

empower^{HER}

Media Kit '17

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Backgrounder



empower^{HER}

Backgrounder

Who we are:

In the summer of 2013, Cara Belvin founded empowerHER after a recognized need in the community. Her own mother passed away at 37 after a two-year battle with breast cancer when Cara was just 9 years old.

empowerHER is a nonprofit organization that relies on the support of volunteers from our local community and beyond to help plan events, fundraise throughout the year and perform administrative duties.

Our Mission

empowerHER supports young girls whose mothers have past. By creating enhanced experiences surrounding any event, the organization instills confidence and reduces isolation through a community of sisterhood that offers hope to each of the empowerHER girls.

Our Vision

It is our greatest wish that no one has to face life as a child or adolescent without support. Through the embracing sisterhood of empowerHER, we inspire feelings of hope and confidence that remain present throughout each girl's life.

How We Serve The Community

empowerHER does not replace the role of a mother nor minimize the priority of the father, stepmother or immediate family. empowerHER ensures day-to-day life experiences are met with passion, excitement and positivity. empowerHER takes something as simple as a haircut and transforms it into an afternoon on the town with a positive role model.

empowerHER offers two types of programming for the young girl and her family, which are free of charge. We host group outings and events to reduce some of the isolation a young girl may feel in her own community and help her to see she is not alone.

For the Girls:

Group Outings:

empowerHER offers group activities and experiences to help minimize the isolation the girls may feel in their own communities and reminds them they are not alone.

empowerHER's signature event, the Mother's Day retreat takes place each year in downtown Boston at the Boston Harbor Hotel. The weekend away gives the girls a chance to come together, laugh, connect and celebrate their own mothers.

Other group activities and events are planned to include the summer beach bash, spa night, holiday celebration and other fun activities aimed at the girls interests. Our group outings and activities help these young girls to see they are not alone in their grief and in dealing with their mother's death.

Mentor Program

empowerHER offers a one-on-one mentor program for girls of any age. We match the young girl with a positive role model from the community and support the mentoring relationship throughout the year. In some instances, we use the mentor program to match a young girl with a family friend or other who is already in their life and use the opportunity to help strengthen the relationship.

At empowerHER we can tailor our mentor program to meet the ever changing needs of the family following this tragic loss.

About our mentors:

Our empowerHER mentors are women of all ages and experience. Some have also experienced the early loss of their mother. The mentor program is a one-year commitment for both mentee and mentor.

Contact

Cara Belvin, founder
P.O. Box 395
North Scituate, MA 02060
P 781.378.1195 617.620.9826
cara@empoweringher.org

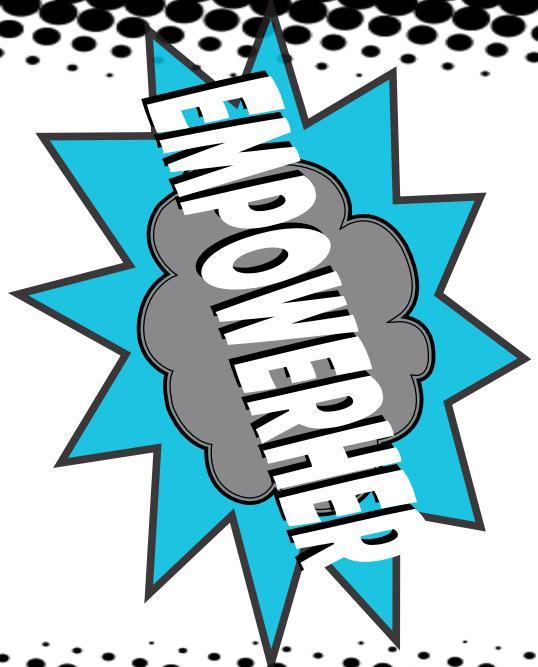
Brochure

MENTOR PROGRAM:

Sign up your youth for our one-on-one mentor match program today! At empowerHER, we do not replace the role of mother or minimize the role of the father, stepmother or other family/friend in the girl's life.

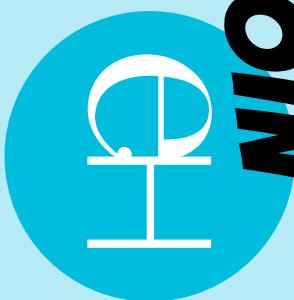
Our empowerHER Mentors are women of all ages and experience. Some have experienced the early loss of their mother and others have not. All are positive role models from the community and have life experience to offer their mentee. In some instances, we use the mentor program to match a young girl with family friend or other who is already in their life and use the opportunity to help strengthen the relationship.

The mentor program is a one year commitment for both mentee and mentor.



**IN NEED OF A
SUPERHERO?**

JOIN



Cara Belvin
empowerHER President
617-620-9826
cara@empoweringher.org

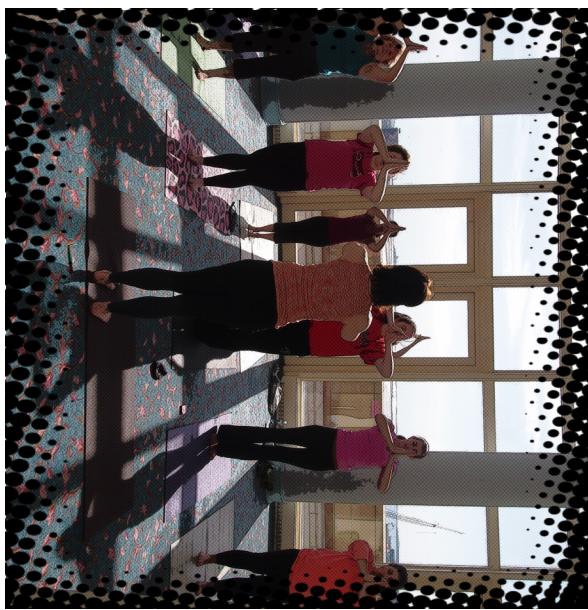
CONTACT:

Jade Marszalek
Program Coordinator
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GROUP OUTINGS:

EmpowerHER offers group activities and experiences to help reduce some of the isolation the girls may feel in their own communities and reminds them they are not alone.

empowerHER's signature event, the Mother's Day Retreat takes place each year in downtown Boston at the Boston Harbor Hotel. The weekend away gives the girls a chance to come together, laugh, connect, and celebrate their own mothers.



Other group activities and events are planned

to include the Summer Beach Bash, Spa Night, holiday celebration and other fun activities aimed at the girls interests. We remind the

girls of the beautiful life at their fingertips and help them to know they are not alone.



2017 EVENTS

March
10

8-10 p.m. at the GoodLifeKitchen

in Somerville, MA

MOTHER'S DAY RETREAT

May
13-14

at the Boston Harbor Hotel

in Boston, MA

July
19

10 a.m. - 2p.m. at Horseneck Beach
in Westport, MA

FALL COOKING CLASS

8-10 p.m. at GoodLifeKitchen in

Somerville, MA

Dec.
16

FASHION SHOW
8-10 p.m. at GoodLifeKitchen in

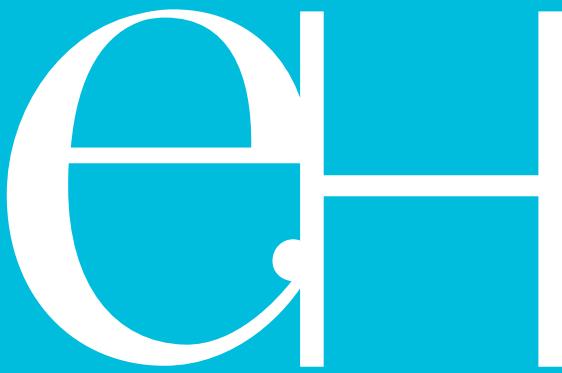
Somerville, MA

QUALIFICATIONS:

MENTEES must be a girl between the ages of 5-18 who have experienced the loss of their mother. Mentees may be referred to the program by a family member, family friends, or school personnel. If the parent/guardian is interested in their youth becoming a part of the mentoring program, they must fill out an application, as well as supporting documents for that youth. Applications can be found on our website empowerher.org. Once their materials are reviewed, you will be notified by letter as to whether or not your youth has been chosen to become a mentor.



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Background

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Client Powerpoint Presentation

Volunteering



By Cara Belvin

Come Volunteer

What's your reason?



Top 5 Reasons to Volunteer

- #5: **Volunteering strengthens your community.**
- #4: **You learn a lot.**
- #3: **You get a chance to give back.** People like to support community resources that they use themselves or that benefit people they care about.
- #2 **Volunteering encourages civic responsibility.** Community service and volunteerism are an investment in our community and the people who live in it.
- #1: **You make a difference.** Every person counts!

5: As a volunteer you help:

Support families (daycare and eldercare)

Improve schools (tutoring, literacy)

Support youth (mentoring and after-school programs)

Beautify the community (beach and park cleanups)

4. Volunteers learn things like these:

Self: Volunteers discover hidden talents that may change your view on your self worth.

Government: Through working with local non-profit agencies, volunteers learn about the functions and operation of our government.

Community: Volunteers gain knowledge of local resources available to solve community needs.

What if?

Imagine how your life would be different if no one ever volunteered to help you.



Tell personal story about how your life changed when someone helped you become who you are today.

who we are

Be a part of something big. Something beautiful.



Who we are

empowerHER is a polished grassroots organization and relies on the support of tireless volunteers from our local community and beyond. We are an entirely volunteer-driven organization without paid staff and rely on our volunteer base to help plan our signature events, like the Mother's Day Retreat and Annual Beach Bash, help fundraise throughout the year and also perform administrative duties...all with the same passion and conviction.

We need you. Without volunteers we wouldn't exist.

Since we began

We've held more than 20 events



Sponsored 50 mentors and mentees



Raised more than \$30,000



Changed countless lives

The friendships you build in empowerHER building this non-profit is unlike that of any other.
t

What you can do to help

Explore your talents



Ways to volunteer

- 1. Administrative Volunteers**
- 2. Development Volunteers**
- 3. Mission-Related Volunteers**
- 4. Digital Media Volunteers**

At empowerHER we have four different ways to volunteer. First there's administrative volunteers.

Administrative

Administrative volunteers file paperwork, send sponsor requests and tax acknowledgements, make updates to our website and other organizational and administrative duties required of the small nonprofit.

They help with the technical and business side of the organization.

Development

Development volunteers help to solicit corporate gifts, individual donations, serve on event planning committees and also perform grant writing duties.



Really supports empowerHER by making our events possible.

Mission Related

Mission-Related Volunteers

have experience and interest in working on planning committees to plan and execute the Annual Beach Bash, Back-to-School Shopping events and the 2016 Mother's Day Retreat. Interested mentors should complete the application on our BE A MENTOR page.



This is more getting into the details of the development volunteers. The mission-related volunteers work on individual events and all the details that go into making them beautiful and run smoothly.

Digital Media

Digital Media Volunteers are our technically savvy volunteers—photographers, videographers, and graphic designers who can help tell the empowerHER story!



If you're artsy or creative, this is the role for you. We love seeing what you can create for empowerHER and are happy to help you along the way. Here are some invitations that have been made for some of our previous events.

Moving forward

We are currently in great need of **administrative, development and digital media volunteers** to help move empowerHER into this next phase of development.

We work hard to ensure all programs and services remain at no charge to the family and remain an entirely-volunteer driven organization. But, it takes times and dedication...and we are forever grateful for your support.

If you have any interest in any of the positions we went over or have any more questions, please let us know.

cara@empoweringher.org

Empoweringher.org

781.378.1195

Join Today

To join the team, please complete the following volunteer inquiry and specify your interest.



Thank you for your time. I'm passing around a form for signing up for anyone interested.

E-vite

Mother's Day Retreat



when: May 13 at 1p.m. - May 14 at 6p.m.

where: Boston Harber Hotel
70 Rowes Wharf
Boston, MA 02110

what: Spend the weekend relaxing
with empowerHER.

~ **RSVP today** ~



empowerHER

Flyer

Become a MENTOR

The mentor program is a
12 month journey

The empowerHER Mentor
Program matches young girls
with a positive female role
model in the community.

Sign up at:

**[www.empoweringher.org/
be-a-mentor.html](http://www.empoweringher.org/be-a-mentor.html)**



empowerHER

BECOME A MENTOR

empoweringher.org/be-a-mentor.html

617.620.9826



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Folder Design

empowerHER MEDIA KIT '17

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Media Advisory



empower^{HER}

Media Advisory

Cook with a chef you may not expect

What: Virginia Dunmire, 18, autistic, is teaching how to make shaved squash salad, stuffed peppers and apple cider donuts. Since her mother's passing, Dunmire is the chef of the house. As of August, this title became official, as she received her chef certification after a summer culinary program. When Bernard Kinsella, chef and owner of Good Life Kitchen, heard about Dunmire's passion for cooking, he came up with the idea of her teaching the fall empowerHER cooking class in his professional kitchen. Dunmire discovered empowerHER at the spring 2016 cooking class taught by Kinsella at Good Life Kitchen.

Where: Good Life Kitchen
433 Washington Street
Norwell, MA 02061

When: Wednesday, Oct. 19, 2016 from 7 to 9 p.m.

Who: empowerHER is a non-profit organization that focuses on providing support to young girls who have lost their mother.

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Media Contact: Cara Belvin, founder
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cara@empoweringher.org

News Release



empower^{HER}

News Release

FOR IMMEDIATE RELEASE

Sept. 22, 2016

Cook with a chef you may not expect

NORWELL, Mass. (Sept. 22, 2016) – Put on your aprons because Virginia Dunmire, 18, diagnosed with autism and certified as a chef, is teaching her first cooking class at Good Life Kitchen on Nov. 10.

Owner and chef at Good Life Kitchen, Bernard Kinsella met Dunmire the Spring 2016 empowerHER cooking class. It was at this event, that Dunmire's passion for cooking started to steam.

"(When she found out about this opportunity) I thought she was going to cry. She was just so excited," says Diane Evans, Dunmire's empowerHER mentor. "She came up with the menu on the spot. I'm just so proud of her."

In the spirit of fall, Dunmire is teaching attendees to make a shaved squash salad, stuffed peppers and apple cider donuts with professional techniques.

Evans helped Dunmire enroll in a summer culinary arts program where Dunmire learned to dice, drizzle and dust. After receiving her graduation certificate in August, Dunmire thanked Kinsella for being her role model. Touched and impressed, Kinsella invited Dunmire to teach the Fall 2016 empowerHER cooking course.

empowerHER supports young girls who have experienced the early loss of their mothers. By creating enhanced experiences surrounding any event, the organization instills confidence and reduces isolation through a community of sisterhood that offers hope to each of the girls we serve.

Good Life Kitchen offers a facility for culinary enthusiasts to explore the arts of cooking and healthy living in an atmosphere that fosters creativity and the development of relationships.

###

Media Contact:

Cara Belvin

Founder of empowerHER

(617) 620-9826

cara@empowerher.org

Newsletter

Lady Literature

Upcoming Events



3/10

Spring Cooking Class

8-10 p.m. at the
GoodLifeKitchen in Somerville, MA

5/13-
5/14

Mothers Day Retreat

at the Boston Harbor
Hotel in Boston, MA



7/19

Beach Soiree

10 a.m. - 2p.m. at
Horseneck Beach in Westport, MA

empowerHER

empoweringher.org

Maddie Eikinas is curing cancer

Written by: Kara Bogasky

Cancer. There have been more than 6 million deaths just this year from this disease. Maddie Eikinas, 12, lost her mother eight months ago and is now determined to hold onto her father, diagnosed with prostate cancer. Skeptical about what she is taught in school and curious about the field of science and health, Eikinas started doing her own research.

It's well known that good health comes from eating well and being active, but what foods constitute as eating well? How much exercise is needed? Eikinas picked up a couple books at the library including the China Health Study, a book which summarizes the results of the world's largest public health study ever taken. The book suggests that the best way to eat is macrobiotically.

"A macrobiotic diet consists of eating natural foods mostly made up of whole grains, vegetables, fruits, nuts, and seeds," according to the Hope 4 Cancer Institute. "The macrobiotic diet also includes exercise and having a positive mental outlook."

"Since reading it [the China Health Study], I've changed my lifestyle completely and encouraged my father to join me," says Eikinas.

At the Eikinas' a typical day now consist of a three-mile run and eating miso soup and sweet vegetable drink for breakfast; steamed kale, steamed squashes, and brown rice for lunch; and a tofu and bean dish for dinner.

It has been two months since they've changed their lifestyle. Todd Eikinas' doctors say they've seen strong improvement in the reduction of cancerous cells and predict a full recovery.



The way to get more women in power is to recode our brains

Written by: Dr. Leyla Acaroglu, Founder of the Un-School of Disruptive Design

The system's refusal to allow for interventions is due to the biases created from centuries of one element dominating the system. "We've always done it this way" can be translated to what systems scientists define as a reinforcing feedback loop. Why? Because humans like and reward what they already know, and thus, the system perpetuates itself through the reinforcing of the main element. Simply put, male dominance in leadership is fueling more male leadership. You can't really blame us humans; familiarity is comforting and re-

duces the ancient human dislike for discomfort and an anxiety of the unknown. Female leaders represent an unknown entity, because for the majority of Western history they've been untried in top jobs across all industries. Researcher Virginia Schein coined the term "Think Leader, Think Male" to describe this phenomenon. And although the culture may be shifting slightly, it's still reinforced by many social norms.

There is mounting evidence that putting more women in power results in more economic gains:

This includes studies that show corporations with top-quartile representation of women outperform ones without and last year's annual report by the World Economic Forum that drew a clear correlation between gender equality and growth in GDP. More and more evidence shows the collective benefit in rewriting the social codes that bind people to restrictive gender norms and how we should empower more equitable access to leadership roles.

Lady Literature



Cara Belvin
President



Diane Evans
Publisher



Jade Marzalek
Program Coordinator



Kara Bogasky
Editor

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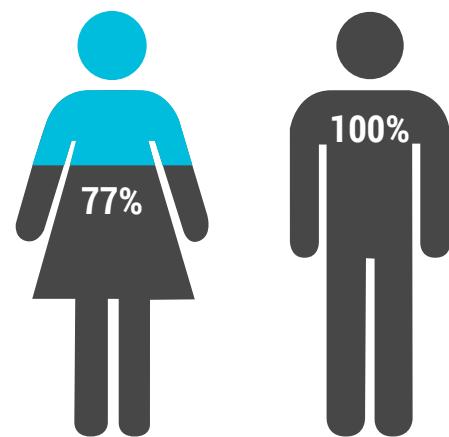
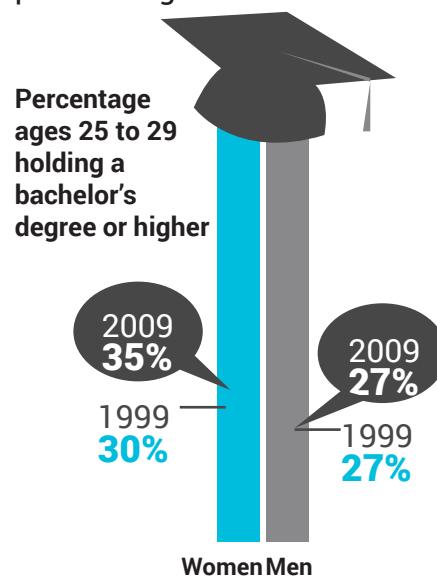
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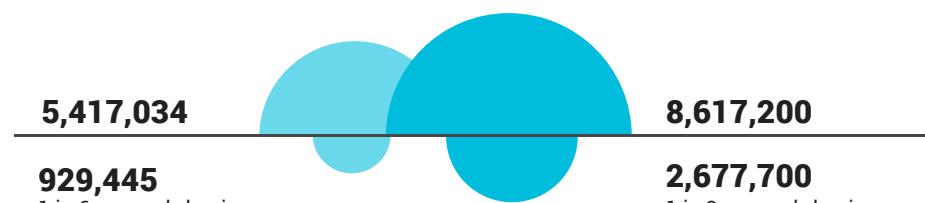
Where we lie on the path to equality:

Young women have pulled ahead of their male counterparts in higher education



Women with full-time jobs still earn only about **77 percent** of their male counterparts' earnings.

US BUSINESSES OWNED BY WOMEN



US BUSINESSES OWNED BY WOMEN OF COLOR

Pitch

To: trishat@bu.edu
From: cara@empoweringher.org
Dear Trisha Thadani,
Sent: Monday, Oct. 24 at 10:30 a.m.
Subject: An unexpected chef is cooking for a cause

Dear Trisha Thadane,

I'm Cara Belvin from empowerHER, an organization supporting young girls whose mothers have past. I've been reading your story on "Families of special-needs children struggle with summer breaks" and think it's exactly aligned with a cooking class we are holding this November.

Virginia Dunmire, 18, an autistic, certified chef is teaching her first official cooking class. Join Dunmire as she prepares for the course by creating the grocery list, setting up the professional kitchen before everyone arrives and teaching the course. Come with an empty stomach, and we promise you'll leave well fed by Dunmire herself. We can also help you arrange interviews with the staff at Good Life Kitchen and members of empowerHER. We have pictures of Dunmire at the last empowerHER cooking class and video of her graduating the cooking program this past August.

The cooking class is on Nov. 10 at Good Life Kitchen in Norwell, MA. Dunimre will be teaching how to make shaved squash salad, stuffed peppers and apple cide donuts. If you have any questions, feel free to contact me at (617) 620-9826 or cara@empoweringher.org. I will follow-up with you on Wednesday, Oct. 26 about this offer.

Best Regards,
Cara Belvin

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CEO and Founder of empowerHER
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Social Media Strategy

Social Media Strategy and Writing

Part I: Memo

Blog: Bloggers aged 24-36 make up 53 percent of the blogger community, so the empowerHER blog should target the Generation X and Generation Y, widowed husband or single male with at least one child. The target audience are fathers without a wife because empowerHER targets families who have lost their mother. Blogs should target an audience that has a very specific interest. By targeting the fathers, empowerHER can focus on the father's interest to bond with his daughter. The blog content should be happy and allow the father to connect with his daughter more.

Facebook: The Facebook page highlights what empowerHER is doing for the father's daughter. Any father should be interested in that. Also, 87 percent of internet users between the ages of 18 and 29 use Facebook, and 73% of internet users between the ages of 30 and 49 use Facebook. Facebook is a great platform for informing the fathers of empowerHER events their daughters can attend and for uploading photos for the fathers to see their daughters enjoying the events.

Instagram: The target audience of Instagram users should be successful, generation X and Y, female volunteers or possible volunteers. The target audience for Instagram should be the Generation Y mentors, volunteers and sponsors for empowerHER because more than 90 percent of Instagram users are in Generation Y.

Twitter: Generation X and Y make up 62 percent of Twitter accounts. Also, Twitter is used highly for spreading media news. Therefore, the target audience for twitter is the Generation X and Y female empowerHER volunteers, because they are interested in hearing about news related to empowerHER and news related to empowering women. Tweets should be informative.

Part II: Social Media Platform Audience

EmpowerHER currently uses Twitter, Facebook, Instagram and a blog for social media.

Blog: Currently, the empowerHER blog is rarely updated. The last post is from June 21, 2016. For blogging, it is better to post shorter and more frequent blogs. Link-sharing among blog readers peaks at 7 a.m., commenting peaks at 8 a.m., and blog reading peaks around 10 a.m. So it is advised that empowerHER blogs be posted around 6:30 a.m. It is also recommended that blog posts be shared to Twitter and Facebook because this leads a 149% increase in inbound links to the blog. Blogs should not have an expiration date. The information should still be relevant weeks later because 75% of blog views and 90% of blog leads came from old posts.

Facebook: Facebook should be posted only once a day. When promoting a blog post on Facebook, post on Mondays at 1 p.m. for optimal shares. When posting photos on Facebook, post at 3 p.m. for optimal likes. Currently, the majority of posts are thanking

volunteers and sponsors while highlighting the events associated. This make the page come off as just an advertising platform and not something to engage in.

Instagram: Instagram should be posted on at least one to two times a day during off-work hours to optimize viewing and engagement.

Twitter: There should be three posts, including retweets and replies on Twitter each day. Posting around 5 p.m. on Twitter receives the most retweets.

Part III: Weekly Social Media Calendar

Every Friday, post an inspiring quote about being fearless to Instagram with #fearlessfriday. Currently, empowerHER has their twitter account linked up to their Facebook. This generates a lot of unnecessary tweets that look awkward on Twitter, with sentences stopping short and links to the Facebook page. When something posted on Facebook should also be posted on Twitter, recreate the post on Twitter with less words and an easy to follow link. This shouldn't be the case too often though because Facebook and Twitter have different target audiences.

Sunday	9 a.m. 3 p.m. 3 p.m. 5 p.m. 5:30 p.m. 8 p.m.	Twitter Twitter Facebook (include photo) Twitter (original post) Instagram Instagram
Monday	6:30 a.m. 9 a.m. 1 p.m. 3 p.m. 5 p.m. 5:30 p.m. 8 p.m.	Blog Twitter Facebook (share blog post) Twitter Twitter (original post) Instagram Instagram
Tuesday	9 a.m. 3 p.m. 3 p.m. 5 p.m. 5:30 p.m. 8 p.m.	Twitter Twitter Facebook (include photo) Twitter (original post) Instagram Instagram
Wednesday	6:30 a.m. 9 a.m. 3 p.m. 5 p.m. 5:30 p.m.	Blog Twitter Twitter Twitter (original post) Instagram

Thursday	9 a.m. 3 p.m. 3 p.m. 5 p.m. 5:30 p.m. 8 p.m.	Twitter Twitter Facebook (include photo) Twitter (original post) Instagram Instagram
Friday	6:30 a.m. 9 a.m. 3 p.m. 3 p.m. 5 p.m. 5:30 p.m. 8 p.m.	Blog Twitter Twitter Facebook (include photo) Twitter (original post) Instagram Instagram
Saturday	9 a.m. 3 p.m. 3 p.m. 5 p.m. 5:30 p.m. 8 p.m.	Twitter Twitter Facebook (include photo) Twitter (original post) Instagram Instagram

Part IV: Social Media Content Samples

Blog	
3/15/17	<p>The Spring 2017 cooking class was a night of smiles and laughter. From over-easy, to hard boiled, to green eggs and ham, the empowerHER girls are now prepared to make an egg feast that can satisfy even the Easter bunny. Chef Bernard Kinsella of #GoodLifeKitchen taught the girls how to perfectly crack an egg every time.</p> 

4/7/17

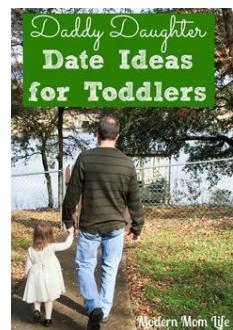
HOW TO CATCH A LEPRECHAUN

St Patrick's Day is only two days away. Are you prepared to catch the Leprechaun? Here are a few tricks to try. First off, make a meal for the fellow. It's been a long journey from Ireland. He could use a good, hearty meal. Maybe use an old booster seat so he can reach the table top. Now you have some options:

- 1.) If you place clear glue on the bottom of the booster seat, maybe you can get the leprechaun stuck!
- 2.) If you place strong double sided tape on the floor leading up to the table then maybe you can stop the leprechaun in his tracks.
- 3.) If you add some sleeping pills to the meal, then the leprechaun might fall asleep before he can leave.

Try one of these out or create your own trap. Let us know how it goes.

Write a blog about how a busy, working dad can spend more time with your daughter. Use examples like going out to breakfast before school, make dinner together, or just talking (include a list of things to talk about).

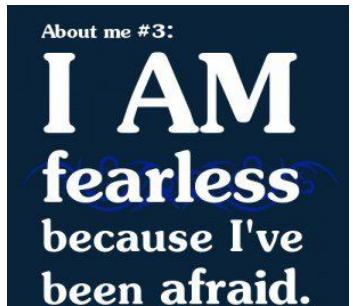


Facebook:

3/20/17 Happy #EarthDay everyone! Celebrate mother nature by planting a tree with your daughters today.



4/7/17	<p>Thank you to everyone who came out for the Spring 2017 empowerHER cooking class at GoodLife Kitchen. (include a album of all the photos from the event)</p> 
4/14/17	<p>Just one month away from our Mother's Day Retreat. Our empowerHER girls are getting pampered on this luxurious spa retreat. (image of invitation)</p> 
4/15/17	<p>Today, our hearts go out to the fathers of the empowerHER girls. Let us wish you a happy husband appreciation day. We want you to know you're not alone. We appreciate all you do for your children.</p> 
4/16/17	<p>Grieving is natural when experiencing loss, but that does not mean you should grieve forever. Augusta Falletta gives a few tips to help those in</p>

	https://www.buzzfeed.com/augustafalletta/27-things-that-can-really-help-you-while-youre-grieving
4/26/17	<p>Let's inspire our daughters to grow up to do what makes them happy. Tomorrow is bring your daughter to work day. Show your daughter why you love your job.</p> 
5/31/17	<p>#tbt to last year's Beach Soiree. Who's ready for another? Save the date for the empowerHER 2017 Beach Soiree Sept. 23 at the famous Crane's beach in Ipswich, MA.</p> 
Instagram	
3/20/17	<p>Happy Spring! Time to pack up that winter gear and bring out the pretty dresses. empowerHER's "Spring Into Fashion Show" is back! #fashionista</p> 
3/24/17	<p>It's #fearlessfriday</p> 

3/30/17	#tbt to last Nov. when Virginia Dunmire instructed the Fall 2016 #empowerHERcookingclass Only six days away from the Spring 2016 empowerHER cooking class. (image of Virginia Dunmire instructing the cooking class)	
4/7/17	Another fun #empowerHERcookingclass is coming to a close. Can't wait to try these delectable dishes made tonight. (image of food from the cooking class)	
4/27/17	empowerHER's (insert empowerHER girl's name) and her father celebrated #takeyourdaughtertowork day exploring (insert place of father's work).	
5/7/17	#memorymonday has got me thinking back to last year's Mother's Day event. Only six more days until the 2017 Mother's Day spa event. (insert photo of 2016 Mother's Day retreat)	
5/10/17	At empowerHER, we believe every woman is intelligent, beautiful and worthy. Don't put women down, build us up. #empowerHER	

5/14/17	<p>Our mothers watch us enter this world, and we watched them leave. Let's take this #MothersDay2017 to remember and breathe. (insert photo of 2017 Mother's Day retreat)</p>	
Twitter		
	<p>Many women around the world are still deprived of the right to decide whether and when to have children: #womens rights https://www.theguardian.com/global-development/2016/oct/16/planned-parenthood-100-years-old-reproductive-rights-margaret-sanger</p>	
	<p>We need to ensure that our daughters have the right to choose when it comes to their bodies. #prochoice http://motto.time.com/4533497/scarlett-johansson-womens-rights/</p>	
	<p>Shout out to Obama for helping protect our daughters. #womensrights protected.https://www.theguardian.com/us-news/2016/sep/29/rape-survivors-bill-obama-congress</p>	
3/16/17	<p>The EmpowerHER Cooking Class photos are here. Special thank you to GoodLife Kitchen for being our host. #empowerher (link to facebook page with images)</p>	
	<p>Vidya Srinivasan empowers women to defy stereotypes #empowerher http://www.forbes.com/sites/laurencebradford/2016/10/17/defying-stereotypes-as-a-pregnant-woman-in-tech/#7d490e4737e2</p>	
5/15/17	<p>Thank you to all the brands that made this past weekends Mother's Day campaign a success! #Everygirl #love&lipstick #AdamoDaySpa</p>	
	<p>1, 2, 3, 4, YOU can be a Mentor! Sign up to be an empowerHER mentor today by emailing cara@empoweringher.org</p>	

5/14/17	<p>Our mothers watch us enter this world, and we watched them leave. Let's take this #MothersDay2017 to remember and breathe. (insert photo of 2017 Mother's Day retreat)</p>	
Twitter		
	<p>Many women around the world are still deprived of the right to decide whether and when to have children: #womens rights https://www.theguardian.com/global-development/2016/oct/16/planned-parenthood-100-years-old-reproductive-rights-margaret-sanger</p>	
	<p>We need to ensure that our daughters have the right to choose when it comes to their bodies. #prochoice http://motto.time.com/4533497/scarlett-johansson-womens-rights/</p>	
	<p>Shout out to Obama for helping protect our daughters. #womensrights protected.https://www.theguardian.com/us-news/2016/sep/29/rape-survivors-bill-obama-congress</p>	
3/16/17	<p>The EmpowerHER Cooking Class photos are here. Special thank you to GoodLife Kitchen for being our host. #empowerher (link to facebook page with images)</p>	
	<p>Vidya Srinivasan empowers women to defy stereotypes #empowerher http://www.forbes.com/sites/laurencebradford/2016/10/17/defying-stereotypes-as-a-pregnant-woman-in-tech/#7d490e4737e2</p>	
5/15/17	<p>Thank you to all the brands that made this past weekends Mother's Day campaign a success! #Everygirl #love&lipstick #AdamoDaySpa</p>	
	<p>1, 2, 3, 4, YOU can be a Mentor! Sign up to be an empowerHER mentor today by emailing cara@empoweringher.org</p>	

Memo

Memo

To: Dr. Maria Scott
From: Kara Bogasky
STC 346 Student
Date: December 13, 2016
Subject: Media Kit Memo

Client information:

By creating enhanced experiences surrounding any event, empowerHER instills confidence and reduces isolation through a community of sisterhood that offers hope to each of the girls they serve. They wish for no child or adolescent to face life without support. Through the embracing sisterhood of empowerHER, these women inspire feelings of hope and confidence to remain present throughout each girl's life. empowerHER ensures day-to-day life experiences are met with passion, excitement and positivity. empowerHER takes something as simple as a haircut and transforms it into an afternoon on the town with a positive role model.

empowerHER has a few restrictions. The logo is only used with the empowerHER blue (PMS 311: RGB (41 194 222); CMYK: (82 13 0 13)) and/or the empowerHER gray (PMS 424: RGB (122 122 120); CMYK: (0 0 2 52)). Marketing material designed for empowerHER must use the empowerHER blue and/ or gray (see style guide) before other colors are considered. The logo must be on all marketing material. Marketing materials must include at least one of the empowerHER fonts (Chronicle Display Xlight, Verlag-XLight or Bell MT) before other fonts are used.

empowerHER already works with a PR agency, however they have yet to get a media kit. The organization's webpage has a section titles "in the news," however there isn't any recent stories posted there. Belvin also informed me that they have brochures already, but they're outdated now and would like to revamp them. Unfortunately, my multiple requests to have the current brochures sent to me was ignored. With the exception of some of the copy used, everything I created for empowerHER (the backgrounder, brochure, CD cover design, folder design, client Powerpoint presentation, e-vite, flyer, media advisory, news release, newsletter, pitch and social media strategy) is new. Of everything created, empowerHER plans to use the backgrounder (when interacting with the media), brochure (once they receive more donations) and the social media strategy. The items they are not using directly, they are happy to refer to as examples for how to create ones to use in the future.

Skills:

Throughout this course, I've learned to time manage a bit better. Some assignments, like the news release needed planning to complete, a lot of the time could not be calculated because I had to rely on other people and their response time, therefore I needed to plan to allow a lot of time for responses and allot time

for following up with people to make sure I received a response in a timely manner. This helps me meet deadlines in the future without becoming frustrated last minute that I do not have the information I need.

Individual Documents:

Backgrounder:

Target audience: The target audience for the backgrounder is people in the media, generally Generation X, college educated and living in the Boston area. Members of the media usually want information quickly.

Color and design choices: For branding purposes, I put the logo at the top left and used the font "Roboto" because it is the same font that is used on the empowerHER website.

Content choices: For branding purposes, I put the logo at the top right and used the font "Roboto" because it is the same font that is used on the empowerHER website

Delivery method: The backgrounder is going to be available through the empowerHER website and attached to pitches, news releases, and media advisories sent out to the media.

Purpose: The purpose of the backgrounder is to have a physical paper where all the information about the organization is easily found.

Brochure:

Target audience: The target audience for the brochure is prospective mentees (female, ages 5 to 18, without a mother).

VMI:

Person	Age	Resident of	1st	2nd	3rd	1st
Johanna	9	Massachusetts	"Join"	"In need of a superhero?"	Superhero vector	"Join"
Morgan	10	Massachusetts	"In need of a superhero?"	"Join"	eH logo	"In need of a superhero?"
Courtney	9	Massachusetts	"In need of a superhero?"	"Join"	Superhero vector	"In need of a superhero?"
		"In need of a superhero?"			Superhero vector	eH logo
Total Points	8		7	2	1	

In the VMI, the call to action ("Join" with the eH logo) received 8 points, making it clear the audience is seeing what I want them to.

Color and design choices: Since it is targeting children, I wanted to give it a fun design to catch their attention. I went with comic books since these are popular with kids of all ages. For color, I stuck with empowerHER's blue and gray with the additional color black. The brochure was designed as a tri-fold to help minimize costs for my organization.

Content choices: The design first opens up to information about the organization. I put this first so the reader quickly knows if they're interested. Next the reader sees information about group outings. I wanted the reader's first impression of empowerHER to be that it's fun. The group outings is what really makes being a mentee of empowerHER fun. After they're intrigued by these events, readers look to the next panel to find out the dates and times of these events. If there is an event that they're really interested in, it gives the reader a deadline to sign up by. Now that the reader is fully involved, we want to make certain they're qualified. The qualifications, the most monotonous information is put last. If they find out they qualify, the reader turns to the back and finds the contact information and be able to apply.

Delivery method: This brochure is going to be placed in school guidance counselors offices and buildings of worship (ex. churches). Having it as a brochure is a good medium for displaying and carrying. Girls who are interested can then easily take the brochure home to show their father or guardian.

Purpose: The message of the brochure is to inform the girls that there is a group out there that cares about them and wants to support them.

CD cover:

Target audience: The target audience for the CD cover is internal: current empowerHER volunteers (female, Generation X).

Color and design choices: The empowerHER colors were used. The logo was used on the front scaled to what would approximately be the size of a CD taking up the majority of the cover to make it clear that no one could mistake it for a non-empowerHER CD. Since the logo is used on the front, the background color, as not to blend in with the logo is the empowerHER gray (PMS424). The CD design is a pocket design to keep costs down, keep storage space needed down and be more environmentally friendly (no plastic).

Content choices: The CD design has the table of contents on the back so a person sees if what they hope to access is on the CD and where it is on the CD. On the front, the design says "Media Kit" which is replaceable if empowerHER wished to design empowerHER CD's for other uses. Having a title on the front is helpful in distinguishing one CD from another.

Delivery method: CDs are only handed out to members of empowerHER who need access to these documents for editing purposes

Purpose: The purpose of the CD cover is to keep the CD protected and have consistent branding on all empowerHER things.

Client Powerpoint presentation:

Target audience: The target audience for the PowerPoint would be prospective volunteers for empowerHER, generally that would consist of females in Generation X or Y. For the test, the audience thought it was cool how there were different ways to volunteer within the organization. They wished the images were bigger, but I imagined my client to be showing this PowerPoint with a projector, not just through a tiny computer screen like I did.

Color and design choices: My nonprofit wanted to make sure everything I created

for them helped build its brand. empowerHER keeps a very sharp design style, with boxes instead of blends. I wanted to be consistent with that but added an angle to it to add a bit more visual interest. I also used empowerHER colors for the background and text color. The colors and graphics represent empowerHER and make the client feel engaged. The slide layouts vary throughout the presentation also keeping the client engaged, without there being too much change. The PowerPoint has at least two body slides between each transition slide.

Content choices: The PowerPoint has images on more than half of the slides, which fits perfectly inside the desired 40-60 percent of slides needed visual interest.

Delivery method: The presentation would be done in person. It is presented at a conference or a business meeting. Eventually, it is going to be made digital, by adding audio clips to each slide and creating a link at the end of the presentation leading viewers to the sign up sheet.

Purpose: The focus of this presentation is to bring in more volunteers for empowerHER.

E-vite:

Target audience: The target audience is Generation Z and Y/ ages 4-17 females without their mother.

VMI:

Name	Age	1st	2nd	3rd
Samantha	17	Sun design	Rsvp today	Mother's Day Retreat
Johanna	11	Sun design	Mother's Day Retreat	Rsvp today
Morgan	10	Mother's Day Retreat	Sun design	Rsvp today
		Mother's Day Retreat	Sun design	Rsvp today
Total Points	6		8	4

The call to action is the RSVP today, which received is commonly the third element to be noticed in the design.

Color and design choices: I choose blue colors with a watercolor blue design masked into the design because blue makes people feel calm, since the retreat is a very laid back, calming experience. The design had a sun with a mother vector inside to symbolize Mother's Day. The sun rays were designed curvy to keep a calm tone to the design. The design slowly changes colors, be it the background of the watercolors because slow is calm. The headline is in a script font to be more feminine. Also, script fonts are smooth lines which adds to the calm theme. The other font choice is serif so it is easily readable. The when, where and what all are lowercase and with just a period, not a semicolon, to give a more relaxed feeling.

Content choices: The content was kept simple to only have what was needed and organized in sections so the reader could easily identify each element of the event (date, location, etc.).

Delivery method: This is sent via email to the girls who are invited. Invitation are usually mailed. Sending it through email simplifies the RSVP process. The RSVP is

interactive. A person clicks on it to confirm their attendance.

Purpose: The purpose of the e-vite is to inform empowerHER girls that they have been selected to go on the empowerHER Mother's Day Retreat and find out if they are planning to attend.

Flyer:

Target audience: The target audience for this flyer is prospective female volunteers in Generation X living in the Boston area.

VMI:

Name:		State of residence:	1st	2nd	3rd
Nancy	57	Massachusetts	Illustration	Mentor	Tear-offs
Amy	54	Massachusetts	Illustration	Mentor	Tear-offs
Sue	52	Massachusetts	Illustration	Mentor	Sign up at:
Amy	41	Massachusetts	Illustration	Mentor	Link
Sarah	45	Massachusetts	Mentor	Illustration	Link

	Illustration	Mentor	Call to action (Link, tear-offs)
Total Points	14	11	5

Color and design choices: I decided to use the company color PMS 311 for the one color for the flyer to help with branding the company. To make the flyer visually interesting and give a quick idea of what the flyer is about, I added the silhouette of the adult woman holding a girl's hand. The eye is intended to travel from the title in the top left corner (where the eye most commonly starts), following it to the silhouette art, down to the "sign up at" section. I used a script font for the "become a" to contrast the strong bold font. I didn't use it anywhere else in the design because script fonts are not very readable. I used a strong bold font to make sure it would be easy to read from far away or at a quick glance.

Content choices: The headline makes the purpose of the flyer very clear. empowerHER wants more mentors. The headline is attached to the illustrations. The illustration being two females, informs the viewer that this is an organization for females. The illustration leads the eye into the call to actions: where to sign up. More information is then provided next to the illustration.

Delivery method: The plan is to have the flyer posted on community bulletin boards and in community art classes (like a knitting class in a local yarn store). To make the flyer interactive, people tear off of the information so they don't need to look up the website and sign up right away.

Purpose: The purpose of the flyer is to get readers to sign up to become an empowerHER mentor.

Folder design:

Target audience: The target audience for the news release people in the media, so generally Generation X, college educated and living in the Boston area

Color and design choices: Since journalist normally have a busy desk, I made the folder the empowerHER blue so it stands out against all the white paper. I place the contact information on the inside flap where a business card would go, so if for some reason the business card with a direct contact isn't there, the reader still knows a way to reach empowerHER.

Content choices: The front cover of the folder says "empowerHER Media Kit '17, which explains what is inside the folder (all the materials for the media in regards to empowerHER for 2017). On the inside flap, is the table of contents to simplify navigating the papers within the folder.

Delivery method: The folder is kept in the empowerHER office. The folder is also mailed or hand delivered to the media. All the information inside the media kit is also available digitally through Google Drive where it is shared with necessary personnel.

Purpose: The purpose of the folder is to have all of the media material for the year physically accessible in one organized place.

Media advisory:

Target audience: The target audience for the news release people in the media, so generally Generation X, college educated and living in the Boston area

Color and design choices: For branding purposes, I put the logo at the top left and used the font "Roboto" because it is the same font that is used on the empowerHER website.

Content choices: For the media advisory I chose to cover the empowerHER Fall cooking class taught at Good Life Kitchen and how empowerHER member and recently chef-certified Virginia Dunmire is teaching the course. I thought this subject is interesting for media to cover because Dunmire has become a talented chef despite her adversity from autism and losing her mother. It is the most newsworthy thing the organization is doing that is planned right now. The story has proximity and uniqueness giving it its newsworthiness. It was a challenge figuring what to say in the "what" category without telling a story in chronological order. I had to stop and think about what was most important part, not the beginning.

Delivery method: The media advisory is delivered to the press via email.

Purpose: The purpose of the media advisory is to inform the press of the empowerHER event and gain media coverage.

News release:

Target audience: The target audience for the news release people in the media, so generally Generation X, college educated and living in the Boston area.

Color and design choices: For branding purposes, I put the logo at the top left and used the font "Roboto" because it is the same font that is used on the empowerHER website.

Content choices: For the news release I chose to cover the empowerHER Fall cooking class taught at Good Life Kitchen and how empowerHER member and recently chef-certified Virginia Dunmire is teaching the course. I thought this subject is interesting for media to cover because Dunmire has become a talented chef despite her adversity from autism and losing her mother. It is the most

newsworthy thing the organization is doing that is planned right now. The story has proximity and uniqueness giving it its newsworthiness.

Delivery method: The news release is emailed to the press.

Purpose: The purpose of the news release is to get the press to publish a story on empowerHER to give empowerHER positive press.

Newsletter:

Target audience: The target audience for the newsletter is female, Generation X and Y, volunteers of empowerHER.

VMI:

Name	State	First	Second	Third
Christine (49)	Massachusetts	title	calendar	logo
Mary (57)	Massachusetts	title	logo	feature
Janice (58)	Massachusetts	title	calendar	feature
	title	calendar	logo	feature
Total Points	9	4	3	2

Color and design choices: The dates are in blue, so they stand out from the rest of the design, making it easy for the audience to take note of the dates. The typeface, Savoye LET, was chosen because I wanted a script font. Script fonts are generally more thought of as girly and that's what I was going for. With the Savoye LET font, I had to manually connect some of the letters to get the desired effect. I also connected the "y" in Lady with the "L" in Literature. Another font used was Roboto, the same font empowerHER uses for their website. For color scheme, I used the two empowerHER colors PMS 424 (gray) and PMS 311 (blue) as well as a darker version of PMS 424.

Content choices: The newsletter will cover upcoming empowerHER events, highlights of any empowerHER member standing out, and issues on women equality. The information on upcoming events in these newsletters entices the target audience to hold onto them until they receive the next newsletter. The name of the newsletter is Lady Literature because the target audience is all ladies and the organization is made up of ladies and literature sounds very proper. I wanted a more proper sounding name because the organization is empowering these young girls in hopes of them becoming respected women. The lead feature covers the story of an empowerHER girl. It fits in this newsletter because volunteers at empowerHER are invested in the well-being of the empowerHER girls. Therefore they want to hear about the empowerHER girls' struggles and successes.

Delivery method: This newsletter is to be sent quarterly (March, June, September and December). This newsletter is scheduled for March 2017 because that is the month in which the earliest 2017 empowerHER event is planned for.

Purpose: The purpose of this newsletter is to inform the volunteers of empowerHER about what the organization is doing, the successes of the organization and the successes of women in general to show why they should continue to support empowerHER.

Pitch:

Target audience: I chose to write my pitch to Trisha Thandani, a reporter for USA Today. Thadani has previously covered multiple feature stories in the Boston area. She has also previously done a story on special needs children and a couple other stories on kids. Therefore, I thought this story might be of interest to her since it's about young girls in the Boston area. For the pitch, USA Today readers are 68% male, 66% between 25 and 54, and 45% have children under 18, which are the categories my target audience of widowed fathers falls into. The majority of these categories makes up most of the readers, so I feel like if the story is written in USA Today, my goal of reaching widowed fathers whose children are under 18 is met.

Color and design choices: For branding purposes, I put the logo at the bottom and used the font "Roboto" because it is the same font that is used on the empowerHER website.

Content choices: I offered Thandani the chance to hang out with Dunmire for the day seeing her prepare and teach this cooking class with a meal provided at the end by the chef, because Thandani has expressed interest in cooking and food through some of her social media.

Delivery method: The pitch is sent via email since this is a quick form of communication. The background is attached to the email. The relationship between empowerHER and Thandani isn't strong enough yet for a phone call to be made to pitch the story.

Purpose: The purpose of the pitch is to receive media coverage of the empowerHER Fall 2016 cooking class.

Social media strategy:

Target audience:

Blog: Bloggers aged 24-36 make up 53 percent of the blogger community, so the empowerHER blog should target the Generation X and Generation Y, widowed husband or single male with at least one child. The target audience are fathers without a wife because empowerHER targets families who have lost their mother. Blogs should target an audience that has a very specific interest. Since the blog targets fathers, empowerHER focuses on the father's interest to bond with his daughter.

Facebook: The Facebook page highlights what empowerHER is doing for the father's daughter. Any father should be interested in that. Also, 87 percent of internet users between the ages of 18 and 29 use Facebook, and 73 percent of internet users between the ages of 30 and 49 use Facebook.

Instagram: The target audience of Instagram users should be successful, Generation Y, female volunteers, possible volunteers and sponsors for empowerHER because more than 90 percent of Instagram users are in Generation Y.

Twitter: Generation X and Y make up 62 percent of Twitter accounts.

Color and design choices: For branding purposes, I put the logo at the top left and used the font "Roboto" because it is the same font that is used on the empowerHER website.

Content choices:

Blog and Facebook: To drive at the interest of the target audience (fathers), the

blog content is happy and allows the father to connect with his daughter more through suggested activities and posts about activities his daughter is participating in with empowerHER. Facebook is a great platform for informing the fathers of empowerHER events their daughters are welcome to attend and for uploading photos for the fathers to see their daughters enjoying the events.

Instagram: Posts highlight the success of the organization through its events, growth and sponsors. Posts feature empowerHER girls learning, growing and showing their strength.

Twitter: Twitter is used highly for spreading media news. The target audience for twitter is the Generation X and Y female empowerHER volunteers, so they are interested in hearing about news related to empowerHER and news related to empowering women. Therefore, empowerHER tweets inform readers about news related to empowerHER.

Delivery method: EmpowerHER currently uses Twitter, Facebook, Instagram and a blog for social media.

Blog: Currently, the empowerHER blog is rarely updated. The last post is from June 21, 2016. For blogging, it is better to post shorter and more frequent blogs. Link-sharing among blog readers peaks at 7 a.m., commenting peaks at 8 a.m., and blog reading peaks around 10 a.m. So it is advised that empowerHER blogs be posted around 6:30 a.m. It is also recommended that blog posts be shared to Twitter and Facebook because this leads a 149% increase in inbound links to the blog. Blogs should not have an expiration date. The information should still be relevant weeks later because 75 percent of blog views and 90 percent of blog leads came from old posts.

Facebook: Facebook should be posted only once a day. When promoting a blog post on Facebook, post on Mondays at 1 p.m. for optimal shares. When posting photos on Facebook, post at 3 p.m. for optimal likes. Currently, the majority of posts are thanking volunteers and sponsors while highlighting the events associated. This make the page come off as just an advertising platform and not something to engage in.

Instagram: Instagram should be posted on at least one to two times a day during off-work hours.

Twitter: There should be three posts, including retweets and replies on Twitter each day. Posting around 5 p.m. on Twitter receives the most retweets.

Purpose: The purpose of social media is to keep all peoples involved in empowerHER through reminders about success, upcoming events, and how the reader can do more.

Summary:

Overall, I'm very happy with what I've created in this course. In my opinion, the best courses offered at the University of Miami are the ones where students leave with portfolio material. My client was incredibly excited and easy to work with for the first half of the semester. Over time, her response rate slowed. Thankfully, I was able to receive almost everything I needed from her at the beginning when she was still fairly active. If I were to do this project again, I would definitely pick a client

more local whose target audience was college students. It would make creating the information easier, since I am the most knowledgeable about college students compared to other audiences. Also doing VMI's would have been more convenient, rather than calling, skyping and emailing families I babysat for back home. Before this course, I never liked editing and I didn't see much of a point in it. This course has taught me otherwise. Learning AP style, seeing the mistakes I made in rough drafts and the difference in editing is something I see myself using professionally.