

Communication Plan Increase Sponsorships and New Partnerships

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Summary

This LeadHERalliance communications plan lays the framework for strategically communicating to the mentees, mentors, and sponsors regarding the mentorship program. This plan is a document that will act as a guide to build partnerships and increase awareness regarding the LeadHERalliance mentorship program. As this is a new initiative, revisions to the communications plan will continue in accordance with the ongoing feedback we receive from sponsors and engagement obtained from social media.

Background

LeadHERalliance is a social enterprise that has transformed the lives of several women through mentorship programs since its inception in Spring 2021. The mentorship program is ten months long, covering ten topics by industrial ten experts. This mentorship program is the beginning of lifelong sisterhood. Mentees, mentors, and expert hosts share their stories and learn from one another, and hosts bring their expertise, knowledge, and skills, which have guided them through their incredibly accomplished lives. LeadHERalliance Hosts are experts in their fields and come from diversified backgrounds with relevant knowledge & experience in the mentee's fields of interest. Mentees will take a monumental step forward in their personal and professional lives with the support of the women who have walked the path before them. After completion of the program, both mentee and mentor are enrolled in the LeadHERnetwork. This sisterhood provides a lifetime of connections through an exclusive online directory, continuing educational programs, VIP access to special events, and many other planned activities

Situational Analysis

LeadHERalliance has transformed over 45 mentees so far through mentorship programmes since its inception in 2020. Currently, the alliance partners for LeadHERalliance for the general cohort are 'GlassSky' and 'TESC construction'. For LeadHERtrucking, the alliance partners are 'Women in Trucking' and transportation companies, and for LeadHERtrades, the alliance partners are trade unions. LeadHERalliance is currently seeking sponsorships from the Royal Bank of Canada through their Future Launch program and seeking more support from companies like Canada Life. There are competitors like 'Women Enterprise Centre' and 'Women in Leadership' with similar mentorship programmes and a better online presence. LeadHERalliance needs



more sustainable funding options, along with it needs to work on strengthening connections with local and international women collectives.

Strengths	Weakness
 Mission of Women Empowerment Experienced Mentors Free mentorship for Mentees 	 Poor online presence Lack of funding Weak audience engagement on social media Lack of brand awareness and credibility
Opportunities	Threats
 Surge in the use of digital technologies Increased awareness of need for workplace inclusion, diversity, and equity Disproportionate rise in female unemployment due to the ongoing Covid 19 pandemic Lack of opportunities to create a network, essential to career success. Global program offers opportunities to create connections world wide 	 Existing established mentorship programs, with a stronger online presence Perceived lack of time for Mentees and Mentors to join program As a new program, financial sustainability is a realistic concern

Publics

Internal Public

- *Mentors* Accomplished women from various professions & trades, entrepreneurs, community builders, and volunteers
- *Advisory Board Directors* Selected women invited to a seat at the table to provide guidance and advise as the program expands
- Expert Hosts Diverse women from multiple backgrounds
- *Volunteer Development Team* 10 women of various ages and background who provide feedback and input on program content
- *Employees* (currently one full-time plus four interns)



External publics

- *Mentees* Striver females of any race, ethnicity, religion, and nationality seeking professional development and personal growth.
- *Alliance Partners* Currently TESC Integrated Construction Services, Women in Trucking, and GlassSky.
- **Sponsors** Corporations, small and medium enterprises, and trade unions.
- *Non-profit organization* e.g., 'Strong Women Strong Girls' working on a mission to empower girls, 'Girls inc.' supporting mentoring and guidance in a pro-girl environment, 'Dress for Success' helping women develop their careers and achieve economic independence.
- *Government organizations* e.g., 'Rise Up' working on empowering girls and women through investing in local solutions, building movement, and strengthening leadership to transform their lives, families, and communities, 'Time's Up' working to ensure dignified, fair, and safe work for women.

Goals

- To increase the profile, credibility, and reputation of LeadHERalliance.
- Effectively communicate LeadHERalliance's mission, visions, values and mentorship programs to the Mentees, Mentors, and sponsors.
- To create clear and effective social media communication channels for communicating consistently about the mentorship program.
- Build the individual sponsors network and increase the LeadHERmentor plus sponsorships.

Objectives

Financial

- Increase the number of mentees by 30% within the next six months
- Increase the number of mentors by 30% by EOY and include mentors from diverse backgrounds and industries.
- Increase the mentor sponsorships by 40% in the next year.
- Seeking to raise 6,000\$ to 12,000\$ per team by the end of Quarter 1.





- Increase the awareness about the mentorship program by 30% in the next six months.
- Increase social media engagement by 50%.
- Improve the overall engagement of the mentees, mentors, and sponsors, laying groundwork for LeadHERnetwork

Key messages

1. The key message for Internal Public

• Create a global sisterhood where women support women to transform their lives through the power of mentorship

2. Key messages for mentors

 Reflect on personal life and achievements, teaching young women through their own challenges in life and on how to get through them.
 Provide young women with the necessary support, resources, and foundation for starting their careers against the challenges that the Covid-19 pandemic presented

3. Key messages for external public

- Empower young women through mentorship programs by encouraging them to believe in themselves and their abilities.
- Increase access to opportunities

Positioning Statements

Targeting Mentees and Mentors:

- Women empowering women
- A global sisterhood for shaping HER better tomorrow
- Women that believe in each other can survive anything
- HER future starts today
- Mentorship- A pathway to HER success
- Ten months of mentorship covering ten topics by ten experts

Targeting Mentors & Sponsors:

- Support and invest in young women's education globally
- Phenomenal Mentorship for HER successful career.
- Transformed to date 45 lives across the globe and counting.
- By March 2020, women accounted for more than 63% of one million jobs lost from the pandemic.
- Education is the key to empowering young women
- Creating greater social access and business opportunity for women through mentorship.

Strategies & Tactics:

The strategies and tactics that LeadHERAlliance should implement are as follows. First, the organization needs to build sustainable partnerships. In order to accomplish this, LeadHERAlliance must create a compelling pitch to gain sponsorships and demonstrate the benefits gained from working with the program. Tactics such as utilizing an emotional appeal, providing insights on tax reduction benefits from sponsoring and showcasing the effect that the pandemic has had on both women and girls should be implemented. LeadHERAlliance needs to demonstrate to these partners what sets them apart from the competition and why sponsoring their program is the right decision. It is recommended that the organization offers incentives to these corporate companies through advertising space on LeadHERAlliance brochures, websites, social media platforms or booths set up at the annual conference. Also, the organization is advised to create a promotional video to deliver to these partners, which would highlight the mutually beneficial relationship through pursuing sponsorship.

The second strategy is to develop a social media strategy to increase global awareness. Since LeadHERAlliance is a new program, online marketing will be the required tool to achieve success. We suggest that the organization post consistent and engaging content to platforms such as Instagram, Facebook, YouTube, and LinkedIn. In regards to Instagram and Facebook, the brand could request a story takeover from a mentorship meeting. It is also recommended that LeadHERAlliance develop an online community where current and former members can share their experiences with the organization. Cynthia and Sarah could provide a monthly article discussing various topics such as empowerment. Also, LeadHERAlliance should utilize LinkedIn to its advantage as this is a professional networking group, and the platform would provide a large audience reach to the desired demographic of both mentees and mentors. We suggest that the organization deploys YouTube advertisements that target post-secondary female students. Furthermore, LeadHERAlliance should create their own YouTube channel with videos about behind the scenes processes of matching, a recap of meetings and conferences and testimonials, benefits of mentoring and interviews with mentors discussing why they



chose to work with the program. The greater the online presence LeadHerAlliance has, the more consistent the brand identity will be. Hence, this tactic will help build a strong, influential network of women across the globe.



The third strategy for LeadHerAlliance is to establish a solid foundation within the London community. In order to accomplish this, the organization is recommended to combine forces with Fanshawe College and the Larry Myny Industry Mentorship Program to send an email(s) to all female students who will be graduating this coming year. This email will provide details of the opportunities available to them through the LeadHERAlliance program and will encourage those who are interested in signing up for a virtual or in-person information session. We also suggest that LeadHERAlliance and Larry Myny Industry Mentorship Program create a leadership workshop with Cynthia as the guest speaker to increase awareness amongst Fanshawe College students for the organization. Furthermore, LeadHERAlliance must promote the 'Power of the Purse' women's conference. As one of the event locations is held in London, we recommend securing leading Canadian women to endorse both the event and the mentorship program. An excellent candidate would be Mandy Rennehan, who founded the on-call retail maintenance providing company, Freshco. It is now the most successful retail maintenance and construction company in Canada, and she has paved the way for more women to enter male-populated industries. We feel that Rennehan aligns well with LeadHERAlliance, as their mentoring programs include career paths less taken by women, such as the trade industry.

Timeline:

DATE	AUDIENCE	TACTICS	BY WHOM	STATUS
June 2021	Internal: mentors	Create marketing materials for approval process such as acquiring	LeadHERAlliance marketing staff	
	External: all	sponsorships and social media advertisements		
July -				
October 2021. We need to ensure this is completed before the end of the	External: sponsors and partners	Once materials are approved, use them to gain sponsorships and demonstrate the mutually beneficial relationship from working with the program	Cynthia and Sarah	
fiscal year for corporate companies				

July- October 2021	External: sponsors and endorsements	Research leading women in Canada and possible influencers to endorse the program and the Power of the Purse Women's Conference. Reach out to their teams with marketing materials to secure endorsements.	LeadHERAlliance marketing staff, Cynthia & Sarah	
August- November 2021	Internal: mentors External: all	Promote Power of the Purse Women's Day Conference, with increasing advertisements up until the event day on November 15	LeadHERAlliance staff, City of London, Cynthia and hired influencers.	
September, end of November and January 2022	External: potential mentees, young women aged 22-32	Send an email to female students who will be graduating to consistently inform them of the opportunities available to them through this mentorship program. Once at the beginning of the fall term, once near the mid-end of the fall term and once in the midbeginning of winter term to ensure they do not forget or our message gets lost in end of term activities.	LeadHERAlliance employees, Fanshawe College liaison and Larry Myny Inspire Mentorship Program representatives	
February 2022	External: potential mentees, young women aged 22-32	Organize a leadership workshop run by Cynthia, that will be available to students interested in the LeadHerAlliance mentoring program.	LeadHERAlliance communications staff, Cynthia and Sarah, Fanshawe College liaison & Larry Myny Inspire Mentorship program representatives	

Internal: Instagram, Facebook, community LinkedIn, and YouTube. members

Budget

Category		Notes	Cost per unit	Subtotal
Advertising	Print (posters, brochures, etc.) Mailchimp monthly subscription Google search ads Content marketing (Facebook, LinkedIn, Instagram)	1000 12 x \$30 12 x 150 12 months	\$600 \$360 \$1800 \$1200	\$3,960
Engaging Content Development	Video Production Blog posts Photography	1 promotional video 5 advertorials 20 posts/quarterly	\$700 \$1300 \$1000	\$3,000
Administrative Costs	Contract staff to manage social media, creation, and scheduling Part time employee, freelancers, Interns	12 months 380 hours	\$500 \$5500	\$6,000
Events	Conferences, meetings, community events and workshops	Attending 6 trade shows/conferences	\$300	\$1800
Miscellaneous	Transport, food, office supplies			\$240
Total				\$15,000



Measurement and Evaluation

Quantitative method of measuring the success

- Video views
- Social media likes and shares
- Webpage visits
- Number of sponsors
- Total sponsorship
- Events sign-ups
- Number of YouTube subscribers
- Number of mentors and mentees

Qualitative methods of measuring

- Social media conversation
- Feedback from audience
- Brand awareness surveys
- Feedback of employees and sponsors
- Transformational growth of mentees

Sample Proposal









Sponsorship Proposal

PROPOSED BY

LeadHERalliance

PROPOSED TO

Rise Up

LEADHERALLAINCE

SPONSORSHIP PROPOSAL

OUR COMPANY

LeadHERalliance (LHA) is a social enterprise that connects young women in postsecondary and young women who are entering the job sector with professional women in their field. The program offers a global sisterhood mentorship where young women can receive ongoing support, resources and expert conversations that will help prepare them for the working world.



OUR STORY

Founded by Cynthia O'Neill, president of High Altitude Thinking and founder of IMPACT and Power of the Purse, her goal was to create a network of women where they have greater social access and business opportunity through mentorship. O'Neill is focused on creating transformative opportunities for women that shed light on the dangerous cycle that excludes women from professional growth and success.

LEADHERALLIANCE JOURNEY



MENTEE'S INTEREST

Each Mentee will complete an application which will include questions about her goals/interests/hopes and dreams.



MATCHING INTERESTS

Review all the profiles to matching the mentees with the best matches



MENTOR'S EXPERTISE

Each Mentor will complete a profile which identifies her gifts, expertise, life experience and interests



MENTORING

Facilitating and hosting the sessions for mentees and mentoring them throughout the program.

WHY INVEST IN HER?

By March 2020, women accounted for more than 63% of one million jobs lost from the pandemic. 70% of these lost jobs are performed by women between the ages of 25 and 54. According to the Canadian Human Rights Commission, the disproportionate impacts of COVID-19 on women and girls could have long-term consequences.

These numbers can be very alarming for young women who are just starting to enter the job sphere. The pandemic has made access to education a global issue, and the extent of uncertainty exacerbates the problem incredibly.

No girl's future should be determined for them, and yet, the COVID-19 pandemic has done just that. Providing girls with sustainable access to education is vital for our global society.

To make that possible, they would need long term support from organisations that can stand on their side and empower them through mentorship.

HOW YOU CAN BE A PART OF HER SUCCESS STORY

LEADHERPARTNERSHIP

Let LeadHERalliance take lead on all components of this customized program. Our Director will facilitate an online strategic session with you (and your team) to determine your needs and desired outcomes. We will begin the process to create your customized program.

Apart from this, there are multiple ways to partner with LeadHERalliance. To create a customized LeadHERalliance mentorship program or to understand in detail how you can contribute please contact Cynthia O'Neill at cyn@cynthiao.com

Leverage this opportunity to put your financial investment to work, to better prepare young women as they pursue their future prosperity with skill, competency, and confidence.

Together, let's combine our resources, capabilities, and thought leadership into an innovative partnership to help shape the future for these young LeadHERS.

Let HER future begin today

CONTACT US

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