



## NRI - One-Year Communication Plan

### Introduction

This communication plan is designed to outline NRI's marketing goals over the next year, how they are going to be achieved, who is going to perform which tasks, and in what time-frame. The communication plan is divided into three distinct stakeholders, as they were the stakeholders NRI and Atma determined to have high power over success and high interest in activities. Thus, it is extremely important to keep these key stakeholders informed and satisfied.

### Donors

To meet New Resolution India's fundraising goal of \*\*\* rupees, many donation streams must be used. Currently, New Resolution India plans to get donation from corporates, the Mumbai Marathon, individual donors, and some revenue generation from New Resolution India's programs

### Corporates

Someone will need to be hired to directly oversee fundraising. This individual, the Resource Mobilization Director (RMD), will continue to contact new corporates by phone and will follow up with new corporate proposals. The RMD will contact "x number" of corporate companies per week. This person should begin by cold-calling corporate donors and other contacts established by NRI networking. The RMD will seek to set up a meeting time and also send a general NRI brochure via e-mail to the corporate contact. Using the corporate proposals, the RMD will then make a sales presentation to obtain sponsorship.

### Individual Donors

Beginning at the start of September 2012, NRI will rent a small office in Worli to act as a calling station. During the month of August, **NRI** will recruit ten new employees to work in the calling station and they will be responsible for cold-calling individual donors. Call centre workers will use a pre-written script, made by the **Program Director**, when calling individual donors and will have to be taught all relevant New Resolution India details by **the Program Director** prior to starting their new position. Since the calling centre initiative is very much in its infancy and subject to dramatic change, concrete fundraising goals would likely be inaccurate. After this program becomes more concrete, the **Program Director** will create fundraising targets for the cold-calling team. This method has proved successful with other NGOs and it is hoped that this success can be carried over to New Resolution India.



### **Our Commitment to Corporate and Individual Donors**

Donors in turn should get a hardcopy “thank you” letter (see Exhibit 2), an annual report, an invitation for a site visit, and invitations to other NRI promotional events. Eventually when NRI becomes more stable, they should increase the amount of material given to donors from one annual report to quarterly reports. The **new RMD** will be responsible for sending out thank you letters, an annual report, and an invitation for a site visit within one week of an individual donors payment being received.

### **Students (and parents)**

New Resolution India aims to affect 2000 new students through expansion of both the Bright Future and Astitva programs.

#### **Bright Future**

Currently, the Bright Future program is being taught for free in four different schools. The goal for the 2012-13 fiscal year is to expand to three more non-paying schools and four paying schools. Expansion to non-paying schools is directly dependent on meeting the 30 lakh rupee fundraising goal. Although the expansion will put more pressure on human resources, Bright Future programs can be taught at multiple schools simultaneously and locating mentors has not been a challenge for NRI.

#### **How - Promotions**

The promotional strategy for attracting client-schools involves the **Bright Future Program Officer** sending a brief letter (see Exhibit 3) to the school principals outlining the Bright Future program and then conducting a follow-up meeting. At this meeting, the **Program Officer** should conduct a presentation and explain NRI, the Bright Future program, and the current results of the Bright Future program.

The Program Officer should follow up with all school principals by providing them with a thank-you letter and an Annual General Report. Eventually, school principals should also be provided a quarterly/monthly report.

#### **How – Partner NGOs**

Currently, The Bright Future Program is expanding to link with other NGOs such as YMCA. As NGOs synchronize their offerings, synergies are created wherein both help their respective clientele by connecting them with the other NGO’s services.

There are two ways NRI links with other NGOs. The first is by partnering with them and actually going to teach the Bright Future program at their facility. The second is by simply recruiting students from these other NGOs to come study at Astitva. NRI’s



goal is to partner with one new NGO a month for the coming year. The Astitva recruiting goal will be discussed in the Astitva section.

To create partnerships, the Program Director will cold-call potential partners, follow up by e-mailing an NRI brochure and an Annual General Report, and will ask for a follow-up meeting. The message that must be conveyed is that NRI provides a needed service and that partnering can provide benefits to both organizations. NRI must further ensure potential partners that NRI is accountable and transparent.

#### Additional Considerations

Paying schools will be a new addition for NRI and whether this is a sustainable route remains to be seen. It is predicted that this route will work since organizations such as the YMCA are beginning to pay for services, NRI is still selling its service at a discount, and government-run schools are starting to turn more to NGOs to provide services. If this goal proves difficult to meet, NRI may consider offering its services to more paying NGOs and returning to the path of providing the Bright Future program for free but to fewer schools.

#### **Astitva**

The Astitva program aims to expand to ten course groups of 15 students each by the end of the 2012-13 fiscal year. Ideally, New Resolution India will provide three course groups per semester with a morning, afternoon, and evening session.

#### How - Partnering with other Community-based organizations

As discussed above, **the Communication Officer** is in charge of recruiting students from other NGOs and will aim for five recruiting drives per month at different NGOs.

To communicate with these NGOs **The Communication Officer** needs to do a presentation to the youths at these organizations highlighting why Astitva is so important. Next, she needs to leave several NRI brochures with students with the request that they take it home and speak with their families about engaging in the programs. Once the Astitva-specific brochures are developed, they can replace the NRI brochures when promoting Astitva

#### **How - Parents' meetings**

When schools have parent meetings, **NRI** should call a separate meeting to speak about the Astitva program. The room where the meeting takes place should be decorated with NRI banners. The meeting should explain why the Astitva program is so important and how parents can help to spread awareness throughout the community. These parents form part of a PSC group and are very active in the community. They talk



to other students and parents who spread good word of what the Astitva program provides. At the end of the meeting, a reflection sheet should be handed out to encourage parents to further expand Astitva's reach. An example of this sheet can be found at Exhibit 5. Parents should be told that these sheets will not be collected but they should try to fulfill their personal goals based on what they write today.

### **How - Word-of-mouth**

Students spreading favourable information about the Astitva program have been a primary driver of obtaining new students. This could, however, be augmented by re-enforcing student's willingness to promote NRI's programs. It is suggested that at the end of each Astitva course-group, students be given a feedback form to fill out that will emphasize how important Astitva was to them, how beneficial it could be to their friends, and how the current students have the opportunity to give back to their community – the way NRI has - by promoting NRI to other students. An example of this type of form is found in Exhibit 6. They should then each be given multiple NRI brochures to ensure that the ideal medium is promoting NRI. The Astitva Program Officer will be responsible for giving out the student reflection sheets and brochures at the end of the Astitva program.

NRI must be proactive in recording all of their personal contact information in a database. Astitva alumni should be contacted by e-mail every time NRI is conducting a recruiting drive or having events such as the Astitva graduation. Eventually this list can be used to obtain mentors and sponsorship.

### **Future Results-Based Marketing**

When promoting to new mentors, we should also request that they give interviews to any students interested in their particular career-field. If students are returning to school, we should ask that they provide "guaranteed placement interviews". This is to ensure that every Astitva graduate is connected with a favourable result that be then used to enhance Astitva promotions. At the end of the Astitva program, Astitva's graduates should be placed into four categories: The first is 18-25 year-olds with secured employment; the second is 18-25 year-olds continuing education with secured placement interviews upon graduation; the third is 18-25 year-olds pending employment; and the fourth is 12-17 year olds graduating from the "Astitva: fast-track your child" program (if we decide to initiate this program). The Astitva Program Director should collect this data at the end of each course group.

### **Additional Considerations**

The promotional strategies for Bright Future and Astitva are extremely different. The main way of promoting the Bright Future program is by directly contacting school principals. This requires minimal promotional material upfront. Promoting the Astitva



program requires giving brochures out at both to perspective students and at parent meetings. This suggests that the brochure's primary value lies in promoting the Astitva program and NRI may wish to consider creating an Astitva-specific brochure.

## **Mentors**

New Resolution India needs mentors for both Bright Future and Astitva programs. Finding mentors is not currently a challenge for NRI. What is a challenge is keeping them up-to-date with NRI's activities, getting them to commit to more than one or two sessions, and organizing times for them to come. Thus, the ultimate goal when contacting new mentors is effective recruitment, engagement and retention.

The message that needs to be conveyed is that New Resolution India provides needed services with its programs, that the mentorship program is a needed part of its services, and that mentoring is an extremely rewarding contribution.

NRI must aim to expand the "ask" of each mentor to give a one-year commitment and there is currently no quota for mentors from different industries. Mentors for the Astitva program will ideally also provide interviews to each student they mentor and guaranteed placement interviews for students returning to education. The idea is that this provides students with tangible result linking them to employment while mentors are only committing to a 15-minute individualized meeting with each student.

## **How**

The **Astitva Program Officer** will be responsible for contacting all mentors. The goal is to recruit two new mentors and to set up four mentor sessions for students per month. The four mentor sessions are divided evenly between the Bright Future and Astitva classes in any given month; moreover, every month two mentors give speeches for Bright Future and two give speeches for Astitva. The Astitva Program Officer can accomplish the task of recruiting new mentors by cold calling from a list provided by [karmayog.org](http://karmayog.org). He/she will establish meeting times for mentors by contacting them and will then follow up with a "thank you" e-mail which should also include a document describing the mentorship commitment and mentor responsibilities. Mentors will then be trained on NRI's services in more depth by providing them with a general NRI brochure and engaging with them in a mentorship workshop which will be run by the Program Director.

NRI will also conduct a once-a-month mentor meeting where mentors will be asked to bring an associate that is interested in being an NRI mentor. At this presentation, the Program Director will make a presentation outlining what NRI is, how mentors play a role in NRI's programs, and where NRI funding goes. Ideally, these new associates will become both mentors and future donors.



### **Our Commitment to Mentors**

After their last session, while still in front of the students, the NRI staff member running the session present them with a hard-copy thank-you letter and Mentorship Certificate from New Resolution India; these help to provide credibility to the mentorship service. Whoever is conducting the session should create the thank-you letter based on the framework Exhibit 7.

After mentors have finished with their commitment, it is very important to keep in touch with them. Due to limited human resources and dramatic expansion, a monthly/quarterly report may not be immediately possible. It is suggested that each be provided with an annual report and be connected to NRI's social media outlets.

### **Additional Considerations**

The increased demands for each mentor may drive potential mentors away; however, the idea is that more work in the short term to ask for an increased commitment means less work later finding new mentors to replace old ones due to one-session commitments. It is suggested that when mentors decline participating in NRI's activities they be asked if they feel like the demands are too strenuous and then be asked which ones. This will guide future calls and allow the Astitva Program Officer to slowly decrease the demands if, and only if, the initial mentor-demands are found to be too high.

Currently there is no framework for contacting and effectively recruiting mentors. If the Astitva Program Officer finds methods continuously lead to success in mentor recruitment, it is suggested that she begin to create a framework for other NRI mentor recruiters that may come to NRI.

### **Final Thoughts**

All e-mails and thank you's, and letters to principals must follow the branding document once the NRI logo is established. The website provides the first point of contact for any stakeholder; it must be kept clean and up-to-date in terms of NRI's developments, new beneficiaries, and upcoming events. All social media outlets (twitter and facebook) must also be continuously updated with new pictures, invitations to events, and NRI news. All Atma-NRI marketing collaterals should also be finalized in the next month

### **How To Use the One-Year Communication Plan**

Every member of NRI should read the one-year communication plan, their assigned goals (Exhibit 8), assess whether they think the goals are fair, make changes to their goals based on what they feel is reasonable, and then commit to the goals they have established (Exhibit 9).