

STRATEGIC COMMUNICATION PLAN

MOMS DEMAND ACTION



CAMPAIGN TEAM



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BACKGROUND



THE 4 C'S

COMPANY

Moms Demand Action¹ is a national grassroots organization with more than 700 local groups and chapters in every state.

With nearly ten million supporters, Moms Demand Action works to spread awareness, educate the public, and advocate for stronger gun legislation¹

Founded ten years ago following the Sandy Hook tragedy by Shannon Watts, mother of five. The organization began as a Facebook group² and online conversations between mothers, fathers, students, families and survivors about how they could work together to reduce gun violence.

¹ <https://momsdemandaction.org/about/>

² <https://www.everytown.org/about-everytown/>

THE 4 C'S

CONTEXT

In order to own a gun in Massachusetts, residents must acquire either a License to Carry (LTC) or Firearms Identification Card (FID), depending on the type of firearms to be possessed¹.

While Massachusetts is typically applauded for gun safety efforts, some advocates suggest that all gun purchases should be restricted to those 21 and older and that “ghost guns” should be banned¹.

There have been roughly 1,857 children killed, 1,998 children injured, 1,989 teenagers killed, and 1,995 teenagers injured as a result of mass shootings in the United States².

¹ <https://www.mass.gov/info-details/gun-ownership-in-massachusetts>

² <https://www.gunviolencearchive.org/>

THE 4 C'S

COMPETITORS

Massachusetts Coalition to Prevent Gun Violence is an organization founded shortly after the Sandy Hook shooting in 2012 with a large target demographic¹.

Gun Owners Action League, or GOAL, is based out of Massachusetts and “encourages members and law abiding gun owners to take an active interest in the legislative process².”

Boston is a large college city that offers many paid internship opportunities to undergraduate students.

¹ <https://www.mapreventgunviolence.org/about-us>

² <https://www.goal.org/>

THE 4 C'S

CUSTOMERS

There are roughly 175 colleges and universities in the state of Massachusetts¹.

College students typically receive information through social media platforms, such as Instagram, Twitter, TikTok, and sometimes Facebook. For internship opportunities they often find them through their university's databases, postings online, flyers, and social media.

Massachusetts as a whole has more liberal residents than any other state in the United States².

¹ <https://www.collegetuitioncompare.com/compare/tables/?state=MA&factor=student-popu>

² <https://www.masslive.com/politics/2022/02/massachusetts-has-the-most-liberals-in-the-us>

SITUATION ANALYSIS

RECAP & SWOT



SWOT ANALYSIS

STRENGTHS

Consistent branding and messaging across platforms.

Established mailing lists, text chains, and smart phone app.

Strong existing national organization with millions of members.

Easy to get involved; makes it easy to sign up via text or email.

Information, events, and resources are easy to locate.

Well built-out and organized website.

SWOT ANALYSIS

WEAKNESSES

Lacking social media account and following on popular platforms, like Instagram and TikTok, for the Massachusetts chapter.

Facebook group for Massachusetts chapter has very little engagement and low following.

Difficulty maintaining active volunteer participation and retention.

Difficulty maintaining interest and passion; engagement is temporarily high in the wake of newsworthy events but is inconsistent.

SWOT ANALYSIS

OPPORTUNITIES

Boston has many young college students looking to gain work experience.

Boston is a liberal-leaning city; residents are likely to align with the values of MDA.

Heightened public awareness of gun safety due to unfortunate recent tragedies.

TikTok and Instagram are very popular apps among college-aged individuals (target demographic), where information is easily communicated and shared.

SWOT ANALYSIS

THREATS

People are discouraged to get involved due to lack of forward movement on gun control issues.

Other established local pro-gun control groups taking volunteers from MDA.

Massachusetts is already regarded as a leader in gun safety, potentially minimizing volunteer motivation.

Many competing internship opportunities (e.g., paid, unpaid, stipend) for undergraduates.

AUDIENCE INSIGHTS

KEY TAKEAWAYS



AUDIENCE INSIGHTS

TAKEAWAYS

The most used social media platforms daily were Instagram (97.4%), TikTok (67.1%), and Snapchat (65.8%). LinkedIn and university resources were identified (e.g., NUworks) as their primary sources of information regarding internship opportunities.

Participants had completed little to no volunteering in the last 6 months. They indicated a lack of time and motivation in volunteer work while in college.

Survey respondents (72.4%) and interviewees had little prior knowledge of Moms Demand Action.

The majority of participants felt they could not volunteer for Moms Demand Action given the name, as it suggests primarily maternal involvement.

COMMUNICATION PLAN

GOALS & OBJECTIVES



CREATIVE STRATEGY

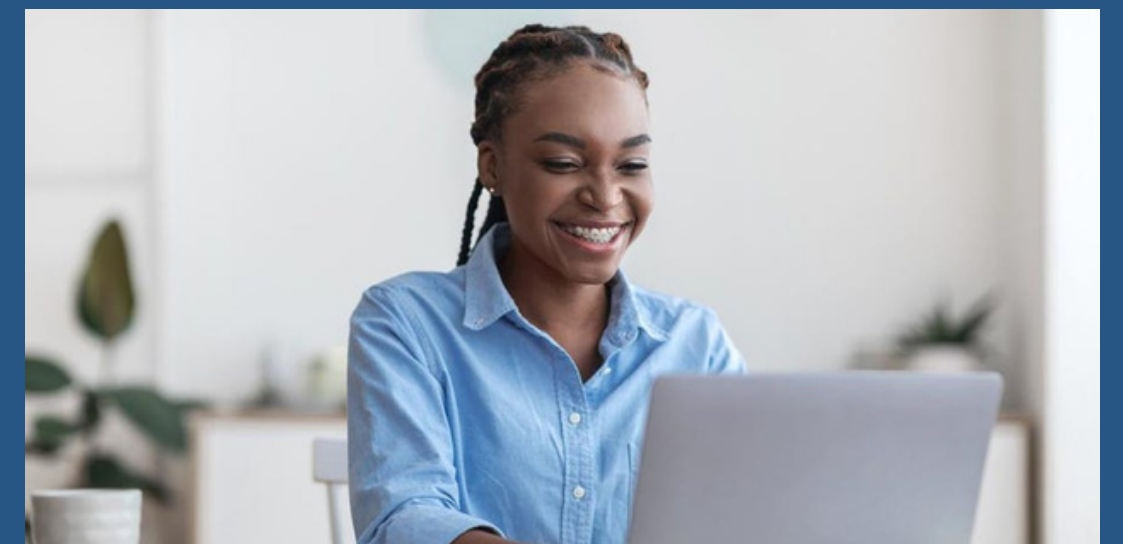
CAMPAIGN: "___ DEMANDS ACTION"

Big Idea: "___ Demand Action" appeals to broader and younger audiences who may not identify with the organization's title. Adaptable and inclusive to allow for different stakeholder groups.

Tagline: "Together we will end gun violence."

Hashtag: #notjustmoms

Examples: Your Community Demands Action
Uvalde Demands Action
Your Resume Demands Action





GOAL



Increase engagement with Mom's Demand Action among Boston residents aged 18-30.



STRATEGY #1

Increase volunteer engagement



STRATEGY #2

Promote internship opportunity

SMART OBJECTIVES

1

Increase Instagram and TikTok following by 200 followers within a month and then by 10% each month following the launch

2

Every month, at least 20 MA residents will be involved as a volunteer, monitored through virtual check-in, beginning August 2023.

3

Obtain 30 application for MDA's Massachusetts internship opportunity by November 2023.

STRATEGIES & TACTICS

BREAKDOWN & REASONING



#1: INCREASE VOLUNTEER ENGAGEMENT

TACTIC

OBJECTIVE(S)

Publish Instagram posts promoting volunteer opportunities 1x per week

1 & **2**

Publish Instagram posts promoting the work of previous volunteers in the target demographic 1x per week.

1 & **2**

Host Instagram and TikTok lives with influential gun control advocates that resonate with the target demographic

1 & **2**

Publish TikTok posts promoting previous and upcoming events 1x per week.

1 & **2**

Publish Instagram posts highlighting the recent tragedies of gun violence in the USA once per week

1 & **2**

#1: INCREASE VOLUNTEER ENGAGEMENT CTD.

TACTIC	OBJECTIVE(S)
Send volunteers to visit on campus organizations (e.g., sororities, clubs) to promote volunteer opportunities and social media pages.	 & 
Spotlight victims of gun violence and people doing influential work in the field through Instagram posts twice per month	 & 
Collaborative event between MA MDA and on-campus clubs (e.g., NU dems)	
Post fliers around campuses with a QR code to volunteer information detailed with creative campaign slogan (i.e., "Your School Demands Action")	
Create a link tree directing followers to informational resources regarding gun safety education, volunteer opportunities, and the MDA website from the Instagram and TikTok page.	

#2: PROMOTE INTERNSHIP OPPORTUNITY

TACTIC

OBJECTIVE(S)

Publish Instagram posts promoting MDA's internship opportunity once per week

1 & **3**

Post position on LinkedIn

1 & **3**

Host Instagram and TikTok lives with influential gun control advocates that resonate with the target demographic

1 & **3**

Publish TikTok posts promoting the work done by the target demographic for MDA once per week

1 & **3**

Run Instagram and TikTok ads with the creative campaign branding "Your Resume Demands Action" from August to November 2023

1 & **3**

#2: PROMOTE INTERNSHIP OPPORTUNITY CTD.

TACTIC

OBJECTIVE(S)

Send volunteers to visit on campus organizations (e.g., sororities, clubs) to promote the internship opportunity and social media pages.

① & ③

DIY Internship marketing (an internship that is largely created by the intern with the resources provided by MDA)

③

Put up fliers around college campuses with a QR code to internship information and our creative campaign slogan ie "Your Resume Demands Action"

③

Create a link tree directing followers to internship applications and the MDA website from the Instagram and TikTok page.

③

Post "Day in the Life" Instagram story takeovers from current employees to give some insight into what work is like at the organization.

③

SOCIAL MEDIA PLAN

PRIMARY MESSAGE: MDA is for any person passionate about gun control
#notjustmoms

YOUR COMMUNITY. YOUR RESUME. YOUR FAMILY. YOUR FRIENDS. YOUR PEERS. YOUR TEACHERS. YOUR NEIGHBORS. YOUR MENTORS. YOUR LOCAL GOVERNMENT. YOUR REPRESENTATIVES. YOUR COMMUNITY. YOUR RESUME. YOUR FAMILY. YOUR FRIENDS.

DEMAND ACTION

OUR COMMUNITY. YOUR RESUME. YOUR FAMILY. YOUR FRIENDS. YOUR PEERS. YOUR TEACHERS. YOUR NEIGHBORS. YOUR MENTORS. YOUR LOCAL GOVERNMENT. YOUR REPRESENTATIVES. YOUR COMMUNITY. YOUR RESUME. YOUR FAMILY. YOUR FRIENDS.



MEET SHANNON WATTS

Mother of five and founder of Mothers Demand Action



WHAT IS MOMS DEMAND ACTION?

FOR GUN SENSE IN AMERICA

Moms Demand Action is a grassroots movement of Americans fighting for public safety measures that can protect people from gun violence.

MDA is comprised of community members of all ages who are dedicated to making a difference.

VISIT THE LINK IN OUR BIO FOR MORE INFORMATION.

PHYSICAL ADVERTISEMENTS

Designed for college academic and recreational buildings.

MOMS
DEMAND
ACTION
FOR GUN SENSE IN AMERICA

MOMS

DEMAND ACTION

Fighting to protect people from gun violence.

Join our local chapter of MDA to start taking preventative measures to protect your loved ones and community.



MOMS
DEMAND
ACTION
FOR GUN SENSE IN AMERICA

ENDS. YOUR PEERS. YOUR FRIENDS. YOUR NEIGHBORS. YOUR MENTORS. YOUR LOCAL GOVERNMENT. YOUR REPRESENTATIVES. YOUR COMMUNITY. YOUR RESUME. YOUR FAMILY. YOUR FRIENDS. YOUR PEERS. YOUR TEACHERS. YOUR NEIGHBORS. YOUR MENTORS. YOUR LOCAL

DEMAND ACTION

YOUR REPRESENTATIVES. YOUR COMMUNITY. YOUR RESUME. YOUR FAMILY. YOUR FRIENDS. YOUR COMMUNITY. YOUR RESUME. YOUR FAMILY. YOUR FRIENDS. YOUR TEACHERS. YOUR NEIGHBORS. YOUR MENTORS. YOUR LOCAL GOVERNMENT. YOUR REPRESENTATIVES. YOUR



MOMS DEMAND ACTION

MDA is a movement of Americans fighting to protect people from gun violence.

Join your local Moms Demand Action chapter and start taking action to prevent gun violence today.



EVALUATION

MEASUREMENT



EVALUATION

GOAL 1: Increase Instagram and TikTok following by 200 followers within a month of launch and then 10% each month following the launch

- Follower count monitored regularly
- Instagram Analytics profile level data collected weekly
- Reach/engagement data recorded for each Instagram post/story daily for first 5 days
- TikTok Analytics - follower count data collected weekly, engagement collected for first 30 days

GOAL 2: Each month, at least 20 Massachusetts residents will be involved as a volunteer, monitored through virtual check-ins, beginning August 2023

- Virtual check-ins at each MDA event involving volunteers
- Membership & new member meetings: Google Form, QR code provided as well
- Big events: Google Form, QR codes projected & given out via small slips of paper
- Last day of each month: data compiled into spreadsheet

GOAL 3: Obtain 30 applications for the Massachusetts MDA internship by November 2023

- Check number of applicants via employment sites monthly (Goal: 10 per month)
- Adjust advertising efforts as necessary, re-evaluate number of applicants
- Utilize excel and/or Google Sheets to record candidate info, quality, eligibility, and status for moving forward

BUDGET & TIMELINE

BREAKDOWN



Budget could be significantly minimized by utilizing volunteer or in-house staff

BUDGET

STRATEGY 1: Increase volunteer engagement

TACTIC	STAFF	PRODUCTION	MATERIALS	TOTAL
IG/LinkedIn/TikTok posts, IG/TikTok lives, IG/TikTok ads, Spotlights, Linktree	<i>Social Media Manager + Graphic Designer \$0-\$750/month for 5 months</i>		Graphic Designer (same as social media manager)	N/A \$3,750
Collaborative event b/w Massachusetts MDA and on campus clubs	Volunteer Only + Volunteer Speakers		Posters/Fliers/ Pamphlets/Stickers/ Signs \$200	Event Space \$100 - \$3,500 \$3,700
Fliers around college campuses w/ QR code to volunteer info	Graphic Designer \$0 - \$25 per hour		Fliers \$200	QR Code Free \$225
Volunteer Visits to on campus organizations	Volunteer Only + Transportation for Volunteers \$0 - \$20 (10 per volunteer) x 5 visits		Pamphlets \$50	Powerpoint presentation Free \$150
TOTAL				\$7,825

Budget could be significantly minimized by utilizing volunteer or in-house staff

BUDGET

STRATEGY 2: Promote internship opportunity

TACTIC	STAFF	PRODUCTION	MATERIALS	TOTAL
IG/LinkedIn/TikTok posts, IG/TikTok lives, IG/TikTok ads, IG Story Takeovers, Linktree	Social Media Manager + Graphic Designer <i>\$0 - \$750 per month for 5 months</i>	Graphic Designer (same as social media manager)	N/A	Total outlined in strategy 1 budget.
DIY internship marketing	Internship Stipend: <i>\$450 / month</i>	N/A	N/A	\$450
Fliers around college campuses w/ QR code to internship info	Graphic Designer <i>\$0 - \$25 per hour</i>	Fliers <i>\$200</i>	QR Code <i>Free</i>	Total outlined in strategy 1 budget.
TOTAL				\$450

TIMELINE

STRATEGY 1: Increase volunteer engagement

Social Media																				
	AUG				SEPT				OCT				NOV				DEC			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Create Accounts																				
Weekly Posts																				

Collaborative event between Massachusetts MDA and on campus clubs																				
	AUG				SEPT				OCT				NOV				Select Club			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Select Club																				
Planning																				
Host Event																				

CONCLUSION

THANK YOU!

With our outlined strategy, we hope to increase engagement amongst young adults in Boston via internship and volunteering opportunities.

We recognize the severity of the issue MDA hopes to address; this makes our campaign and marketing strategies extremely necessary and relevant.

We are grateful to have worked with such an important organization and are appreciative of everyone involved!



APPENDIX A: SOCIAL MEDIA CALENDAR

AUGUST 2023

WEEK 1

MON	TUE	WED	THU	FRI	SAT
<p>1 <u>WHAT IS MDA?</u> Caption: What exactly is Moms Demand Action? Moms Demand Action is a grassroots movement of Americans fighting for public safety measures that can protect people from gun violence. We know that gun violence is preventable, and we're committed to doing what it takes to keep families safe. Read more about us using the link in our bio! #WhatIsMDA #MDA #MomsDemandAction #DemandAction #EndGunViolence #MAforGunSafety #GunLawsSaveLives #GunLaws #Politics #GunViolence Platforms: Instagram, TikTok, LinkedIn Published: Y/<u>N</u> Notes: Instagram posts will also be reposted to the story.</p>	<p>2 <u>YOUR COMMUNITY DEMANDS ACTION</u> Caption: YOUR COMMUNITY DEMANDS ACTION! Moms Demand Action offers a variety of ways for you to get involved in the mission towards ending gun violence, including volunteering, internships, and more! Find out more using the link in our bio! #YourCommunityDemandsAction #Community #MDA #MomsDemandAction #DemandAction #EndGunViolence #MAforGunSafety #GunLawsSaveLives #GunLaws #Politics #GunViolence Platforms: Instagram, TikTok Published: Y/<u>N</u> Notes: Instagram posts will also be reposted to the story.</p>	<p>3 <u>SANDY HOOK DEMANDS ACTION</u> Caption: SANDY HOOK DEMANDS ACTION! Get involved with Moms Demand Action and be a part of the solution towards ending gun violence. Help create change towards a safer world today. Act now using the link in our bio! #SandyHookDemandsAction #SandyHook #SchoolShooting #Newtown #MDA #MomsDemandAction #DemandAction #EndGunViolence #MAforGunSafety #GunLawsSaveLives #GunLaws #Politics #GunViolenceInsert Platforms: Instagram, TikTok Published: Y/<u>N</u> Notes: Instagram posts will also be reposted to the story.</p>	<p>4 <u>YOUR RESUME DEMANDS ACTION</u> Caption: YOUR RESUME DEMANDS ACTION! Looking for an internship in MA? Want to build skills and connections? Work towards creating positive change? Find out more about our internship program using the link in our bio! APPLY TODAY! #YourResumeDemandsAction #Resume #JobApplications #Internship #Intern #MAIntern #MDA #MomsDemandAction #DemandAction #EndGunViolence #MAforGunSafety #GunLawsSaveLives #GunLaws #Politics #GunViolenceInsert Platforms: Instagram, TikTok, LinkedIn Published: Y/<u>N</u> Notes: Instagram posts will also be reposted to the story.</p>	<p>5 <u>SPOTLIGHT #1</u> Caption: JESSICA DEMANDS ACTION! Six year old school shooting victim, Jessica Rekos, told her mom how excited she was to sell Girl Scout cookies that next month. Now, she will never be able to. Find out how Moms Demand Action works towards ending gun violence using the link in our bio! #Spotlight #MDA #MomsDemandAction #DemandAction #EndGunViolence #MAforGunSafety #GunLawsSaveLives #GunLaws #Politics #GunViolenceInsert Platforms: Instagram, TikTok Published: Y/<u>N</u> Notes: Instagram posts will also be reposted to the story.</p>	<p>6 <u>WAYS TO GET INVOLVED</u> Caption: Get involved with Moms Demand Action today! We offer a variety of opportunities that are based around your schedule, so you can enact change easily! Find out more using the link in our bio! #GetInvolved #MDAVolunteers #Volunteer #MAVolunteering #MDA #MomsDemandAction #DemandAction #EndGunViolence #MAforGunSafety #GunLawsSaveLives #GunLaws #Politics #GunViolenceInsert Platforms: Instagram, TikTok Published: Y/<u>N</u> Notes: Instagram posts will also be reposted to the story.</p>

AUGUST 2023

WEEK 2

MON	TUE	WED	THU	FRI	SAT
<p>8 MDA PROGRESS UPDATE Caption: Moms Demand Action is continuing our hard work in the fight against gun violence. Here's what is new this week:</p> <ul style="list-style-type: none"> • Following advocacy by North Carolina's MDA chapter, Governor Roy Cooper vetoed legislation to repeal background check • Florida House passes permitless carry • Students Demand Action volunteers gather with lawmakers for advocacy day and to celebrate the passing of a life-saving gun suicide prevention bill <p>#MomsDemandAction #DemandAction #EndGunViolence #MAforGunSafety #GunLawsSaveLives #GunLaws #Politics #GunSafety Platform: Instagram Published: Y/<u>N</u> Notes: Instagram posts will also be reposted to the story</p>	<p>9 YOUR SCHOOL DEMANDS ACTION Caption: YOUR SCHOOL DEMANDS ACTION! In 2022 there were 46 school shootings in the United States. The risk of gun violence is pervasive, and no town, city, or school is exempt. Get involved with Moms Demand Action and join in the fight to end gun violence. Find out more using the link in our bio!</p> <p>#YourSchoolDemandsAction #MomsDemandAction #DemandAction #EndGunViolence #MAforGunSafety #GunLawsSaveLives #GunLaws #Politics #GunSafety Platform: Instagram Published: Y/<u>N</u> Notes: Instagram posts will also be reposted to the story</p>	<p>9 STONEMAN DOUGLASS DEMANDS ACTION Caption: STONEMAN DOUGLASS ACTION! On February 14th, 2018 seventeen students of Stoneman Douglass high school lost their lives. Unfortunately, such tragedies are becoming more prevalent each year. Help create change today. Act now using the link in our bio!</p> <p>#StonemanDouglassDemandsAction #MomsDemandAction #DemandAction #EndGunViolence #MAforGunSafety #GunLawsSaveLives #GunLaws #Politics #GunSafety Platform: Instagram Published: Y/<u>N</u> Notes: Instagram posts will also be reposted to the story</p>	<p>9 YOUR FUTURE DEMANDS ACTION Caption: YOUR FUTURE DEMANDS ACTION! Interested in furthering your career and developing a valuable professional skillset? Learn more about internship opportunities with Moms Demand Program. Our innovative internship program will allow you to bolster your resume</p> <p>#YourSchoolDemandsAction #MomsDemandAction #DemandAction #EndGunViolence #MAforGunSafety #GunLawsSaveLives #GunLaws #Politics #GunSafety Platform: Instagram Published: Y/<u>N</u> Notes: Instagram posts will also be reposted to the story</p>	<p>6 WAYS TO GET INVOLVED Caption: SHANNON DEMANDS ACTION! Meet the founder of Moms Demand Action, Shannon Watts. Shannon is a mother of five and former communications executive who decided to take action against gun violence in the wake of the Sandy Hook tragedy. Since, she has built the organization into the largest grassroots movement of Americans fighting to protect people from gun violence. Learn more about Shannon and MDA's mission using the link in our bio!</p> <p>#MAVolunteering #MDA #MomsDemandAction #DemandAction #EndGunViolence #MAforGunSafety #GunLawsSaveLives #GunLaws #Politics #GunViolenceInsert Platforms: Instagram, TikTok Published: Y/<u>N</u> Notes: Instagram posts will also be reposted to the story.</p>	<p>6 WAYS TO GET INVOLVED Caption: Get involved with Moms Demand Action today! Our organization offers an array of opportunities, allowing you to join in the fight to end gun violence. Find out more using the link in our bio!</p> <p>#GetInvolved #MDAVolunteers #Volunteer #MAVolunteering #MDA #MomsDemandAction #DemandAction #EndGunViolence #MAforGunSafety #GunLawsSaveLives #GunLaws #Politics #GunViolenceInsert Platforms: Instagram, TikTok Published: Y/<u>N</u> Notes: Instagram posts will also be reposted to the story.</p>

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