

WACO FOUNDATION

FOR WACO. FOREVER.

Communications & Fundraising

Waco Foundation Staff



Communications Planning for Fundraisers

Goal

Target Audience

Top-line Message

Big Idea

Components

Analytics

GOAL

Determine the overarching goal of your communications plan within a defined time period.

Example: Promote higher awareness and engagement around legacy giving to increase planned gifts to community nonprofits within FY 2022.



TARGET AUDIENCE

Outline your target audience and their attached personas.



Current Donors

- Philanthropic nature
- Familiarity with nonprofit sector
- Capacity for legacy giving



Local Nonprofits

- Annual giving donors
- Compelling mission
- Trusted relationships



Professional Advisors

- Client relationships
- Gift expertise
- Mutual benefit

Message Development

Create a brief top-line message that encompasses the components of the campaign.

Example: Leave a lasting legacy

May be helpful to develop a “big idea” that defines the communications campaign.

Example: Pie Society



Communications Plan Components

Website

Social Media

Press Relations

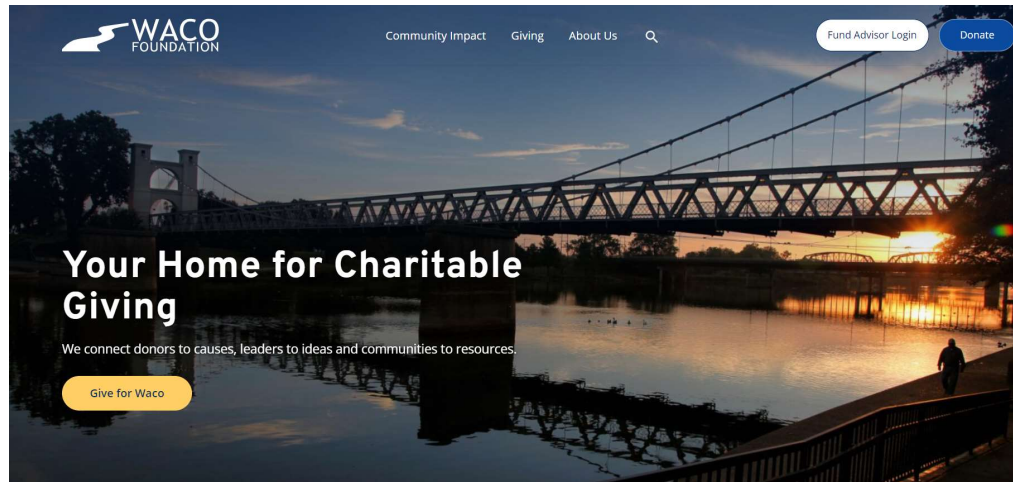
Newsletters

Annual Report

Advertising

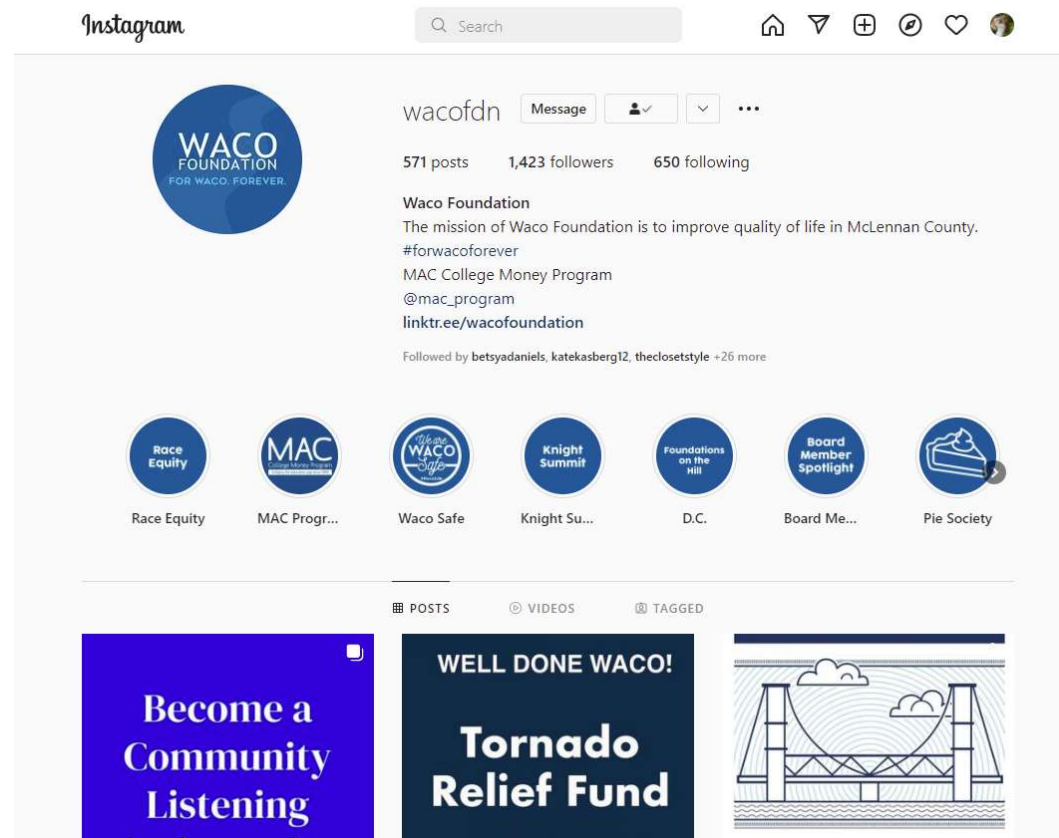
WEBSITE

- Available 24/7
- Analytics
- Up-to-Date
- Scheduled refresh



SOCIAL MEDIA

- High engagement
- Extensive reach
- Time requirement
- Relevant content
- Analytics
- Traffic to website



PRESS RELATIONS

- Relationships
- Press releases
- Features
- OpEds
- Scoops

Waco community donations support Kentucky tornado relief

Carl Hoover
Jan 7, 2022

Residents of a Waco scarred by a destructive tornado generations ago are providing financial help to Kentuckians recovering from several deadly tornadoes that hit last month, an act Waco Mayor Dillon Meek said speaks to the Waco community's generosity.

New fund helps veterans at Baylor, MCC afford child care

Rhiannon Saegert
Dec 25, 2021



Center. Margaux is attending there with MCC pay for child care at the universities'



LOCAL NEWS

Winter Storm Community Relief Fund established in Waco

Waco Family Medicine million gift' from retired dentist, philanthropist

Waco Family Medicine says the donation by Dr. George J. [Name] towards a new dental clinic which will provide care for the patients in the coming years.

MILITARY MATTERS

Waco K9 Facility receives \$20K from Waco Foundation, potentially another \$40K with your help

Whitehaven Canine is asking the public's help in raising \$20,000, a donation Waco Foundation says they will match after recently giving

E-Newsletters

- Timing
- Relevance
- Analytics
- Length

Race Equity
One-on-One with Deidra Emerson
Deputy City Manager



What impact did the REI Phase I training and Groundwater have on you and your vision for the City's work?

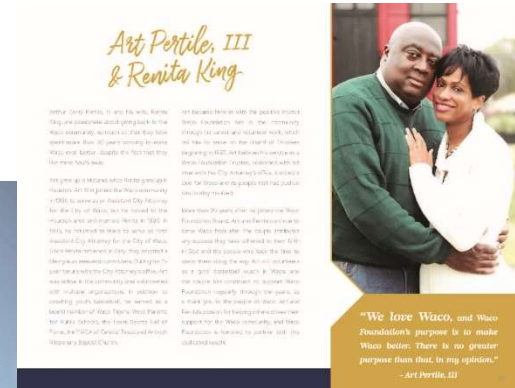
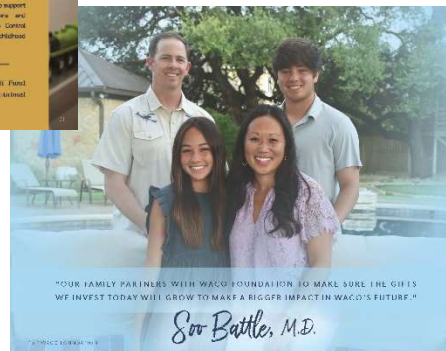
These trainings have pushed me to mentally recall what I've been taught, and examine my beliefs and what I thought I knew about race relations in this country. It has challenged me to look deeper at local issues, our system structure and the people impacted. My vision for the City's work is in alignment with our core value of "Promoting Equity and Inclusion in all that we do." The data and the history behind the data is motivation to ensure that this core value is embedded in everything we do to improve the quality of life for the residents of Waco.

do today strengthens the foundation for the future. As I reflect on the amount of injustice that has occurred in the United States in 2020 alone, in addition to the public health crisis we continue to battle every day, race equity is at the root of these issues. If I can support our organization in race equity and it changes the outcome of one family, one child, or one neighborhood, then I have fulfilled my role as a servant leader.

[Click here for full Q&A](#)

Annual Report

- Story based
- Informative
- Self-promotion

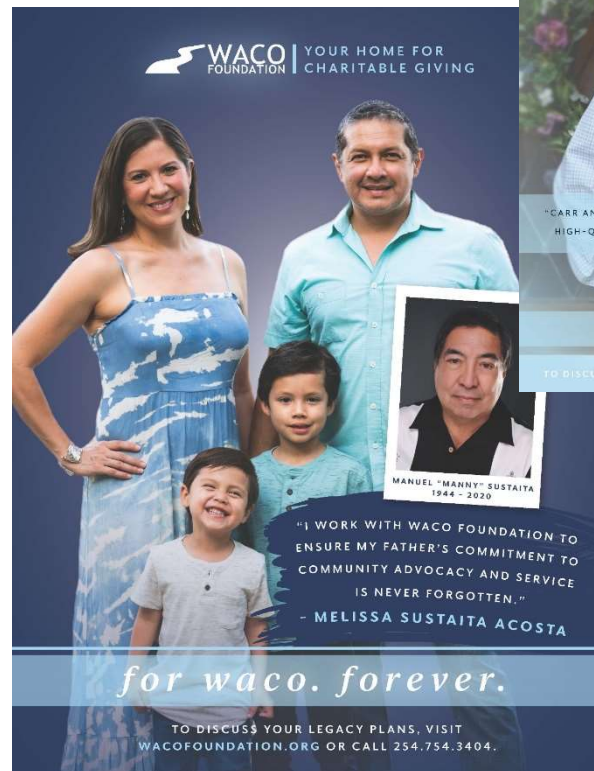


WACO FOUNDATION IS YOUR HOME FOR CHARITABLE GIVING AT ALL STAGES OF LIFE, FOR SOO AND HER FAMILY. THE FOUNDATION OFFERS A WAY TO GROW CHARITABLE DOLLARS OVER TIME. DONOR ADVISED FUNDS OFFER THE FLEXIBILITY OF AWARDED GRANTS TODAY AND BUILDING FOR A GREATER FUTURE TOMORROW.

WACO FOUNDATION IS HERE TO FACILITATE LOCAL PHILANTHROPY IN A VARIETY OF WAYS TO CREATE A BRIGHTER FUTURE FOR WILSON COUNTY. FOR MORE INFORMATION, VISIT OUR WEBSITE AT WACOFUNDATION.ORG OR CALL US AT 817.267.2400.

Advertising

- Mini-campaign
 - Goals
 - Audience
 - Message



Communications Planning for Fundraisers

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Target Audience

Top-line Message

Big Idea

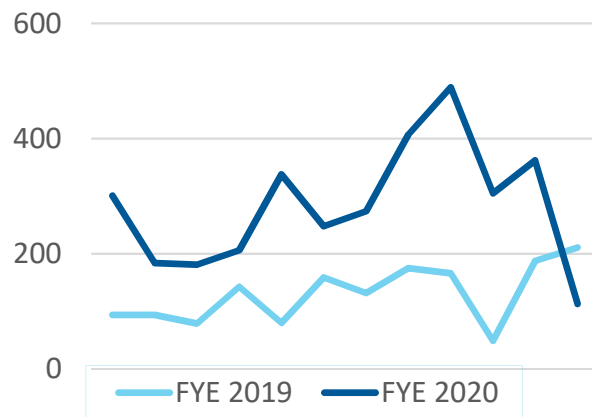
Components



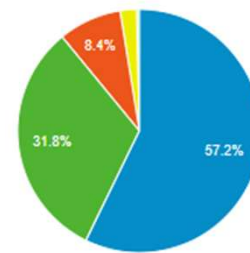
Analytics

Analytics

- Google Analytics
- Year-over-year gift analysis
- Increase in followers/contacts

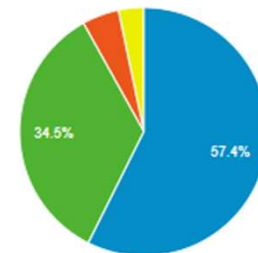


Apr 1, 2018 - Mar 31, 2019



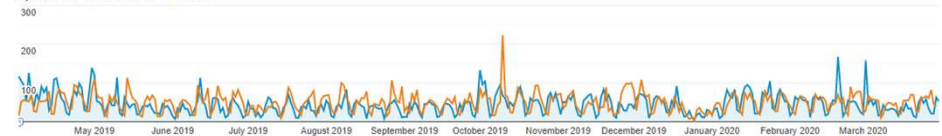
Organic Search
Direct

Apr 1, 2019 - Mar 31, 2020



Referral
Social

Apr 1, 2019 - Mar 31, 2020: Users
Apr 1, 2018 - Mar 31, 2019: Users



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