MARKETING & COMMUNICATIONS STRATEGIES & TACTICS
WORK PLAN 2022 - 2023

M&C COMMITTEE OBJECTIVES

1. Communicate news about the NVG to external audiences – the Napa Valley community, potential new members, potential donors, donors, the industry, and media
2. Communicate the benefits of membership and membership value to members
3. Communicate the work of the Napa Valley Farmworker Foundation and the stories of the farmworker community to the Napa Valley community, potential donors, donors, the industry, and media

STRATEGIC WORK

1. Development Committee

STRATEGY: Raise awareness and engagement for established and potential donors

- **Tactics:**
  - Unique communications plan for each category of associated audiences
    - *Lori has developed a Stewardship Communications Plan (ex, Launched quarterly newsletter*
    - *Lori to provide 3 types of stories she's seeking; M&C support on acquiring stories*
  - Solicitation to/Engage Current & New Donors
    - *Sent 3 appeals – estate planning, and post-STOMP, year-end*
  - Post-Harvest STOMP bidder and donor communications/retention plan
    - *Impact report is in production for $25,000+ donors*
    - *Annual Report mailing planned for Feb 2023*
  - Harvest STOMP Sponsor Recognition Plan
    - *Launched, and seemingly successful – active sponsor STOMP promotion this year!*
    - *Consider sponsor satisfaction survey?*
  - Support communications for fundraising efforts as directed by the Development Committee (ongoing)
    - *End of Year Giving Campaign has launched that incorporates social, mailings, and emails*
    - *M&C Committee will make recommendations for new communications outlets to Lori as requested*

2. Farmworker Foundation

STRATEGY: Increase awareness and communication effectiveness within the farmworker community

- **Tactic:**
  - Effectively communicate with farmworkers to increase event and program participation (ongoing)
    - *Supported:*
      - *Promoting Fields of Opportunity mentor participation*
        - *Participation grew from 13 to 23 mentors*
      - *Made recommendations for promoting events and programs using grant money*
        - *Attendance grew by about 15% in the new year*
    - *Will M&C continue to support the Farmworker Foundation? Or, will a marketing committee be formed specifically for the FWF?*

3. Industry Issues Committee

STRATEGY: Raise Awareness of key industry Issues within the community

- **Tactic:**
  - Develop communications plans to promote the work of NVG's task forces - wildfire task force and NVG's "Climate Club"
    - *Hosted a discussion about positioning NVG as a valued resource and authority on climate-smart vineyard practices,*
      - *Calendar created: 2023 digital toolkit for members with language and talking points to help share their work on social or in email to customers/wine club members*
      - *Incorporated reels about smart vineyard practices on social*

4. Member Services Committee

STRATEGY: Improve communication to membership

- **Tactics:**
  - Communicate the benefits of membership and membership value
  - Support membership outreach, retention, and nurturing
    - *Supported a smooth dues restructure at the start of 2022*

5. M&C Committee + Others (Industry Issues Committee and FWF)

STRATEGY: Expand reach and increase communication effectiveness

- **Tactics:**
  - Develop enhanced NVG Internship Program (at November meeting)
  - Develop a communications strategy that regularly highlights farmworker stories
    - *Vineyard Champions has taken off with 15 features, and FWF is looking to expand the program in 2023*
  - Establish relationships with trusted latino-facing reporters
    - *Developed relationship with local radio host and advocate, Gabby Fernandez – supported livestreaming from Dia, interviewed FWF leadership on KVON*

throughout the year, and has invited Nufo and Daniela to speak on panels at the 2nd annual LatinX Wine Summit

- Control the messaging on timely industry topics (ongoing)
  - *Hopefully can achieve this in 2023 through toolkit program*
- Establish decision tree for media requests
  - *Completed, but ongoing work*
- Communicate talking points in a creative and visual way
  - *Will aim to approach this with branding support ahead of the 50th anniversary*
- Emphasize the importance of the ag preserve and climate mitigation (ongoing)
- Napa Valley Register column (ongoing)
  - *Daniela Bazan in March*
  - *Nufo GOTY in April*
  - *Alan Viader also in April*
  - *Emily Kuhn in June*
- Develop monthly billboard campaign (ongoing)
- Build online community to grow reach (ongoing)
  - *Saw success at STOMP with many event partners and sponsors utilizing our toolkit to promote the fundraiser on social*
  - *Applied to get NVG verified on IG – updated: did not get verified and will try again at the start of the new year*
  - *Launching an end of year giving campaign to support peer-to-peer fundraising and grow our audience*
- Growing Season Talking Points (ongoing)
  - *Leaned on the Board's Go-Round*
  - *Solicited comments from NVG's media team*
  - *Hosted growing season discussion at MSC Committee, and will continue visiting their meetings moving forward*
- Visit university viticulture programs (2023)
  - *Met with Cal Poly, will visit on February 7; will host a student trip in March 2023*