

CONNECTING AT A TIME OF DISTANCING

A COMMUNICATIONS PLAN FOR
THE ASSOCIATION OF NEPALIS IN MINNESOTA (ANMN)

PRATAKSHYA BHANDARI
STRATEGIC COMMUNICATIONS, MA
CAPSTONE PROJECT



ASSOCIATION OF NEPALIS IN MINNESOTA

- Promote culture and encourage community involvement
- Support growth of the Nepali community
- Foster relationship with members and the greater Minnesota community

S

Strong purpose
Engaged TC members and legacy relationships
Strong financial position before COVID-19

W

Vague/incomplete mission statement
Non-existent brand identity
Scope of the organization

O

Helping navigate socio-cultural aspects of being an immigrant
Serving a niche audience

T

COVID-19 pandemic
Financial climate threatening stability



PROBLEM

- The organization must maintain public financial support to remain an active charitable organization. Financial support includes funding from donors, revenue from membership, and revenue from events and programs

OPPORTUNITY

- Increase stakeholder engagement to maintain financial support



STAKEHOLDERS

NEPALI COMMUNITY


- Members
- Non-members
- Volunteers
- Leaders

GREATER MINNESOTA

- Community
- State of Minnesota
- Donors
- Other non-profits

ROLE OF COMMUNICATIONS

- Identify stakeholder expectations
- Develop brand identity consistent with expectations
- Implement two-way symmetrical communication to enable feedback and dialogue



Objectives

- Increase the number of paid members
- Increase donations
- Fill vacant volunteer and leadership positions in the upcoming election

PRIMARY RESEARCH

- Qualitative Survey
- 139 responses
- Primary Participant Research

SECONDARY RESEARCH

- Literature review
- Financial statements and articles of incorporation
- Content audit and review of digital infrastructure

KEY FINDINGS

- Be purpose driven
- To engage, be creative - 69% want variety at events
- Definition of membership is fuzzy in stakeholders' mind - 46% of respondents had not paid, or did not remember paying for a membership
- Stories matter - 92% want to hear more stories from the organization
- Change image of being outdated and overlooking the community, to being modern and part of the community



What are services that ANMN could provide for the Nepali community?

Expectations ranged from cultural to informational, categorized into five themes

What are some attributes that you like about brands?





CREATOR ARCHETYPE

- Innovation
- Create a vision
- Serve purpose with creativity and collaboration

Brand Guide

Purpose

Collaborate to promote Nepali culture, support growth and foster relationships within and outside the Nepali community in Minnesota.

Positioning

For the Nepali community in Minnesota, it's the creative collaboration that will help the community thrive

Promise

Together, we'll create a vibrant community

Content Pillars

- Connection
- Information
- Community

Persona

The creator

BRAND INSIGHT
Outdated, out of touch

CULTURAL INSIGHT
Uncertainty caused by recent events

Empower the experts

UVP
When the organization thrives, the community benefits

ARCHETYPE
The Creator

CAMPAIGN INSIGHT

- Empower the experts in the community to create

COMMUNICATIONS STRATEGY

- Connect with stories

THE EXPERTS

(BRAND AWARE, NOT ENGAGED)

- 30-45 (millennials)
- Highly skilled
- Mid-career
- Focused and connected
- Eager to give back

COMMUNICATION GOALS

- Enable a sense of belonging
- Encourage collaboration





Objective

- Change brand perception



Driver

- Awareness (inform)
- Emotional bond (connect)



Barriers

- It's not worth my time to volunteer for ANMN, I could do it elsewhere and get more recognition



Role of media

- Create awareness
- Generate interest
- Encourage collaboration
- Enable dialogue and feedback

Recognize and empower individuals in the community
Foster dialogue
Build relationship

Owned

TACTICS

Highlight brand identity
Share stories of individual community members

CHANNELS

Website, blog, social media, community forum, events, email

Leverage relationships

TACTICS

Participate in community events
Sponsor charitable initiatives
Sponsor scholarships

CHANNELS

Community partners

Earned

Search marketing

TACTICS

Buy keywords
Create social ads for fundraisers and special events
Organize contests

CHANNELS

Social media, SEO

Paid

Share stories
Foster dialogue

TACTICS

Invite community members to share their experiences

CHANNELS

Social media, blog

Shared

2020

2021

Q3

Q4

Q1

Q2 (Election for new board)

Recognize and empower individuals in the community through stories
Use Twitter and Facebook as a medium to foster dialogue

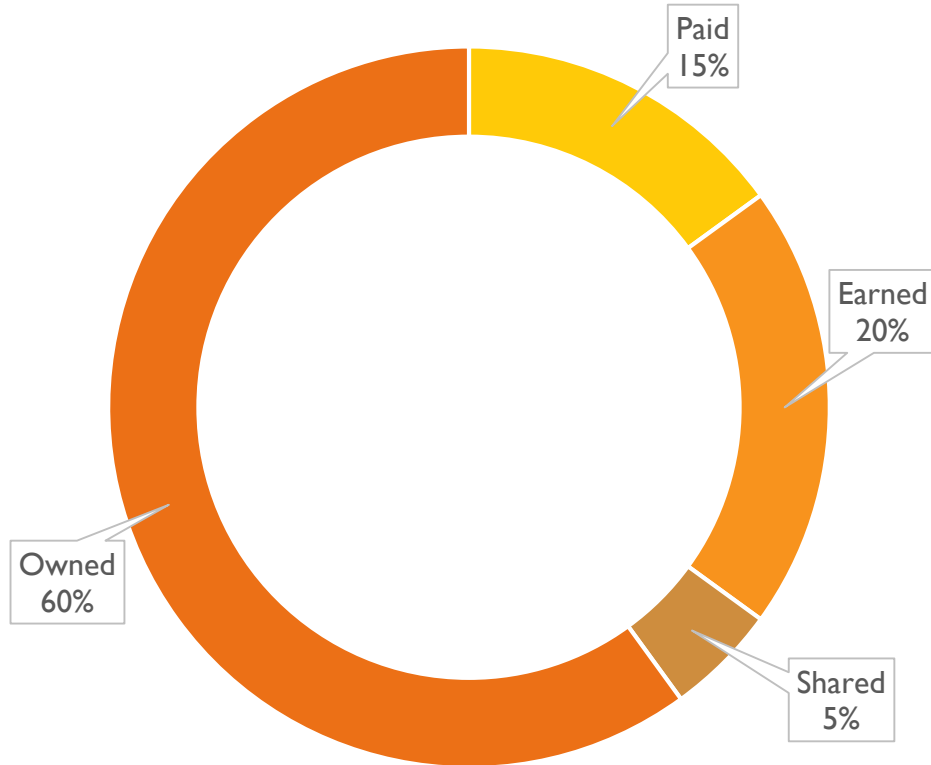
Highlight brand identity

Launch community forum

“Empower the experts” campaign

Scholarships

BUDGET



STAFF

- Public Relations Committee Chair
 - Video/Media manager
 - Web developer/designer
 - Committee members in supporting roles

METRICS

- Traffic to owned channels
- Track donations/revenue
- Track membership database
- Track social media activity



Objectives

- ✓ Increase the number of paid members
- ✓ Increase donations
- ✓ Fill vacant volunteer and leadership positions in the upcoming election

SUMMARY

- To maintain financial support, engage key stakeholders
- Set a vision by embracing the creator persona
- To engage, change brand image of being outdated
- Empower the experts in the community
- Connect with stories