

Courtney Richardson
Strategic Communication Plan
Comms 205
Professor Baker

Purpose & Overview

This communication plan outlines a strategic framework designed to support DigniFi's mission: expanding access to bankruptcy relief for low-income individuals through AI-guided, legally compliant tools. Drawing from contemporary communication theory, including visual persuasion, framing, and cognitive dissonance, the plan identifies key messages, audiences, and delivery channels to ensure effective, emotionally resonant communication that builds trust and drives behavior change.

Organizational Identity

Mission:

To restore dignity and access to justice by simplifying the bankruptcy process for low-income individuals.

Vision:

A world where financial relief is accessible, transparent, and affirming.

Tagline:

"Relief Without Shame. Dignity by Design."

Logo (conceptual):

A stylized key emerging from an open hand, forming the letter "D" — symbolizing empowerment, access, and lawful transformation. This design functions as both an icon and a narrative device, embedding visual memory through symbolic minimalism (Perloff).

Visual Identity:

DigniFi's color palette is rooted in Black, Old Gold, and Royal Blue—colors selected to evoke **trust, community, and safety**. Black offers contrast and modernity, Old Gold signals dignity and value, while Royal Blue reinforces legitimacy and stability. These colors are applied with clarity-first design principles: generous whitespace, readable sans-serif fonts, and consistent iconography.

As Perloff notes, visual components serve as peripheral cues that increase credibility when audiences lack the motivation or ability to process complex legal information deeply (Perloff). By foregrounding visual cues of safety and professionalism, DigniFi eases consumer anxiety and invites trust.

The layout strategy borrows from platforms like Square—not for aesthetic mimicry, but for its strategic **proliferation**: a visual identity system that scaled across diverse user types, geographies, and income levels. DigniFi aims to emulate that universality by building accessible, modular visual assets suitable for everything from local flyers to courtroom digital kiosks.

Communication Tactics & Channels

DigniFi's outreach strategy in early 2026 will prioritize a **social media rollout and list-building funnel** to build a pre-launch community, deepen trust, and validate demand. Tactics have been selected to reflect both current capacity and theoretical best practice.

Tactic	Channel	Target Audience
Myth-busting short-form visuals	Instagram, TikTok, YouTube Shorts	Consumers
Landing page with email funnel	Notion-based or local-server hosted	Consumers, Funders
Mailing list & webinar invites	Mailchimp	Legal Aid Clinics, Partners
Community-building content	TikTok Lives, Instagram Reels	Consumers, Influencers
Impact decks and demo kits	Private Zoom demos, LinkedIn messages	Funders, Regulators
Compliance visualization	One-pager PDFs, explainer videos	Regulators

The landing page will anchor this phase: funneling early social media viewers into a mailing list that supports future onboarding, localized events, and community ambassador recruitment. All visual design assets are created using Adobe Creative Suite to ensure high fidelity across channels. Internal scheduling and pipeline workflows are organized via Notion.

All touchpoints reinforce DigniFi's core brand values—clarity, accessibility, dignity—while applying Perloff's framing guidance, which holds that persuasive impact increases when messages match audience self-concept and social context (Perloff).

Legal Messaging & Compliance Visualization

DigniFi uses a **compliance-forward messaging strategy**, integrating the legal vocabulary of Title 11, U.S.C., and IRS fee-waiver guidelines directly into public-facing content. All consumer education is built around federally recognized language to avoid misrepresentation or overpromising.

Key visual assets include:

- Branded walkthroughs of **Form 101A (Voluntary Petition for Individuals Filing for Bankruptcy)** with layered explanations in plain English.
- Flowcharts that guide users through qualifying **consumer vs. non-consumer debt** under §707(b), clarifying the thresholds for presumptive abuse.

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- Infographics titled “**Your Rights Under the Law**” vs. “**What Debt Settlement Companies Don’t Tell You**” to visually separate lawful relief from exploitative alternatives.

All legal communication will be reviewed by a rotating compliance review panel, including at least one bankruptcy-certified attorney. This review is documented internally prior to publication.

As Porter’s framework reminds us, “**Supplier Power**” applies to regulators, courts, and trustees. By aligning every message to their norms, DigniFi reduces perceived risk and builds cooperative potential. Perloff emphasizes that perceived expertise and moral authority significantly increase persuasion in high-stakes domains like law and finance (Perloff).

Measurement & Evaluation

Projection-Based Success Indicators:

- *User Engagement*: Targeting 1,000 early interactions within six months post-MVP launch.
- *Conversion*: Goal of 2 successful filings in Q1 2026, based on comparative performance to platforms like Upsolve.
- *Sentiment*: Conduct pre-/post-surveys to evaluate the reduction in stigma and increase in comprehension.
- *Partner Feedback*: Use qualitative interviews to improve onboarding flows and identify attorney pain points.

Operational Status:

DigniFi is currently in the conceptual and architectural build phase. A local server will house the MVP and allow early testing in underserved communities, with a focus on affordability, legal accuracy, and trauma-informed UX. The technical infrastructure includes local hosting with planned bare-metal scaling capacity.

A prototype form analysis and information-collection workflow is already under development. Mailing list opt-ins and legal aid partnerships are slated for activation in Q2 2026, after MVP validation.

Why This Still Persuades:

Funders and partners understand that systemic innovation often precedes scale. By leading with compliance integrity, UX design empathy, and straightforward visual storytelling, DigniFi signals readiness—not hype. As Perloff notes, effective strategic messaging must pre-empt counterargument by demonstrating credibility, feasibility, and moral clarity (Perloff).

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Works Cited

Perloff, Richard M. *The Dynamics of Persuasion: Communication and Attitudes in the Twenty-First Century*. 7th ed., Routledge, 2020.

Porter, Michael E. "The Five Competitive Forces That Shape Strategy." *Harvard Business Review*, Jan. 2008, <https://hbr.org/2008/01/the-five-competitive-forces-that-shape-strategy>.