



## 2020 PR PLAN "FOR THE ARTS"

# 2020 Public Relations Plan

## Goal

*To increase community advocacy for fine arts in the Mansfield area and enhance the reputation of Mansfield Commission for the Arts.*

### 1.Objective

To create a monthly newsletter to send to targeted audience, which is homeowners in the Mansfield area and other art advocates.

Strategy:

1. To use storytelling to draw the attention of potential donors and spread awareness of art advocacy.

Tactics:

1. To write one feature story on an artist in Mansfield.
2. To give a list of events between newsletters
3. Ask prominent superintendent to write a letter to readers that tells the importance of fine arts in public schools.
4. Send out a mailer to sign up for the newsletter

### 2.Objective

To increase the number of subscribers by 50 each month on Mansfield Commission for the Arts YouTube page. The target audience will be students and artists in the Mansfield area.

Strategy:

1. To compelling videos that explain art advocacy and it's benefits.

Tactics:

1. Post at least two videos a month.
2. Highlight events via video.
3. Post previews of the videos on social media websites.

### 3.Objective

To create a newsroom on the organization's website by the end of January with at least 5 pieces of content.

Strategy:

1. To create interesting content, such as compelling feature stories, news releases and infographics, for the website surrounding its purpose and make it easier for the media to learn more about the organization just using the website.

Tactics:

1. To write at least one feature story on an artist in Mansfield every month to upload to the newsroom.
2. To write a news story about two events hosted by MSA an upload to the newsroom.
3. Create media kit
4. Create infographics one per quarter

## 4.Objective

To obtain an op-ed worth \$1,000 in a local newspaper in March.

Strategy:

1. To educate the community on the benefits of art advocacy.

Tactics:

1. To write an op-ed
2. To create a media list of journalists and newspapers interested in the arts.
3. To pitch journalists and editors on the idea of publishing the op-ed, such as Mansfield Now and Mansfield News Mirror.

## 5.Objective

Create a Twitter and add 100 followers at the end of each quarter. Target audience will be high school students and young adults moving into the Mansfield area.

Strategy:

1. To make Twitter campaigns that will increase followers and enhance the organization's brand.

Tactics:

1. To run a year-long campaign with the hashtag #FactFriday. Every Friday the organization would post a fact about the arts and how its beneficial.
2. Make infographics to go with the facts.
3. **QUARTER 1:** Beginning in January, start a campaign that highlights artist in the community. Every Wednesday until the end of April, MCA will highlight one artist.#HighlightTheArtists
4. **QUARTER 2:** Throughout the summer, suggest that parents send pictures of their childs' artwork to Mansfield Commission of the art and start a campaign called #ArtistsInTheMaking.
5. **QUARTER 3:** Before school starts in August, create a social media campaign that encourages people to donate so that the organization can gift public schools with necessary art supplies. #ForTheArts

## 6.Objective

To host an art auction in May that generates at least one earned media article worth \$1,000.

Strategy:

1. To create an interest in art in the Mansfield community and enhance Mansfield Commission for the Arts' platform.

Tactics:

1. Elicit artist to submit work to be auctioned off.
2. Plan and execute auction.
3. Invite other art advocates and members of the Mansfield community to attend.
4. Create a press release for the event.
5. Create a media list of journalists interested in art and art related events.
6. Pitch the press release to journalists on the media list, such as Mansfield Now and Mansfield News Mirror

## 7.Objective

To have artists from the Mansfield community make a mural in the historic downtown area by June.

Strategy:

1. To create an element that can show the community how pleasing and beneficial art is.

Tactics:

1. Find artist to paint a mural.
2. Schedule an unveiling of the mural.
3. Make a press release and pitch to journalists interested in art.
4. Take photos at the unveiling to post on social media.

## 8.Objective

To increase communications for North Texas Giving Day to increase 2019's contribution of \$341 to \$1,000.

Strategy:

1. To increase communications through mailers, a social media campaign and lawn signs.

Tactics:

1. Design lawn signs and give them to past donors.
2. Design mailers and mail them to residents in Mansfield and email them out to Facebook subscribers.
3. Run a social media campaign on all platforms listed in this plan. The Name of the campaign is #AnythingForTheArts. The campaign will last from the August 1 until North Texas Giving Day on August 17.

## 9.Objective

To create an Instagram account that increases by 20 followers each month. Target audience will be high school students and young adults moving into the Mansfield area.

Strategy:

1. To create interesting content that will intrigue followers and thus increase knowledge about Mansfield Commission for the Arts.

Tactics:

1. Post at least three times a week.
2. Make interesting infographics
3. Use relevant hashtags.

## 10.Objective

To increase subscribers and likes on Mansfield Commission for the Arts Facebook page by 10%. Target audience will be artists in the Mansfield area and high school aged students.

Strategy:

1. To create social media campaigns to draw in subscribers.

Tactics:

1. To run a year-long campaign with the hashtag #FactFriday. Every Friday the organization would post a fact about the arts and how its beneficial.
2. Make infographics to go with the facts.

3. **QUARTER 2:** Throughout the summer, suggest that parents send pictures of their child's artwork to Mansfield Commission of the Art and start a campaign called #ArtistsInTheMaking.
4. **QUARTER 3:** Before school starts in August, create a social media campaign that encourages people to donate so that the organization can gift public schools with necessary art supplies.

## 2020 Annual Report Measurement Date Calendar

<b>Date</b>	<b>Evaluation Metric</b>
Jan. 2, 2020	Obj 1: The January newsletter should be sent to subscribers, donors and volunteers.
Jan. 31, 2020	Obj 2: YouTube subscribers have increased by 50 and two videos have been posted this month.
Jan. 31, 2020	Obj 3: Have a newsroom established with at least 5 pieces of content.
Jan. 31, 2020	Obj 9: Instagram followers increase by 20 followers.
Feb. 2, 2020	Obj 1: The February newsletter should be sent to subscribers, donors and volunteers.
Feb. 31, 2020	Obj 2: YouTube subscribers have increased by 50 and two videos have been posted this month.
Feb. 31, 2020	Obj 3: Updated newsroom with a feature story about and artist and two event reviews or preview stories.
Feb. 31, 2020	Obj 9: Instagram followers increase by 20 followers.
Feb. 31, 2020	Obj 10: Facebook subscribers increase by 2.5%.
March 2, 2020	Obj 1: The March newsletter should be sent to subscribers, donors and volunteers.
March 31, 2020	Obj 4: Obtain an op-ed worth \$1,000
March 31, 2020	Obj 3: Updated newsroom with a feature story about and artist and two event reviews or preview stories.
March 31, 2020	Obj 2: YouTube subscribers have increased by 50 and two videos have been posted this month.
March 31, 2020	Obj 9: Instagram followers increase by 20 followers.
March 31, 2020	Obj 10: Facebook subscribers increase by 2.5%.
April 2, 2020	Obj 1: The April newsletter should be sent to subscribers, donors and volunteers.
April 31, 2020	Obj 5: Twitter accounts reached 100 followers after the #HighlightTheArtists campaign
April 31, 2020	Obj 2: YouTube subscribers have increased by 50 and two videos have been posted this month.
April 31, 2020	Obj 3: Updated newsroom with a feature story about and artist and two event reviews or preview stories.
April 31, 2020	Obj 9: Instagram followers increase by 20 followers.

May 2, 2020	Obj 1: The May newsletter should be sent to subscribers, donors and volunteers.
May 31, 2020	Obj 6: Host an art auction that generates \$1,000 in earned media
May 31, 2020	Obj 2: YouTube subscribers have increased by 50 and two videos have been posted this month.
May 31, 2020	Obj 3: Updated newsroom with a feature story about and artist and two event reviews or preview stories.
May 31, 2020	Obj 9: Instagram followers increase by 20 followers.
June 2, 2020	Obj 1: The June newsletter should be sent to subscribers, donors and volunteers.
June 31, 2020	Obj 7: Have a mural painted in the historic downtown in the MCA name
June 31, 2020	Obj 2: YouTube subscribers have increased by 50 and two videos have been posted this month.
June 31, 2020	Obj 3: Updated newsroom with a feature story about and artist and two event reviews or preview stories.
June 31, 2020	Obj 9: Instagram followers increase by 20 followers.
June 31, 2020	Obj 10: Facebook subscribers increase by 2.5%.
July 2, 2020	Obj 1: The July newsletter should be sent to subscribers, donors and volunteers.
July 31, 2020	Obj 2: YouTube Subscribers have increased by 50 and two videos have been posted this month.
July 31, 2020	Obj 3: Updated newsroom with a feature story about and artist and two event reviews or preview stories.
July 31, 2020	Obj 9: Instagram followers increase by 20 followers.
August 2, 2020	Obj 1: The August newsletter should be sent to subscribers, donors and volunteers.
August 31, 2020	Obj 5: Twitter followers have reached 200 followers after the #ArtistsInTheMaking campaign.
August 31, 2020	Obj 2: YouTube subscribers have increased by 50 and two videos have been posted this month.
August 31, 2020	Obj 3: Updated newsroom with a feature story about and artist and two event reviews or preview stories.
August 31, 2020	Obj 9: Instagram followers increase by 20 followers.
Sept. 2, 2020	Obj 1: The September newsletter should be sent to subscribers, donors and volunteers.

Sept. 18, 2020	Obj 8: Updated North Texas Giving Day communication garnished \$1,000 in donations.
Sept. 31, 2020	Obj 2: YouTube subscribers have increased by 50 and two videos have been posted this month.
Sept. 31, 2020	Obj 3: Updated newsroom with a feature story about and artist and two event reviews or preview stories.
Sept. 31, 2020	Obj 9: Instagram followers increase by 20 followers.
Sept. 31, 2020	Obj 10: Facebook subscribers increase by 2.5%.
October 2, 2020	Obj 1: The October newsletter should be sent to subscribers, donors and volunteers.
October 31, 2020	Obj 2: YouTube subscribers have increased by 50 and two videos have been posted this month.
October 31, 2020	Obj 3: Updated newsroom with a feature story about and artist and two event reviews or preview stories.
October 31, 2020	Obj 9: Instagram followers increase by 20 followers.
Nov. 2, 2020	Obj 1: The November newsletter should be sent to subscribers, donors and volunteers.
Nov. 31, 2020	Obj 2: YouTube subscribers have increased by 50 and two videos have been posted this month.
Nov. 31, 2020	Obj 3: Updated newsroom with a feature story about and artist and two event reviews or preview stories.
Nov. 31, 2020	Obj 9: Instagram followers increase by 20 followers.
Dec. 1, 2020	Obj 5: Twitter followers have reached 300 after the #ForTheArts campaign
Dec. 2, 2020	Obj 1: The December newsletter should be sent to subscribers, donors and volunteers.
Dec. 31, 2020	Obj 5: End the #FactFriday campaign with 400 Twitter followers.
Dec. 31, 2020	Obj 2: YouTube subscribers have increased by 50 and two videos have been posted this month.
Dec. 31, 2020	Obj 3: Updated newsroom with a feature story about and artist and two event reviews or preview stories.
Sept. 31, 2020	Obj 9: Instagram followers increase by 20 followers.
Sept. 31, 2020	Obj 10: Facebook subscribers increase by 2.5%.



# Planning

## Insights

- Create a newsroom to provide an interest feature in the website.
- Have a gala annually advocating for the arts in public schools to raise money, also announce their scholarship at that event.
- Send out at least 4 press releases in one year to gain media attention.
- Table at schools and organization fairs that Mansfield holds to gain volunteers and more exposure to people in the community. At least once at each school in Mansfield ISD.
- Use influential people in Mansfield to promote the organization in a newsletter.
- Start an MCA organization at the high schools. Begin at least one in the next year.
- Host food nights at popular food restaurants and donate funds raised to a art program
- Have an art auction and invite the media
- Have artists paint a mural in the historic downtown
- Invite the media to a grant giveaway in the next year.

# SWOT Analysis

<p><b>Strengths</b></p> <ul style="list-style-type: none"><li>• Mansfield does have an old town feel that MCA can use to get tourists.</li><li>• They do have a neat website that is easy to navigate.</li><li>• Multiple events to promote.</li></ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>• The website is outdated, needs to be updated regularly.</li><li>• MCA should work on gaining earned media in local papers.</li><li>• MCA should get a twitter to do more updated posts.</li></ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"><li>• MCA could be more active with the art community in Mansfield.</li><li>• Instead of appealing to only adults and families, MCA could host events that teens would want to be involved in.</li><li>• Use their platform to advocate for the need for fine arts in public schools.</li></ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"><li>• MCA only creates messaging to adults, but families in Mansfield typically have pre-teen and teen children.</li><li>• There are more festive programs happening all over the DFW area.</li><li>• The events are only getting out to certain people, MCA needs to reach more people.</li></ul>

Research

## Innovation Ideas

<b>Non-Profit Name</b>	<b>Location</b>	<b>Innovative Idea</b>
<a href="#"><u>Cooks Children's</u></a>	Fort Worth, Texas	Create a Twitter to keep the younger crowd interested in what's going on.
<a href="#"><u>Our Ventura</u></a>	Ventura County, California	Make a YouTube channel to show what type of events the nonprofit has to offer and other interesting stories in the area.
<a href="#"><u>Bryan's House</u></a>	Dallas, Texas	Update the website more often to include more interesting visuals and a newer, more modern interface.
<a href="#"><u>Dallas Pets Alive</u></a>	Dallas, Texas	Live tweet and post for events like National Giving Day.
<a href="#"><u>The Art of Elysium</u></a>	Los Angeles, California	Have events that are fun, but also include the arts.
<a href="#"><u>Square 1 Art</u></a>	Norcross, Georgia	Run a paint and art supply drive.

<a href="#">Harry Potter Alliance</a>	Binghamton, New York	Give away or sell merchandise so that people walk around with their brand on and give the organization more exposure.
<a href="#">Disney</a>	Brentwood, New York	Although not a nonprofit, getting a well-known company to make a donation to the organization to gain donations and invite media.
<a href="#">ArtsKC</a>	Kansas City, Missouri	Clearly defining what the organization is advocating for in a tidy fact sheet.
<a href="#">International Folk Art Market</a>	Santa Fe, New Mexico	Has a blog and newsroom for media to reference.



Communication Audit for Mansfield Commission for the Arts.

**Organizational Analysis** - This is a nonprofit organization meant to highlight fine art and other cultural activities in the Mansfield area. Their outreach is mostly just targeting those in the Mansfield community and tourists. Their objective is to provide a community where artists of all kinds can thrive, creative graduates can start their careers and businesses, arts organizations and arts professionals strengthen their skills, bringing incredible experiences and opportunities to Mansfield.

#### **Audiences Listed -**

- **General Public:** The general public consists of people that live in the Mansfield area. There are the people that live in the area and would typically attend Mansfield Commission of the Arts events.
- **Tourists:** The purpose of MCA is to draw in tourists to appreciate the rich art culture Mansfield offer. Therefore, the organization must appeal to tourists that have an interest in art such as music, movies and painting.
- **Members of Mansfield:** The members of Mansfield that MCA targets are typically older adults with families. They are the main donors and attendees of their events.
- **Volunteers:** Volunteers are needed to run events and to help run the organization. These are usually high school students that are seeking volunteer hours for college applications.
- **Artists:** MCA looks for artists to promote in the Mansfield Area. They are what MCA is trying to promote. This target artists of any kind such as photographers, filmmakers, etc.
- **Donors:** Without donors, MCA can't do what it's intended to do. They target people who have a love of art and can afford to give back.





**Messages** – Their message is that they hope to create a rich, diverse and artistic community that Mansfield can be proud of.

**Organizational Tone/Voice** – The tone is more “matter of fact.” It gives factual information and suggests the reader should get involved. It has a very mature tone.

Their strategy is to put on events that will draw people to Mansfield. They put updates on their website and socials.

**Earned Media** - none

**Newsroom** - none

**Social Media Channels** – The social media channel Mansfield Commission for the Arts uses is Facebook.

*Facebook*

- 2,667 people like the page; 2,746 people follow the page
- The account focuses on promoting events held in Mansfield such as “Haunted Mansfield,” writing classes and more.
- On average their posts engagement reaches 10 likes and 3 shares and minimal to no comments.
- Multiple posts per week publicizing scheduled events



**Website** – The website is organized by a colorful homepage that shows past events and a brief overview of what Mansfield Commission for the Arts is. The next tab is a calendar of events, about page, a page dedicated to how someone can support the organization, a resource page that includes scholarships, the theater in Mansfield and an artist directory. The website is self-explanatory and easy to navigate.

**Blog and Boiler** - none