



THE ATLANTA
WOMEN'S
FOUNDATION

Breaking Cycles. Building Women.

Case Studies: Creating a Content Marketing Strategy That Clicks for B2B, B2C and Nonprofit Organizations

Kate Balzer

Development and Communications Manager

The Atlanta Women's Foundation

@kate_balzer

@atlWomensFDN

AWF MISSION

AWF is dedicated to breaking
the cycle of generational
poverty for women and girls.



AWF @ WORK

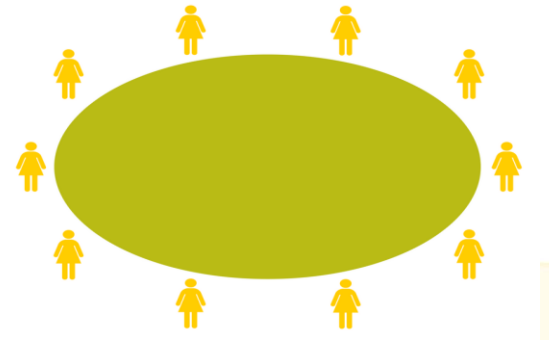
Grantmaking



Public Policy



Programming



“SMALL BUT MIGHTY”

Yogathon: How a small team can have a big impact.





#GOALS

Raise awareness about
AWF & our mission

Raise funds



KEYS TO ACHIEVING GOALS

Clear, Consistent Message

Partnerships



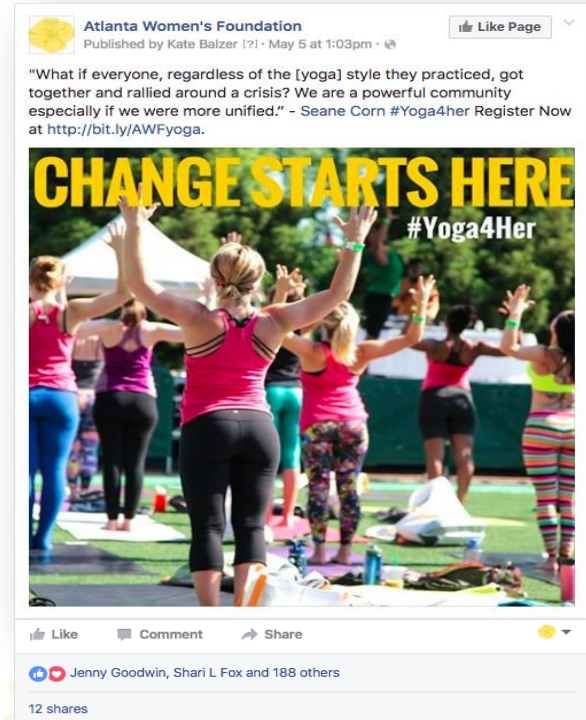
MESSAGING

- Do your research
- Be specific in messaging & target audience
- Avoid “Message Creep”



GETTING YOUR MESSAGE OUT

- Develop a Plan
- Embrace theme(s)
- Use \$ strategically
- Connect with Ambassadors



LEVERAGE PARTNERSHIPS

- Access to resources
- Scale up brand awareness
- Leverage funds



SUCCESS?

Goals

1. Raise awareness about AWF & our mission
2. Raise funds



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TAKEAWAYS

- Stay on message. Don't be a creeper!
- Plan ahead. Be detailed and specific.
- Partnerships! Partnerships! Partnerships!
- Leverage resources like partnerships and ambassadors.



THANK YOU!

@kate_balzer

#PRNews



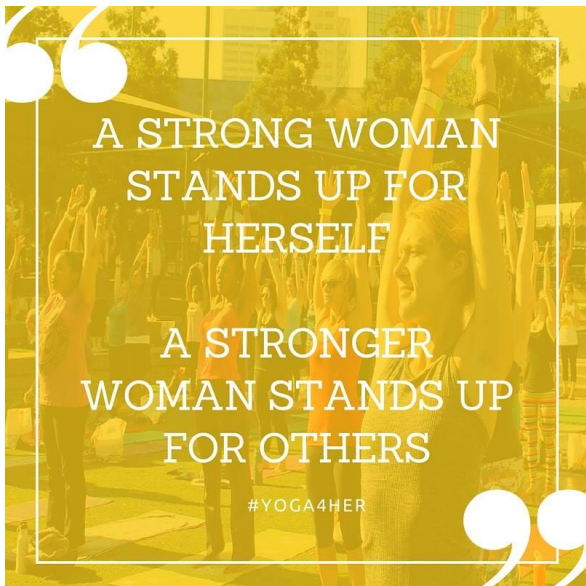
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SAMPLE COMMUNICATIONS CALENDAR

	A	B	C	D	E	F	G	H
1	AWF Communications Calendar 2014-2015							
2		Important Dates	Blog	Facebook	Twitter	E-Blasts	Media Relations	Advertising
266	Monday, April 20			Weekly quote - Majora Carter				
267	Tuesday, April 21							
268	Wednesday, April 22	Earth Day	Yogathon	Rachel Carson & Happy Earth Day	Rachel Carson & Happy Earth Day	WIF 2 weeks e-blast		
269	Thursday, April 23				Yogathon Fundraising Friday	Mother's Day 2		
270	Friday, April 24							
271	Week of April 27							
272	Monday, April 27			Weekly quote - Margaret Mead	Social Change Monday			
273	Tuesday, April 28							
274	Wednesday, April 29				#AWFKrogerSelfie - office & bag photos			
275	Thursday, April 30				Teacher blog tweet - Jason Anderson	Mother's Day Last Chance		
276	Friday, May 1				Yogathon Fitness Friday; Numbers 2013 video			
277	May: Teen Pregnancy Prevention; Mental Health							
278	Week of May 4							
279	Monday, May 4	Teen Pregnancy Prevention, Mental Health Awareness & National Physical Fitness and Sports Month			Mental Health Awareness Month tweets		Number 6-months out push	
280	Tuesday, May 5			Weekly quote - Jane Fonda	Social Change Monday - Teen Preg Prevention			
281	Wednesday, May 6	2015 Grant Deadline; Nat'l Day Teen Preg Prevention		Post re: Nat'l Day Teen Preg Prevention	Teacher blog tweet - Meryl Arnett	WIF Last Chance e-blast	Yogathon press release - short lead resend	
282	Thursday, May 7	Women in Finance			Tweet re: Nat'l Day Teen Preg Prevention	WOB 1 month		
283	Friday, May 8				Teacher blog tweet - Rachel Goldberg			
284	Saturday, May 9				Teacher blog weekly retweet			
285	Week of May 11							

EXAMPLE: SOCIAL MEDIA CONTENT



Facebook



Twitter



Shareable Graphic
for Yoga Teachers



ONLINE RESOURCES & TOOLS

- Canva – canva.com
- Hootsuite – hootsuite.com
- Pitchengine – pitchengine.com
- Facebook Grid Image Checker Tool
– www.social-contests.com/check-image/

