

# AFOA BC 2021-22 Communications Plan

June 14, 2021

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## *New Principles for Doing Business*

- Focus on what we do well • Don't stretch ourselves • Figure out our best spot •
  - Be an example of a healthy, well-run, professional organization •
  - Measure outcomes, celebrate successes, and acknowledge our failures •
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## AFOA BC Summary

### Who We Are

AFOA BC strengthens Indigenous communities by building leadership and management capacity through professional development and education.

**Mission:** To build capacity together.

**Vision:** Social, Economic, and Cultural prosperity for all Indigenous people and communities in BC.

In order to understand and create the best workplan, we need to understand our strengths and weaknesses.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Training Events</li><li>• Networking</li><li>• Education</li><li>• Relevant Expertise</li><li>• National Affiliation</li></ul>	<ul style="list-style-type: none"><li>• Marketing Outreach</li><li>• Capacity</li><li>• Expansion of Services</li><li>•</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• Partnerships</li><li>• Own Source Revenue streams</li><li>•</li><li>•</li></ul>	<ul style="list-style-type: none"><li>• Lack of funding</li><li>• Capacity</li><li>• "stay in your lane"</li><li>•</li></ul>

### What are we up against?

- Funded organizations
- Like organizations
- Virtual fatigue
- Workshop overload
- Membership structure

## Julie

The following characteristics were taken from data collected from AFOA BC members in 2007 by Coppermoon. From this characterization, came the name – Julie. Julie encompasses our target audience.

- The average member of AFOA is an Aboriginal woman between the age of 40 and 50.
- The vast majority are employed by a Band or First Nation (95%)
- She has post-secondary education and is most likely involved in financial management (78% of members are involved in financial management).
- Some are involved in Band management, and a small percent (26%) have both financial and band management responsibilities.
- Her TOP priority is improved management, in finances first (47%) and Band management second (29%)
- A minority of members are certified Aboriginal financial managers (CAFMs) (26%). An even smaller percent (15%) have other certification such as CGA, CMA, or CA.

## Who is Julie today?

We will refer to our membership to collect data and create an updated version of Julie that represents our audience today.

## 2021-22 Goals

AFOA BC goals and plans should always circle back and align to our vision and mission. It is important to track and measure specific goals in order to maximize the organization’s potential. To track goals, an audit of the tools used to obtain goals will need to be conducted. Doing an audit of these tools will present a clear starting point, show progress to date, highlight what may need to be changed and allow us to make sure we are equipped to move forward.

Goal	Aligns With	Numbers	2021- 2022 Target	Outcome
Increase corporate sponsorship	Building Relationships	Corporate Members 2020: 16	See corporate heading	
Increase social media following	Building Relationships	Facebook: 579 LinkedIn: 180 Instagram: 141	Facebook: 650 LinkedIn: 220 Instagram: 200	
Increase individual membership	Building Relationships	Members end of 2020: 293	Members end of 2021: 315	
Increase membership engagement	Building Relationships	Quarterly surveys 1 mailout	Quarterly surveys 1 mailout “Julie” survey	
Increase Event Attendance	Building Capacity	Conference attendees 2019: 218	Conference attendees 2020: maintain	

Increase Certification	Building Capacity	Certified members 2020: 113	Certified members 2020: 115	
Expand Community Outreach	Building Capacity	Community Workshops 2020: 7	Community Workshops 2020: 8	

## Yearly Themes

These themes will drive the timing of all AFOA BC content and events. These themes will be present on all AFOA BC channels of communication, following the communication plan for each event and project.

This is a great opportunity to share relevant content from Corporate Members, keeping them engaged and top of mind for our members. For example, are there any blogs or social posts by our corporate members that are aligned with our themes that we can share?

Theme	Theme Timeline	Conferences	Workshops
First Nations Human Resources	April, May, June	HR Conference - June 2021	May
First Nation Administration and Management	July, August, September	First Nation Administration and Management Conference - September 2021	August
First Nations Financial Management	October, November, December	First Nations Financial Management Conference - December 2021	November
First Nations Economic Development	January, February, March	First Nations Economic Development Conference - March 2022	February

## Events Calendar/Plan

AFOA BC Events and projects that are to be delivered in Fiscal 2021-22 are listed in the table below. It is important to keep track of similar and competitor organization events to ensure we're delivering our events during times we can ensure the highest attendance.

Additionally, in order to balance internal capacity, AFOA BC events will be planned and spread out throughout the course of each year, aligning with our yearly themes.

Please refer to the **Communications Calendar** for detail.

Event	Audience	Lead	Frequency
Links to Learning	LMO/EDO	PC	Once
Conferences	Master List	CM/PC	Quarterly
Community Workshop	Nations	CM/PC	8 per fiscal
Regional Budget Workshop	Master List	CM/PC	6 per fiscal
Audit Prep	Audit prep/master	CM/PC	Seasonal

Indigenous Business Workshop	Ec Dev/Business	CM/PC	5 per fiscal
10-Year Grant	Grant Recipients	CM/PC	As needed
CPABC Youth Event	Youth, Community	ED/CM/PC	Fall 2021
Financial Management Pilot	Selected	ED/CM/PC	Ongoing?
DPMP	Selected	ED/CM/PC	Ongoing?

## External Communications Plan

AFOA BC is a member-based organization, meaning that communication with our membership is a priority. We will use varying communication tools to engage with our members, examples include mail campaigns, newsletters, social media and surveys.

AFOA BC holds many events each year, each event will require it’s own marketing and communication plan. Each event plan will be built in a master workplan spreadsheet.

Channel	Purpose	Audience	Owner	Frequency
Newsletter	Update	Master List	CM	Quarterly
Social Media	Engagement/connect	Followers	CM/PC	2-3 times weekly
Email	Inform	Content Specific	CM	As necessary
Mail-outs	Connect/remind	Members	PC	Yearly
Annual Report	Inform	Members	ED/CM	Yearly
Surveys	Engagement	Content Specific	PC	Quarterly/per project
Evaluation/report	Feedback/direction	Event Specific	PC	Per event

## Social Media

AFOA BC social media is a great tool to gain exposure for all of our training events and provide members with updates and engaging content.

Social media has been a weakness of AFOA BC. Increasing followers and engagement is a goal at the top of the organization’s priority list. In-order-to do this, a social media audit will be conducted. Once the audit has been conducted, we will track all progress made as well as what does and does not work for our specific audience.

We aim to provide continuity and consistency across all channels but ultimately each channel should be used to best utilize it’s intended purpose. An editorial calendar (see communications calendar for mor detail) is key to building social media content, it allows planning across multiple channels and ensures all events and dates are included.

AFOA BC will first focus on building followers and engagement on the two most active channels: Facebook and LinkedIn. This strategy aligns with AFOA BC’s strategic plan, *“Focus on what we do well · Don’t stretch ourselves · Figure out our best spot and measure outcomes”*. Once this has been implemented successfully as a well-run machine, the focus will be on creating more dynamic content and engaging the current followers onto more platforms. In the meantime, we will collect and create a database of social content and post content to the lesser active channels during events.

See Appendix for Road map

Channel	Audience/tone	Purpose	Owner	Frequency
Facebook	All/light tone	All	PC/CM	2-3 times weekly
LinkedIn	Corporate	Business	PC/CM	2-3 times weekly
Latest News	Informative	Web content	PC/CM	Quarterly
Instagram	Light tone	Event Photos	PC/CM	Per Event
Twitter	Informative	Live updates	PC/CM	Live during events
Youtube	As needed	Stream events	PC/CM	As needed

## Corporate Membership/Membership

This year is the first year that Corporate Membership will coincide with the fiscal year. In doing this, we will be able to better serve our corporate members given that our event division also coincides with the fiscal year and that all communications are built around our events.

It is necessary to engage with corporate members and sponsors consistently and track their deliverables in a central location. We will create a matrix for all Corporate Members that includes their sponsorship level and all deliverables required to meet their package.

Corporate Member Level	Number last year	Goal for 2021-22	Outcome
Exhibitor	15	10	
Level 1	15	6	
Level 2	NA	5	
Level 2+	1	1	
Level 3	NA	2	
Level 4	NA	6	
Level 5	NA	1	
Trade of Services	1	1	

Corporate Member Communication plan:

Member Level	Method	Tracking	Lead	Frequency
Individual	Email	Individual Membership/AFOA Canada	PC	Quarterly
Corporate	Email/zoom	Communications Calendar	CM	1-2 months, ensure deliverables
Sponsor	Email/zoom	Communications Calendar	ED/CM	Per Project
Funder	Email/zoom	Workplan	ED	Per Project

# APPENDIX



# Social Media Roadmap

