

Chinese American Service League

FY17 Communications Plan

Communication Goals

After nearly 40 years of impactful, critical services to the Chicago community, the Chinese American Service League continues to focus on a vibrant and sustainable future. Our dynamic, ever-growing and ever-changing community demands constant vigilance and razor-sharp attention to our audiences' ever-growing and ever-changing needs.

Speak with One Voice

All staff and supporters of CASL must share synchronized messages with our audiences and display solidarity at all times.

Innovate Often

CASL is dedicated to the positive innovation and evolution of our ideas, messages, strategies, and relationships.

Build Awareness

In Chicago, CASL is the premier resource and authority on many subjects such as immigration, healthcare systems, education, housing, finances, and much more. It is imperative that CASL is positioned and perceived as a resource and authority.

Shift Opinion

As the world changes and our city evolves, CASL must ensure that our mission and values continue to shape our community for the better and assist in carrying community members through the changes—striking an exemplary balance between sensitivity and sensibility.

Motivate Action

Messages must be clear, concise, relevant, and repeated in order to motivate our audiences to heed our calls to action.

Generate Revenue

All calls to action must include a call for the reciprocation of wealth and resources, and the investment in our community's future.

Acquire Audiences

Every conversation presents an opportunity to solidify new connections as clients, volunteers, financial donors, impactful supporters, and strategic partners.

Retain Audiences

Every connection must be carefully cultivated per the connection's desired way of being communicated with. Listening is critical.

How current and potential CLIENTS want to be communicated with...

(English or Chinese language)

CLIENTS	PRINT (newspaper, mail)	EMAIL	ONLINE (website, ads)	SOCIAL MEDIA	TELEVISION (daytime news)	RADIO	PHONE OR FACE-TO-FACE
Chinese Immigrants 10+ years - Seniors	X						X
Chinese Immigrants 10+ years - Adults	X	X	X	X			X
Chinese Immigrants 10+ years - Youth		X	X	X			X
Chinese Immigrants 5+ years - Seniors	X						X
Chinese Immigrants 5+ years - Adults	X	X	X	X			X
Chinese Immigrants 5+ years - Youth		X	X	X			X
New Chinese Immigrants - Seniors	X						X
New Chinese Immigrants - Adults	X	X	X	X			X
New Chinese Immigrants - Youth		X	X	X			X
American-Born Chinese Descendants - Adults	X	X	X	X			X
American-Born Chinese Descendants - Youth		X	X	X			X
Immigrants of Other Asian Ethnicity - Seniors	X						X
Immigrants of Other Asian Ethnicity - Adults	X	X	X	X			X
Immigrants of Other Asian Ethnicity - Youth		X	X	X			X
Immigrants of Non-Asian Ethnicity - Seniors	X						X
Immigrants of Non-Asian Ethnicity - Adults	X	X	X	X			X
Immigrants of Non-Asian Ethnicity - Youth		X	X	X			X
Non-Chinese, Non-Asian, Non-Immigrants - Seniors	X						X
Non-Chinese, Non-Asian, Non-Immigrants - Adults	X	X	X	X			X
Non-Chinese, Non-Asian, Non-Immigrants - Youth		X	X	X			X

How current and potential DONORS want to be communicated with...

(English or Chinese language)

DONORS (of Time and Money)	PRINT (newspaper, mail)	EMAIL	ONLINE (website, ads)	SOCIAL MEDIA	TELEVISION (daytime news)	RADIO	PHONE OR FACE-TO-FACE
Chinese Immigrants 5+ years - Seniors	X						X
Chinese Immigrants 5+ years - Adults	X	X	X	X			X
Chinese Immigrants 5+ years - Youth		X	X	X			X
New Chinese Immigrants - Seniors	X						X
New Chinese Immigrants - Adults	X	X	X	X			X
New Chinese Immigrants - Youth		X	X	X			X
American-Born Chinese Descendants - Adults	X	X	X	X			X
American-Born Chinese Descendants - Youth		X	X	X			X
Immigrants of Other Asian Ethnicity - Seniors	X						X
Immigrants of Other Asian Ethnicity - Adults	X	X	X	X			X
Immigrants of Other Asian Ethnicity - Youth		X	X	X			X
American-Born of Other Asian Ethnicity - Seniors	X						X
American-Born of Other Asian Ethnicity - Adults	X	X	X	X			X
American-Born of Other Asian Ethnicity - Youth		X	X	X			X
Chinese-based Corporations	X	X	X	X			X
Chinese-based Small Businesses	X	X	X	X			X
Asian-based Corporations	X	X	X	X			X
Asian-based Small Businesses	X	X	X	X			X
Non-Asian Corporations	X	X	X	X			X
Non-Asian Small Businesses	X	X	X	X			X
Non-Asian, Non-Immigrant - Seniors	X						X
Non-Asian, Non-Immigrant - Adults	X	X	X	X			X
Non-Asian, Non-Immigrant - Youth		X	X	X			X

How STAKEHOLDERS want to be communicated with...

(English or Chinese language)

STAKEHOLDERS (and/or their offices)	PRINT (newspaper, mail)	EMAIL	ONLINE (website, ads)	SOCIAL MEDIA	TELEVISION (daytime news)	RADIO	PHONE OR FACE-TO-FACE
City Aldermen		X					X
City Clerk - Susana Mendoza		X					X
City Treasurer - Kurt Summers		X					X
City Mayor - Rahm Emanuel		X					X
Cook County Board of Commissioners - President Toni Preckwinkle		X					X
Cook County Sheriff - Tom Dart		X					X
Cook County State's Attorney - Anita Alvarez		X					X
Cook County Circuit Court - Clerk Dorothy Brown		X					X
Cook County Public Defender - Director Amy Campanelli		X					X
Cook County Public Guardian - Robert Harris		X					X
Cook Co. Bureau of Health Services - CEO John Jay Shannon		X					X
Cook Co. Bureau of Human Resources - Chief Velisha Haddox		X					X
Cook Co. Bureau of Economic Dev. - President Toni Preckwinkle		X					X
Cook Co. Dept. of Public Health - Director Sandra Martell		X					X
Illinois State Treasurer - Mike Frerichs		X					X
Illinois State Comptroller - Leslie Munger		X					X
Illinois State Secretary - Jesse White		X					X
Illinois State Attorney General - Lisa Madigan		X					X
Illinois State Lieutenant Governor - Evelyn Sanguinetti		X					X
Illinois State Governor - Bruce Rauner		X					X
Mainstream (English) Media		X	X	X			X
Chinese Media		X					X

Primary Marketing Messages and Strategies...

(English or Chinese language)

Marketing Strategies for Individuals

Marketing Messages for Individuals

Seniors (age 60+)

Adults (age 18 - 59)

Youth (age 12 - 17)

Chinese

<p>Client Messages: Security, comfort, heritage, legacy, cultural retention</p> <p>Donor Messages: Heritage, legacy, community</p> <p>Strategies: Print, Phone, Face-to-Face</p>	<p>Client Messages: Security, stability, success, future, cultural immersion/retention</p> <p>Donor Messages: Heritage, stability, community, future</p> <p>Strategies: Print, Email, Online, Social Media, Phone, Face-to-Face</p>	<p>Client Messages: Acceptance, relationships, success, cultural immersion/retention</p> <p>Donor Messages: Reciprocation, community, future</p> <p>Strategies: Email, Social Media, Face-to-Face</p>
<p>Client Messages: Security, comfort, community</p> <p>Donor Messages: Community, investment, legacy</p> <p>Strategies: Print, Phone, Face-to-Face</p>	<p>Client Messages: Security, stability, success, future</p> <p>Donor Messages: Stability, community, future</p> <p>Strategies: Print, Email, Online, Social Media, Phone, Face-to-Face</p>	<p>Client Messages: Acceptance, relationships, success, cultural immersion/retention</p> <p>Donor Messages: Reciprocation, community, future</p> <p>Strategies: Email, Social Media, Face-to-Face</p>
<p>Client Messages: Security, stability, community, cultural immersion</p> <p>Donor Messages: Community, investment, future, reciprocation</p> <p>Strategies: Print, Phone, Face-to-Face</p>	<p>Client Messages: Security, stability, community, cultural immersion</p> <p>Donor Messages: Community, investment, future, reciprocation</p> <p>Strategies: Print, Email, Online, Social Media, Phone, Face-to-Face</p>	<p>Client Messages: Acceptance, relationships, success, cultural immersion</p> <p>Donor Messages: Reciprocation, community, future</p> <p>Strategies: Email, Social Media, Face-to-Face</p>

Asian

Non-Asian

Marketing to Companies (donations of Time and Money)

Corporation

Small Business

Chinese

<p>Messages: Partnership, success, future, innovation</p> <p>Strategies: Email, Phone, Face-to-Face</p>	<p>Messages: Heritage, legacy, community, partnership, success</p> <p>Strategies: Print, Face-to-Face</p>
<p>Messages: Partnership, success, future, innovation</p> <p>Strategies: Email, Phone, Face-to-Face</p>	<p>Messages: Community, partnership, success, cultural diplomacy</p> <p>Strategies: Print, Face-to-Face</p>
<p>Messages: Partnership, success, future, innovation</p> <p>Strategies: Email, Phone, Face-to-Face</p>	<p>Messages: Partnership, success, cultural diplomacy</p> <p>Strategies: Print, Face-to-Face</p>

Asian

Non-Asian

Marketing to Media

Messages

Strategies

Chinese
Culture/Language

English/Chinese/Asian
Culture/Language

English/Non-Asian
Culture/Language

Heritage, legacy, community impact, future implications	Email, Phone, Face-to-Face
Community impact, future implications	Email, Phone, Face-to-Face
Community impact, future implications	Email, Phone, Face-to-Face

Messages

A nurturing hub within the heart of Chinatown, the Chinese American Service League connects families and individuals of all ages with the vital support they need to thrive and contribute to the greater Chicago community. Originally founded to aid Chinese immigrants, CASL is now a premier non-profit agency serving all Chicagoans.

Mission Statement

The Chinese American Service League (CASL) was established and exists as a nonprofit community-based social service agency for the purpose of strengthening the physical, economic, and mental health of people of all ages and backgrounds in the greater Chicago area. This is achieved through comprehensive program activities that: lead to family economic self-sufficiency, ease the cultural transitions of immigrants as they integrate into American society, engage in advocacy to achieve positive social systemic change.

Vision Statement

CASL will be a critical anchor for the greater Chicago Chinese community delivering impactful programs and services that preserve and nurture the connection that current and future generations have to their Chinese culture and heritage. Supported by CASL, our community members will live prosperous and empowered lives integrating the best of Chinese and American cultures.

Core Values

Person-centered: We value the the individuality of each participant and his/her right to informed self-determination.

Cultural competence: We value the importance of providing services in the language of our participants and strive to honor their root culture and heritage.

Resiliency: We believe that individuals can thrive in spite of adversity when provided with the appropriate supports.

Integration: We believe that immigrants can acquire the knowledge and skills to prosper in America while retaining their Chinese identities and culture.

Community-based: We strive to deliver services and programs in a comfortable culturally competent community-based setting.

Key Concepts

Security: CASL is a sanctuary with an unshakeable foundation—stable socially and economically.

Sustainability: A key contributor to the *Chinatown Community Vision Plan*, we take calculated steps to ensure a robust future for the organization and community.

Community: We holistically serve individuals as part of larger families, and we serve families as part of larger communities.

Investment: Whether by time, energy, or money, investing in CASL's lifelong programming is a powerful investment in the Chicago community.

Reciprocation: Giving back in some way for assistance received is a precious lesson for—and investment in—future generations.

Heritage: One of our founding goals is the preservation of Chinese heritage amid a rapidly evolving American society.

Legacy: Those enjoying CASL's assistance, engaging in cultural preservation, and giving back in some way generate a powerful legacy for future generations.

Comfort: All individuals working with us are entitled to be made comfortable on their journey to success.

Acceptance: CASL is a place where people of all ages, backgrounds, ethnicities, and lifestyles can enjoy a warm welcome and a family dynamic.

Strategies and Evaluation

Implementing marketing strategies includes follow up strategies and careful evaluation of effectiveness.

Face-to-Face

Details: Whenever possible, clients, donors, stakeholders, and media should be communicated with in person to solidify long-term relationships.

Evaluation: During meetings, collect updated contact information and other critical details that will enhance strategies for further contact and CASL engagement. Make sure everyone met face-to-face knows exactly what CASL can offer them, and how you can help facilitate. Schedule a call or another meeting. Collected data, shared information, and scheduled follow-up are measurements of success.

Phone

Details: Whenever possible, clients, donors, stakeholders, and media should be called on the phone and communicated with personally.

Evaluation: Document all calls made—for analysis and future reference.

Email

Details: Individual email should be used in tandem with phone calls, and as documentation of conversations. Group eblasts can be followed up with additional eblasts whenever appropriate.

Evaluation: All individual emails should be retained and filed in to organized folders for future reference. Statistics on group eblasts should be collected and analyzed within a few days of dispatch.

Social Media

Details: CASL news and strategic, relevant community issues should be posted 3 times a week, minimum.

Evaluation: Statistics on impressions should be collected and analyzed each month. Posts for shorter campaigns should be analyzed daily.

Online

Details: Static website content should be reviewed and enhanced on a monthly basis. Dynamic content should be live within 24 hours. Emergency content should be made live immediately.

Evaluation: Statistics on page views should be collected and analyzed each month. Posts for shorter campaigns should be analyzed daily.

Print

Details: Research should be done prior to creating print materials—to ensure proper audience selection and adequate level of impact.

Evaluation: Use unique sub-domains for a print campaign to drive viewers to a trackable webpage, and use surveys to determine effectiveness of print.

Television

Details: Stories must go beyond a CASL event and include issues and services relevant to the community.

Evaluation: The average number of viewers for the television program, and the demographics of those viewers, will indicate success.

Radio

Details: Stories must go beyond a CASL event and include issues and services relevant to the community.

Evaluation: The average number of listeners for the radio program, and the demographics of those listeners, will indicate success.

Roles and Responsibilities

All staff are expected to represent CASL at all times and through all types of communication. The activities below detail protocol for marketing materials—print and digital, online content, written/spoken messages, etc.

Director of Development and Communications

Strategizes messages
Provide supporting data
Consultation and direction on draft materials
Final approval on materials

Marketing and Communications Officer

Researches and strategizes messages
Proposes materials
Creation, revision, and finalization of materials
Instruction and implementation of materials
Collection of data on materials

Program Managers

Requests materials from Marketing and Communications Officer
Approves final materials requested

Program Coordinators

Requests materials from Marketing and Communications Officer
Implements materials

Assistant to the President

Facilitates presidential consultation, direction, and approvals

President

Provides consultation, direction, and approvals on major fundraising materials and messaging

Assistant to the Executive Director

Facilitates executive consultation, direction, and approvals

Executive Director

Provides consultation, direction, and approvals on major community materials and messaging

WHO DO I GO TO?

Marketing and Communications Officer

will take all requests from staff and the media. Requests will be submitted to leadership for review and approval if necessary.

WHAT DO I SUBMIT?

- Data and copy (text) to be included
- Desired photos or graphics
- Requested date of completion
- List of contacts to submit to

WHAT IS THE PROCESS?

You will receive a draft version of your marketing strategy a few days before the agreed upon date of completion. You should respond to the draft within 24 hours.

WHAT HAPPENS NEXT?

The requester is responsible for promoting and utilizing the newly created marketing material. The Marketing and Communications Officer will promote in support of the requester/program/event.

Crisis Communications

CASL handles the unexpected with proactiveness, professionalism, and compassion.

Example Potential Issues

Social

- Slander/libel/accusation about CASL by a community entity
- Slander/libel/accusation about CASL by a staff/board member
- Slander/libel/accusation about a community entity by a staff/board member

Physical

- Injury of a community member on CASL premises
- Injury of a staff/board member on CASL premises
- Damage to CASL premises/property by natural disaster
- Damage to CASL premises/property by unintentional human action
- Damage to CASL premises/property by intentional human action

Economical

- Delay of critical state budget actions and payouts
- Delay/termination of critical services
- Resignation/termination of key leadership

Technological

- Major power outage
- Hacked private information

Criminal

- Robbery, major theft
- Acts of violence

Addressing the Public via Spokespeople

• President

- *Primary statements to the media and public inquirers*

• Director of Development and Communications

- *Supports president, writes statements, makes statements in his/her place*

• Governing Board Chair

- *Reinforces president's statements*

• NO OTHER CASL STAFF SHOULD COMMUNICATE WITH THE MEDIA/PUBLIC

- *Staff should be educated on how to speak of the issue once the initial crisis has passed*

STAFF DO'S

Remain calm at all times

Maintain discretion and silence

Refer the media to the Spokespeople

Gather and report evidence to supervisor

STAFF DON'T'S

Panic

Communicate with the media

Communicate with the general public

Withhold information and evidence

SPOKESPERSON DO'S

Remain calm at all times

Act quickly

Gather all information and evidence

Inform and reassure staff, boards, supporters

Stick to the script

Answer all questions (scripted answers)

Publicize a schedule of follow-up information

SPOKESPERSON DON'T'S

Panic, delay

Leave staff in the dark

Speak off script

Leave questions unanswered