

MARKETING AND COMMUNICATIONS PLAN



PLAN OVERVIEW

- Research-based strategy that outlines goals, objectives, challenges, target audiences, and key messages
- Revitalizing campaign materials
- Highly visible summer press event
- Meteorologist outreach & multi-wave media tours
- On-the-ground grassroots outreach
- Partnerships to expand reach and deliver free impressions
- Evaluation and performance measures



GOALS

Position Clean Air Partners as a trusted source on air quality in the Baltimore-Washington region.

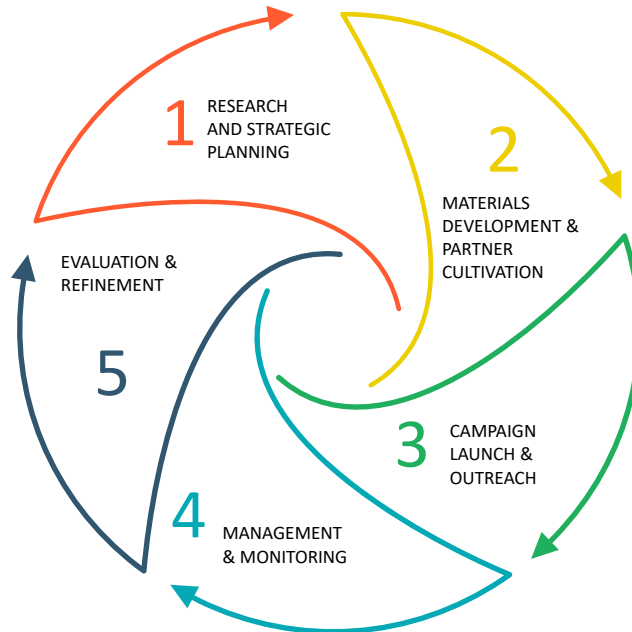
Raise awareness of the impact of everyday actions on air quality and public health.

Provide the public with the tools to stay healthy during poor air quality days

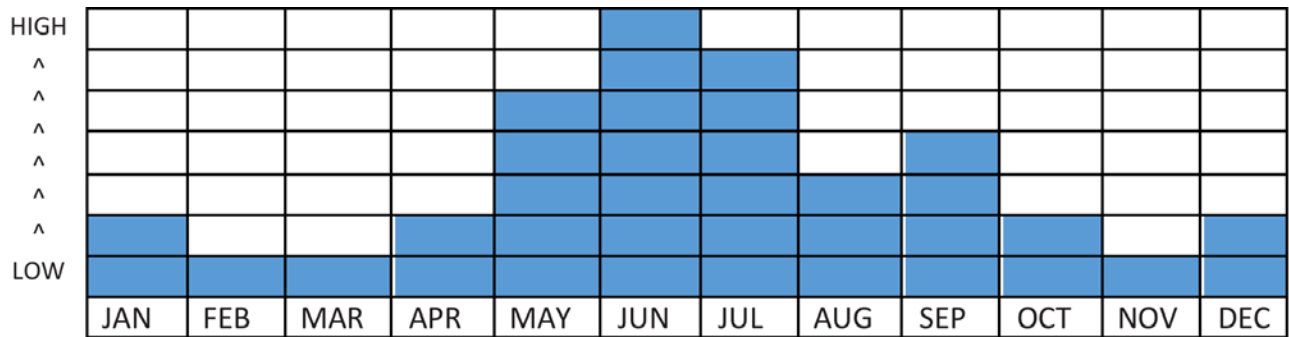
Motivate action on the community level (individual and businesses).



CAMPAIGN LIFECYCLE



CAMPAIGN TIMING



PUBLIC RELATIONS

- Kickoff Event on morning of June 21 in Baltimore
- Meteorologist outreach
- Multi-wave media tours



CLEAN AIR AMBASSADORS FARMERS' MARKET TOUR



Take the bus, breathe easy.

Do your share for cleaner air.

CLEAN AIR PARTNERS.net



Properly inflated tires save gas.



Do your share for cleaner air. | **CLEAN AIR PARTNERS.net**



Share your ride, breathe easy.



Do your share for cleaner air. | **CLEAN AIR PARTNERS.net**



Take transit, breathe easy.



Do your share for cleaner air. | **CLEAN AIR PARTNERS.net**



Refuel after dusk, breathe easy.



Do your share for cleaner air. | **CLEAN AIR PARTNERS.net**



Breathe Easy.
Turn off lights and
electronics when not in use.



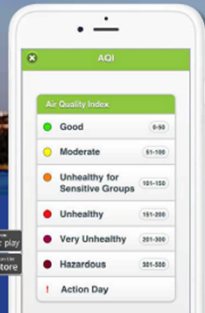
Do your share for cleaner air. | CleanAirPartners.net 

Breathe Easy.
Turn off lights and
electronics when not in use.



Do your share for cleaner air. | CleanAirPartners.net 

*Breathe easy.
Download our app for air quality forecasts.*



The Clean Air Partners app gives you daily air quality forecasts, current air quality information, and alerts when the air is unhealthy to breathe. Download it today at CleanAirPartners.net

*Breathe easy.
Switch to an electric
lawnmower.*



Do your share for cleaner air.

CleanAirPartners.net



*Breathe easy.
Use a gas grill
instead of charcoal.*

Do your share for cleaner air.

CleanAirPartners.net



EVALUATION AND REPORTING

- Earned media summary with details on broadcast, print, and online earned media news stories
- Dollar value of earned media and donated media.
- Number of corporate and community partners
- Number of consumers reached through outreach efforts.
- Quantity of campaign materials distributed
- Website analytics, including total and unique visitors and page views, by quarter
- Monthly campaign-wide progress reports



FUNDRAISING PLAN

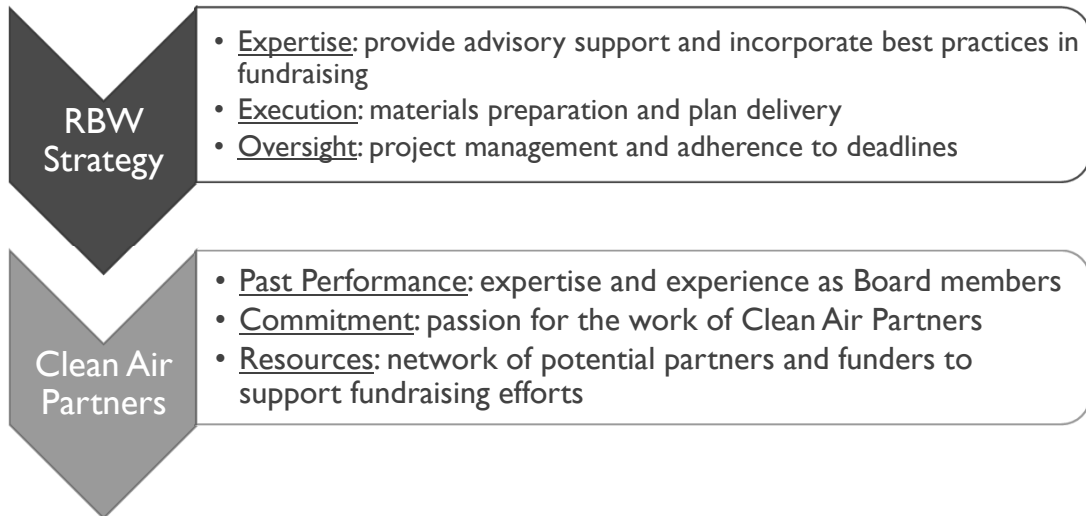


FUNDRAISING VISION

***Fundraising Vision:** Create a structured fundraising program to enhance Clean Air Partners' capacity. This program will follow best practices and leverage the organization's strengths, resources and expertise; with Board members serving as the voice of the organization and ambassadors of Clean Air Partners' goals.*



PROJECT OVERVIEW



BOARD MEMBER RESPONSIBILITIES

- Approve fundraising plan, annual fundraising goals, and fundraising initiatives
- Provide leads and contacts of potential corporate sponsorship prospects and grant opportunities
- Cultivation of potential corporate partners and sponsors including emails, phone calls, and in-person meetings
- Participate in sponsor meetings as needed



FUNDRAISING PLAN OVERVIEW

- Includes organizing principles, goals, objectives to guide future efforts
- Approach is based on fundraising lifecycle (5 phases)
- Targeted fundraising goal for 2018 (2019 and 2020 to be approved by the Clean Air Partners Board in the future)
- Breakdown of intended results, timelines and activities for each of the lifecycle phases

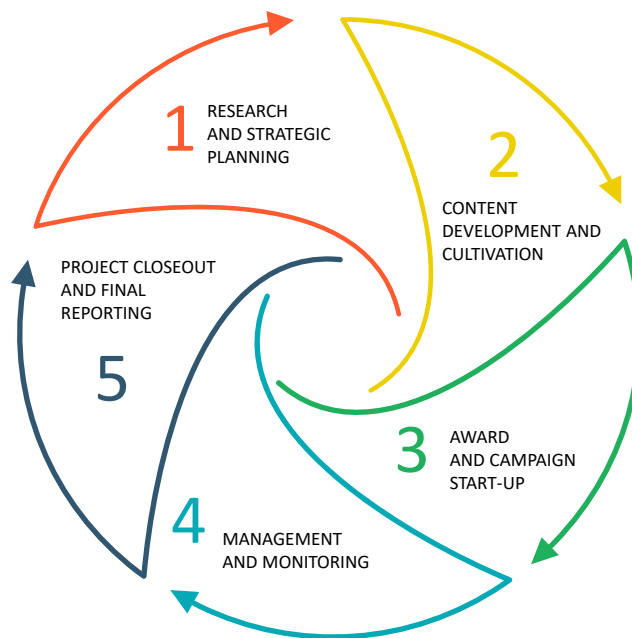


FUNDRAISING PLAN OVERVIEW

- SWOT analysis that outlines Clean Air Partners' current and future state
- Clearly defined 2018 Performance Measures to establish benchmark of success
- List of program initiatives for funding efforts included as an appendix (to be voted on each year by the Clean Air Partners Board)



FUNDRAISING LIFECYCLE



IMMEDIATE NEXT STEPS

1. Clean Air Partners Board to approve the plan and 2018 initiatives
2. Establish date for Board to receive cultivation training by Certified Fundraising Executive
3. Scoping of Signature Event to determine cost, scale, and prospects
4. Develop list of prospects (based on criteria approved by Fundraising Committee) for cultivation efforts – grants and sponsorship opportunities
5. Establish giving levels for corporate sponsorships for upcoming campaign
6. Create proposals/packages for grantors and sponsors

