



Red River Valley
Habitat
for Humanity®

COMMUNICATIONS PLAN
2021-2026



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An illustration of three houses. The leftmost house is blue, the middle house is green, and the rightmost house is blue. They are arranged in a slightly overlapping, staggered fashion.

Purpose

The purpose of the Communications Plan is to be a stepping stone and platform for where we would like to see our organization head in a five (5) year timeline. I took into consideration the results of the survey you all filled out in the Fall of 2021, as well as research I did on other Habitat organizations and where they are headed and achieving to create this foundation. I believe with this plan as well as the Strategic Plan Marisa created, Red River Valley Habitat for Humanity will grow into the organization you all want and one that our community needs.

Thank you for your time, Elizabeth Madley -Communications Director

Three Core Platforms for Success:

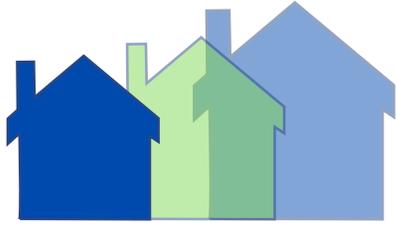
- **Community**
- **Social**
- **Organization**



Build a Strong
Community Impact

Build a Strong
Social Impact

Build a Strong
Organization Impact



Build a Strong Community Impact

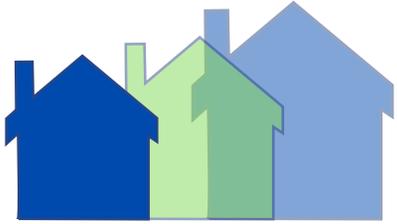
Increase Homeownership:

Increase advertisement for program

- More radio commercials
- Segment on radio + TV discussing sustainable housing and our homeownership program and application process.

Increase homeowners

- Choose 2 (two) partner families instead of 1 (one)
- Educate individuals on the benefits of homeownership and the fundamental importance of home - of having safe, decent and affordable shelter



Build a Strong Community Impact

Community Outreach:

Increase partnerships

- Speak at local churches and non-profit agencies
- Discuss who we are and how we can help and how they can get involved

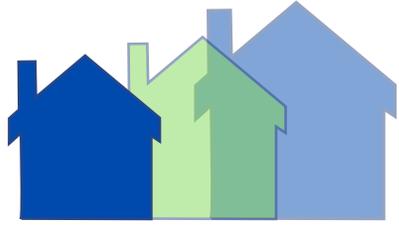


Build a Strong Community Impact

Community Involvement:

Builds

- Youth and women's builds (choose days to build on property)
- Try your hand at a build day (people who want to volunteer but never do)

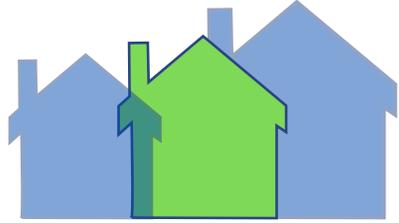


Build a Strong Community Impact

Volunteer Growth:

Recruitment

- Additional volunteer opportunities
- Establish connections with schools and churches
- Focus with today's youth and UND Habitat
- Spotlight and appreciation of volunteers and major donors
- Ambassador Program: choose 2 (two) volunteers to be leaders for all builds. Shows same face with establishing consistency and connections for the public.

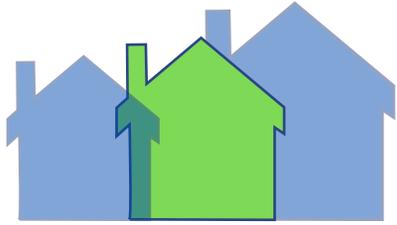


Build a Strong Social Impact

Identity Growth:

Chamber of Commerce

- Become a member and participate
- Expand our reach to local businesses and donors
- Build deeper connections and relationships with local entities



Build a Strong Social Impact

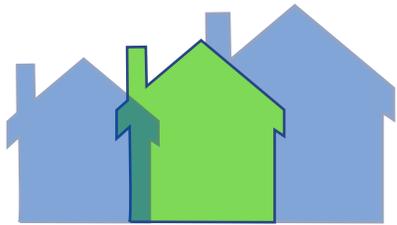
Marketing:

Radio + TV

- Reestablishing we are in the Grand Forks community
- 15 + 30 second commercials promoting our newest campaigns
- Segments featured on local TV channels

E-Mail

- MailChimp
- Quarterly Newsletters



Build a Strong Social Impact

Internet:

Social Media:

- Revamp Facebook, Twitter and Instagram by posting more material, creating ads that catch the eye with branding on every photo or ad.
- Branding has our logo and contact information on the bottom

Website:

- Redesign entire website making it more modern, sleek and easy to use
- Create pop-ups to showcase an important message or a need to know event upon visiting our website's main page
- Every few months update main page to highlight an upcoming campaign



Build a Strong Organization Impact

Community Presence:

Enhance our Residency

- Work with local + state HFH's by attending meetings and regional conferences
- Participate in HFH's State Support Organization

ReStore

- Obtain a designated location for a ReStore
- Volunteers whether Board Members or individuals to work part time
- Place where public can shop also and proceeds go back to RRVHFH



Build a Strong Organization Impact

Community Helping Community

Donations

- Partner with local businesses where they can have an area where individuals can drop off NEW blankets, pillows, bedding for partner families' new homes.
- Donation Days for building materials and gently used home goods
- Lockbox at local businesses where you can donate funds for HFH



Build a Strong Organization Impact

Recognition:

Current Staff + Board Members

- Public recognition of board members and employees for all they do for our organization (those who feel appreciated do more)
- Continue to use our mission + value statement as a platform in how we run RRVHFH