

The Singing Angels Communication Plan
“Focusing our Voice and our Future”

The Singing Angels encourages, fosters, and cultivates positive youth development by engaging children from Cleveland area communities in quality music and performing arts training that instills discipline, builds confidence, and provides a foundation for life.

Throughout their 47 year history, The Singing Angels has entertained millions across our nation and around the world, and has performed for and with major celebrities, dignitaries and presidents , accompanied symphonies, and collaborated with other artistic groups. Thousands of young people have become youth ambassadors, star performers and stronger citizens as a result of their Angels experience.

While The Singing Angels organization has accomplished many notable achievements, we must do more to spotlight our product and tell our story of success to the region, nation, and the world. We need to improve our technology infrastructure, and focus and frame our message, to effectively “find our voice” and execute and broadcast a concise, compelling, and consistent message to our target audiences and stakeholders. A compelling “voice” is the first step in innovating and creating an interactive and exciting “conversation” with our participants and their families, our audiences, and our communities.

Phase I: Focus: Creating a Plan

The Singing Angels has a vibrant artistic program, led by professional staff and centered on almost 300 enthusiastic and talented children who perform up 100 concerts per year, featuring lively vocal arrangements, precise choreography and positive showmanship. This high quality program stands in sharp contrast to the organization’s basic, and aging technology and communication systems.

The first step is to “focus our voice” and have the staff review the current technology and communication systems in the office, identify current and future needs, meet with technology and communication professionals, learn about new products and services, evaluate how these new products and services can improve “Our Voice”, and then summarize the process with a preliminary plan. This step will be completed by May, 2011.

The second step is to share the preliminary vision and plan with our constituents who know and use our Singing Angels “product”. Our Angels, their parents, our alumni, donors, and concert clients need to be informed of our goals, and plans and invited to share their suggestions for improvement and their expertise. This step will be completed by July, 2011.

The third step is to incorporate the input received from our constituents into a final, written plan, which will be approved by the President and CEO by September, 2011. After approval, the organization will meet with grantors and foundations to introduce the plan and then formally apply for grants and funding.

Phase II: Focus: Building the Infrastructure

Based on our “first steps plan”, as outlined in Phase I, The Singing Angels will need to upgrade its current technology and operating systems by purchasing the following (sample proposals with pricing have been obtained):

Computers

- Small Business Server
- New computer minitowers, equipped for graphic diesing, better video cards and processors
- Bigger computer monitors, at least 17 inches
- Laptops and docking stations
- External wireless keyboards and mouse
- Software- Anti virus protection, Microsoft Office 2010 Home and Business (Word, Excel, PowerPoint, Outlook, Windows 7 Professional, Adobe Photoshop
- Configuration and Installation- desktop, laptop, router, printer, network
- System Monitoring and Maintenance
- Gateway Security Router and Cisco Linksys
- Secure Data Backup and Recovery
- Secure email filtering
- Software training for staff

Peripherals

- Digital camera
- Video camera
- Ipad or tablet
- Personal printers, laserjet
- Color copier
- Individual back up drives

Communication

- Updating phone system- digital, control unit hardware, phones, ancillary items, system and voicemail server, software license, and installation hardware; Lease; Support Agreement; Features includemobile twinning, attendant line, easy to use programming, voicemail/email integration and navigation
- Install video surveillance system
- Constant Contact, an email communication service
- Fundraising software, Donor Perfect

Phase III: Our Voice: Framing the Message

The Singing Angels will go through a process of focusing its vision and finding its voice to identify the relevant information, messages, and language to be communicated to its audiences. The Singing Angels would like to work with an experienced strategy and communications firm to facilitate this process, develop the message, and determine the best vehicles to use to communicate the message.

Phase IV: Our Future: Executing the Message

The Singing Angels will take its new message framework and create communications vehicles that target its relevant audiences. Below are the vehicles that could be used:

Website: The Singing Angels will revise its website to be more visually powerful and interactive. This is the first step toward integrating new messages into one overarching vehicle that reaches our target audience. The Singing Angels will include the following functions on its website to better serve its constituents:

- Purchase concert tickets, e.g., Spring and Holiday Benefit Concert
- Download The Singing Angels CDs or purchase songs individually
- Purchase Singing Angels merchandise
- Link to PayPal for the following services:
 - Make donations to the organization
 - Angel members to pay fees and purchases
- Video and picture gallery
- Student blogs

Brochure: The Singing Angels currently print a new brochure every year and will evaluate continuing to use this vehicle to communicate its message. People often throw these pieces away moments after receiving them, wasting time, money, and paper. But creating a concise and compellingly brochure that drives its audience to its website is important. The Singing Angels will focus on creating collateral that is sustainable, economically and environmentally, and lasting.

E-Communications and Social Networking: The Singing Angels will build an integrated e-communications' systems that links e-newsletters, e-blasts, facebook, and twitter, into one cohesive message vehicle, specifically targeting its audiences with simple messages that drive them to the website for more information. The Singing Angels will promote events, awards, student successes, and more through this medium but rarely embed the whole story in the e-blast, tweet, etc. The goal is to push people from these individual online vehicles into the website to learn more about the story. This approach is easily managed and much more measurable than other marketing approaches. The Singing Angels will purchase ecommunications software, such as Constant Contact, to communicate its message.

Demo Videos: The Singing Angels will create several demo videos to raise the visibility of the organization across the region, as tools to increase enrollment and fundraising in both the corporate and foundation arenas, to generate interest in booking The Singing Angels for concerts, as well as to build relationships with community partners and the media. Use of video must be innovative and encourage electronic and social media interaction.

PowerPoint: The Singing Angels will build a PowerPoint that connects its vision, strategy, message, work, and successes into one simple roadshow that can be presented to various audiences, and again, leverage interaction and innovation.

Intern: The Singing Angels will hire a part-time intern for six to nine months to help execute its communications plan.

Funding Prospects

The Singing Angels will raise philanthropic funds to execute the plan. The following foundations are prospects for these funds.

- a. The Cleveland Foundation: Rolling deadline
 - i. Process
 1. Create online profile
 2. Submit letter of inquiry
 3. Submit full proposal
- b. The George Gund Foundation
- c. Kulas Foundation
- d. John P. Murphy Foundation

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