

Communications Workplan

November, 2024

1. **Newsletter** week of Nov 11

Target Audience: Engaged Supporters / Neutrals / Ambassadors

Messaging:

- ICS continuing to do the heavy lifting in helping people meet basic needs
- Annual Report and Financials to share depicting ICS health and success
- Social media / media focus on membership is a distraction by few from real and continuing success in service delivery
 - a. AGM invite, Annual Report posted
 - b. Food Bank
 - i. Hunger Count from Food Banks Canada report context with local situation
 - ii. Holiday Hamper – registration window, delivery window
 - c. Shelter –
 - i. EWR / Seasonal Readiness
 - d. Community Counselling
 - i. Holiday Blues
 - e. New Board Members?

2. **Media follow-up to AGM**

Target Audience: Not engaged supporters / Neutrals

Messaging:

- Board position on membership applications, process going forward
- No formal complaints received, only social media slander
 - a. Q & A – allow for Driftwood with audience / without audience or
 - b. Release our own

3. **Annual Report / Letter Direct Mail-Out**

Target Audience: Supporters – top 100 or so supporters, typically over \$1000 and/or monthly giving

Messaging:

- ICS provides a vast array of critical supports for community
- ICS relies on donations to be able to do that
- By supporting ICS, people are part of solution

4. **Viva Chorale Foodbank Fundraising Concert** Dec 20th promotion
5. **Core Youth Holiday Event?**
6. **Shelter focused seasonal promotion**
 - a. Socks / clothing?
7. **Child, Youth and Family Video**
 - a. Release date and strategy TBA
8. **Seabreeze – The Real Story**