

First Light Communications Plan

December 2022



Agenda

- Mission, Goal & Objective
- Message
- Audiences
- Tactics
- Schedule



Mission, Goal & Objective

Communications Plan

Mission

Prevent sexual assault trauma and child abuse and neglect by providing education, advocacy and treatment services in Anderson and Oconee Counties.



Communications Plan

Goal

Generate awareness and understanding of First Light



Communications Plan

Objective

This plan is designed to support efforts to rollout the new branding for First Light with the goal of increased awareness.



Message

Communications Plan

Message

The name First Light is meant to evoke the supportive, soothing notions associated with the dawning of a new day. Regardless of the specific nature of a client's previous experiences, our organization's intent is that their first encounter with us marks the beginning of a new chapter of hope and healing in their lives.

At a glance, the identifier shares three critical pieces of information about First Light in priority order. First, that help is available any time day or night. Second, that they serve those affected by sexual assault or child abuse. And third, that First Light is a real place where they can expect to find related resources.

As advocates for those who have been victims of sexual assault and child abuse, it's important for us to raise awareness and be a resource to those who need us. With a new name and identity, it is a new day for First Light. We are eager to continue educating, advocating and healing.



Audiences



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Audiences

- Staff
- Board
- Legislators
- Champions of your work
- Previous and current clients
- Sponsors
- Local hospitals
- Law enforcement
- Local hospitals
- Email database

Tactics

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Tactics

- Website update
- Sign update
- Letterhead package
- Social media announcement
- Email announcement
- Press coverage



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Tactics

- Host sign unveiling event
 - Luncheon for small group at First Light when the signs are updated
 - Invite press to event to gain coverage for public awareness
- Update Foothills Alliance
 - Website URL (redirect current URL to www.firstlightsc.org)
 - Secure social channels (IG: @firstlightsc, FB: First Light SC)
 - Email signature
 - Social channels profile picture
 - Etc.



Schedule

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Schedule

- Week 1 – Communicate rollout plan to staff and board
- Week 2 – Print letterhead and begin sign production
Announce to clients the name change and the reason behind it
- Week 3 – Announcement to the general public (social channels, social post, email to database)
- Week 5/6 – Host luncheon



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