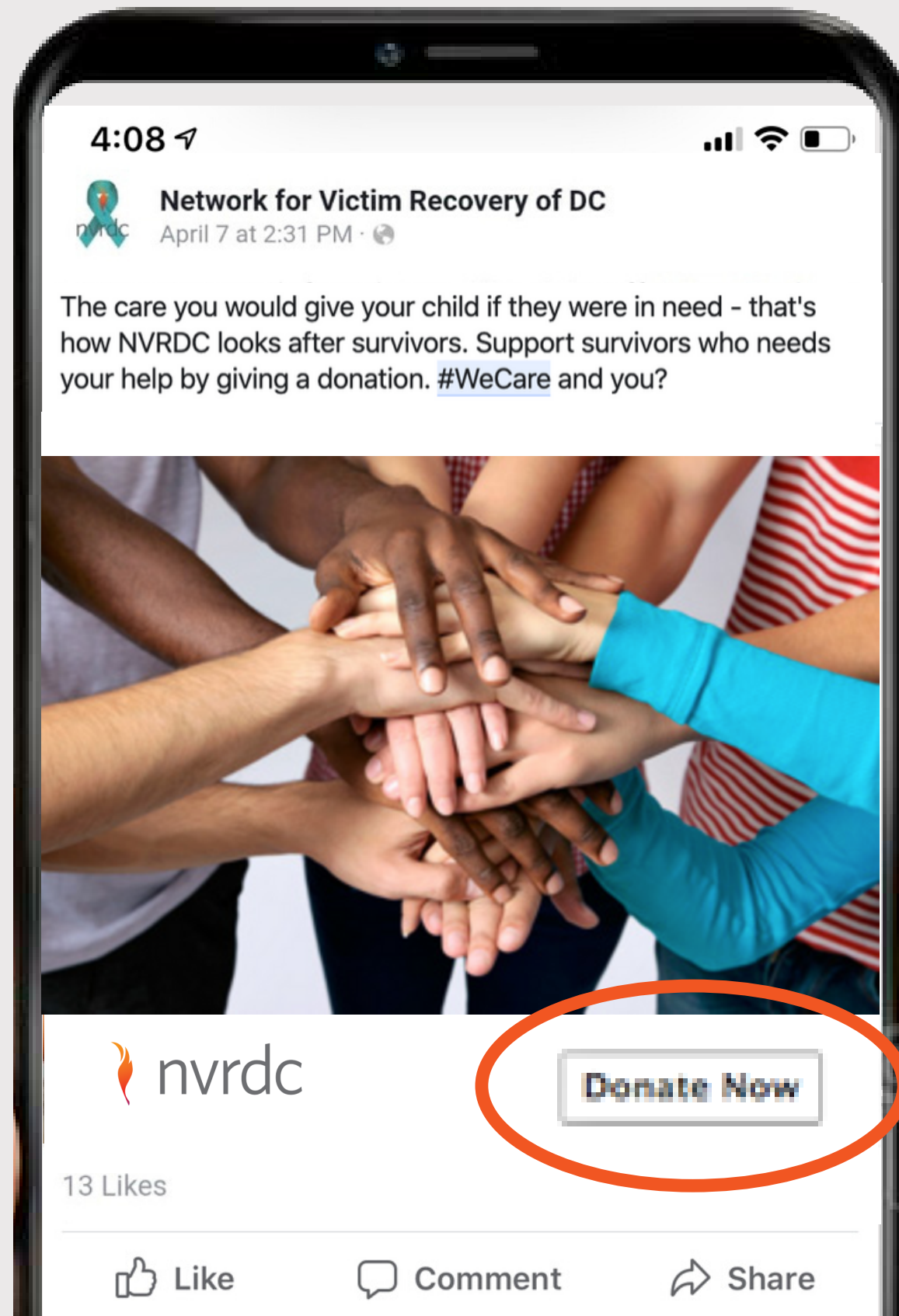
- Board Chair



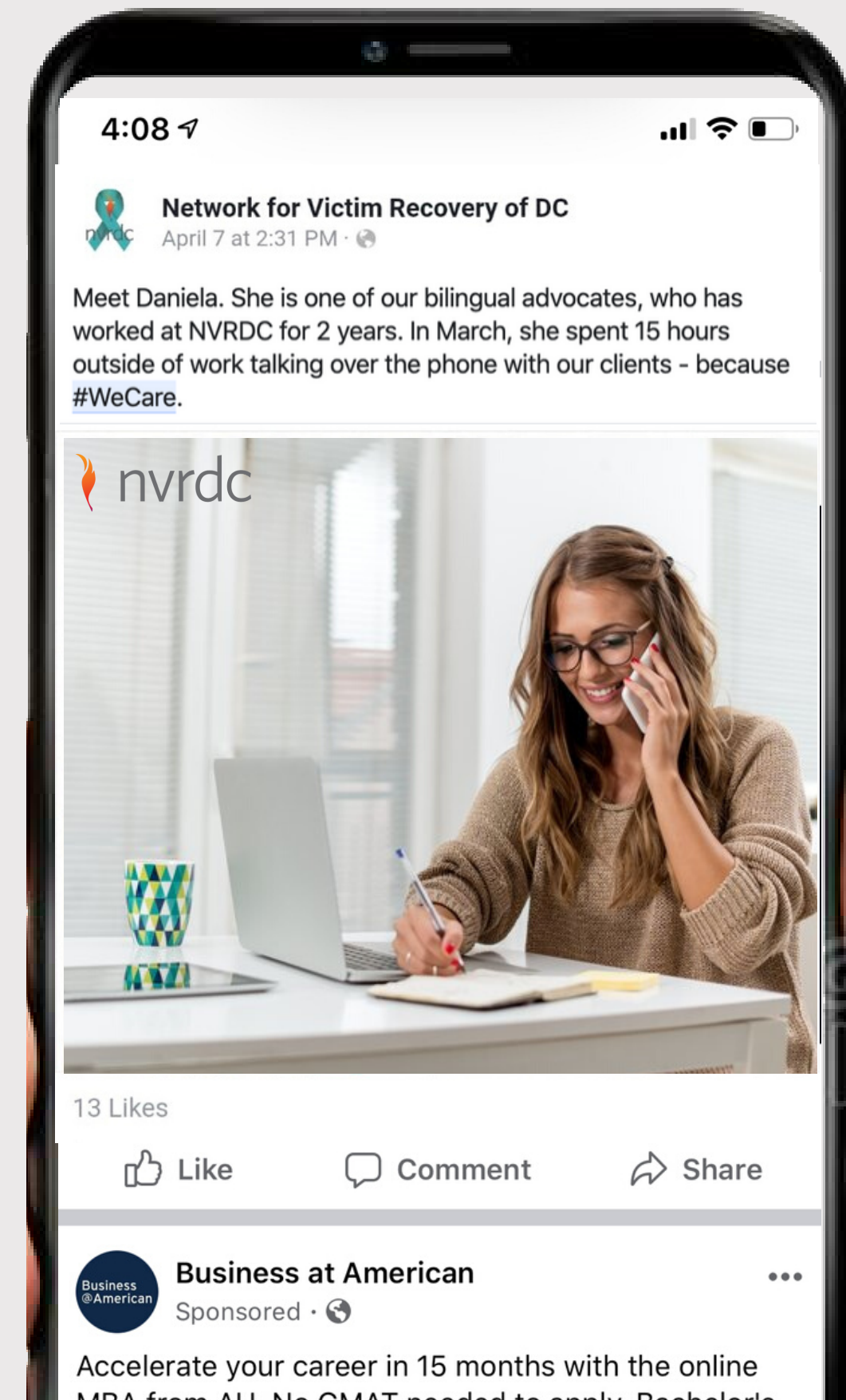
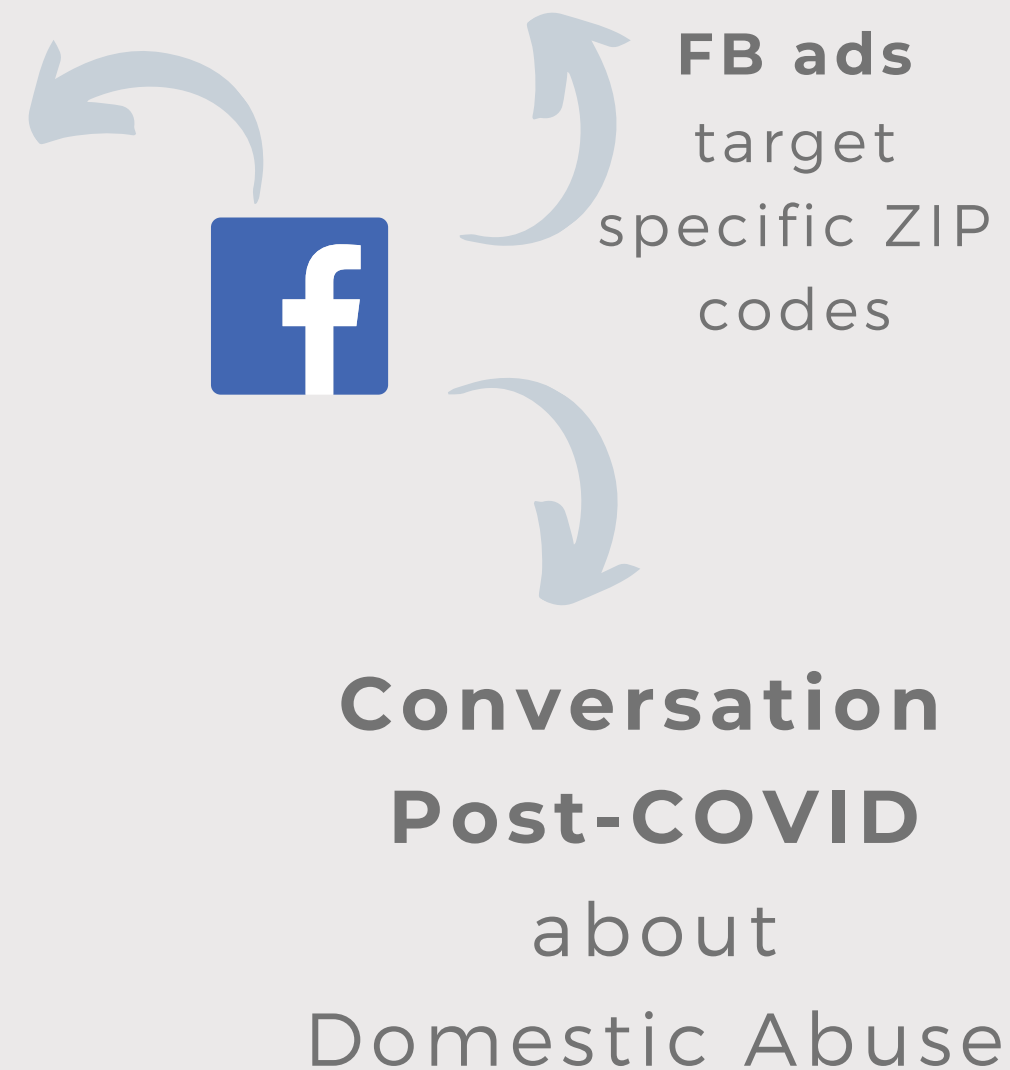
- Legal Services for Survivors
- Advocacy, Outreach, Communications, Sexual Violence Prevention
- Special Projects\*
- SANE and Transportation Coordination
- Fundraising

\* Special Projects include Victim Legal Network of DC (VLNDC), the District's Collaborative Training & Response for Older Victims (TROV), and the Identity Theft Assistance Project (ITAP).

# SOCIAL MEDIA



ZIP CODES	% HH with income >\$75K
20004	83%
20015	75%
20016	74.1%
20003	73.1%
20008	71.3%
20007	69.7%
20009	65%
20001	63.6%
20005	61.3%





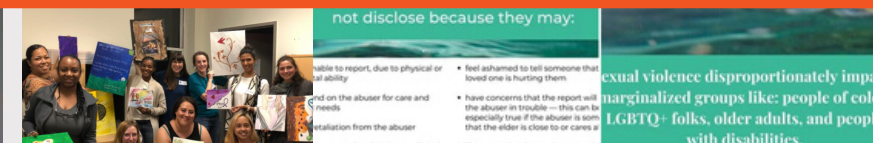
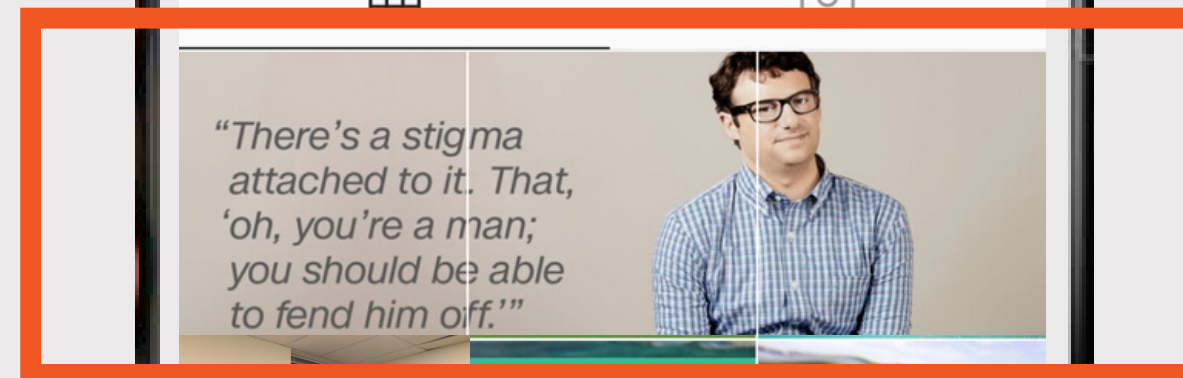
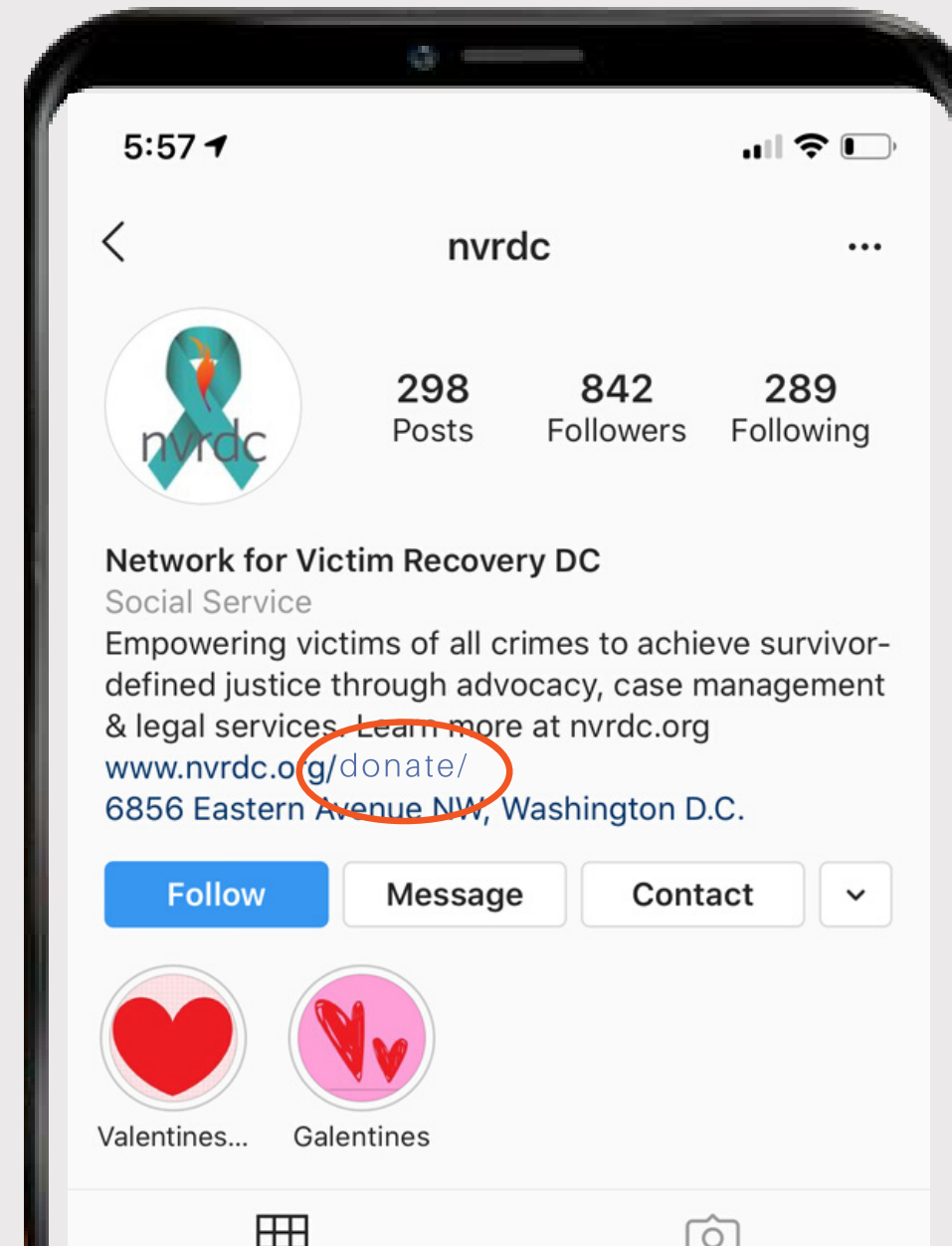
# SOCIAL MEDIA

## INSTAGRAM STORIES:

- Involve NVRDC's employees, board members, attorneys... and **organize IG story takeover!**  
Involve your network:
  - advocate
  - attorney
  - board member
- Exploit stories during your events

Source: www.CNN.com

## INSTAGRAM POSTS





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Although I identified NVRDC as a resource at the very end of my three year federal court case, they were one of the *most supportive and helpful* services.

**They automatically jumped into whatever situations I needed help with; it was like they were there the whole time. THEY TRULY HELD MY HAND THROUGHOUT ALL OF MY HARDSHIPS.**

- Client

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