

Community
Foundation

FOR SOUTHEAST MICHIGAN

myCF

A platform for permanent, positive community change.

A Marketing and Communications Plan

Campaign Brief



The Community Foundation for Southeast Michigan is launching MyCF, a new digital platform for staff, donor advisors, nonprofit endowment partners, and grantees.

MyCF will serve as a centralized, intuitive space to recommend grants, manage funds, track giving history, and access critical endowment information.

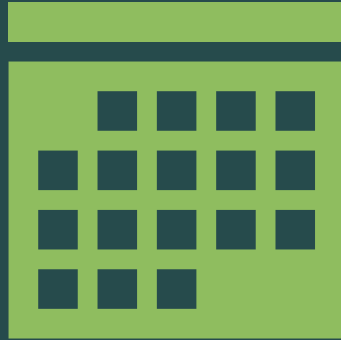
This campaign will introduce MyCF to our key audiences with a tone that reflects innovation, trust, and community-centered support.

- **Launch Date:** June 17 for Donor and Nonprofits with Endowment Portal
- **Goal:** Drive awareness, engagement, and confident use of the new MyCF platform.
- **Key Audiences:** Staff, donor advisors, endowed nonprofits and nonprofit partners.
- **Messaging Theme:** “MyCF: Your Funds and Grants - Simplified.”

Plan Outline



AUDIENCES



PHASES



WORKPLAN



AUDIENCES



**FOUNDATION
STAFF**



**DONOR
ADVISORS**



**ENDOWED
NONPROFITS**



**NONPROFIT
PARTNERS**



FOUNDATION STAFF



Core Need:

Understanding the platform, building internal confidence, and effectively supporting donors and nonprofit partners.

Tone:

Collaborative, informed, mission-driven

Tagline:

MyCF: Our partnership platform for impact.



**FOUNDATION
STAFF**

Key Messages



- **We're all ambassadors.**
 - Every staff member plays a role in helping users feel confident and supported with MyCF.
- **One platform, breaking silos.**
 - Whether you work in programs, donor services, finance, or communications—MyCF supports your work and the people we serve.
- **Support and learning are ongoing.**
 - You'll have access to training, resources, and real-time assistance as we launch and evolve the platform.



Tactics

- **Internal All-Staff Preview Meeting (May):**
 - Live walkthrough with leadership and project leads, plus Q&A
- **Staff Toolkit (May – June):**
 - Internal slide deck with talking points, platform overview, FAQ, email templates, and troubleshooting guide
- **Dedicated MyCF Foundation Connect Page**
 - Includes training materials, recorded demos, escalation protocols, AI Agent, and brand assets
- **Internal Recognition**
 - Highlight staff contributions to development and launch during all-staff meetings or in internal communications

**FOUNDATION
STAFF**



Core Need:

Simpler, more intuitive giving

Tone:

Empowering, streamlined, impact-focused

Tagline:

MyCF: Your Funds and Grants – Simplified.

**DONOR
ADVISORS**



Key Messages

- **Your giving, your way.**
 - Access your fund and recommend grants with just a few clicks—from any device, any time.
- **Real-time visibility.**
 - Track balances, grant history, and fund performance on your schedule.
- **Expert support is built in.**
 - Have a question? Our Donor Services team is always just a click away.
- **Safe. Secure. Seamless.**
 - Built with your security and user experience at the forefront.

**DONOR
ADVISORS**



Tactics

- **Teaser Emails (Week of May 27):**
 - “Coming Soon: Giving that fits your life.”
- **Postcard Teaser (Week of May 27):**
 - “Coming Soon: Giving that fits your life.”
- **Launch Email (June 17):**
 - Includes video, login link, quick-start guide PDF, top 3 “What’s New” bullets.
- **Short Video (60–90 seconds):**
 - “A Better Way to Give” – donor POV, shows grant recommendation in action
- **Live Events**
 - In-person events that help donors learn how to use MyCF
- **Impact Story Series (Post-Launch, July):**
 - “How donors are streamlining their giving and staying more connected with causes they are about.”



ENDOWED NONPROFITS



For Endowed Nonprofit Partners

Core Need:

Transparent fund management, better tools for financial planning

Tone:

Trust-building, clear, collaborative

Tagline:

MyCF: Your Funds and Grants - Simplified.



ENDOWED NONPROFITS

Key Messages



- **See the full picture.**
 - View your endowment performance and fund balances.
- **Simplify your operations.**
 - Download reports, track distributions, and manage fund documentation with ease.
- **Grow with confidence.**
 - Better tools mean stronger planning and stewardship for your future.
- **Support when you need it.**
 - Our team is here to walk with you every step of the way.

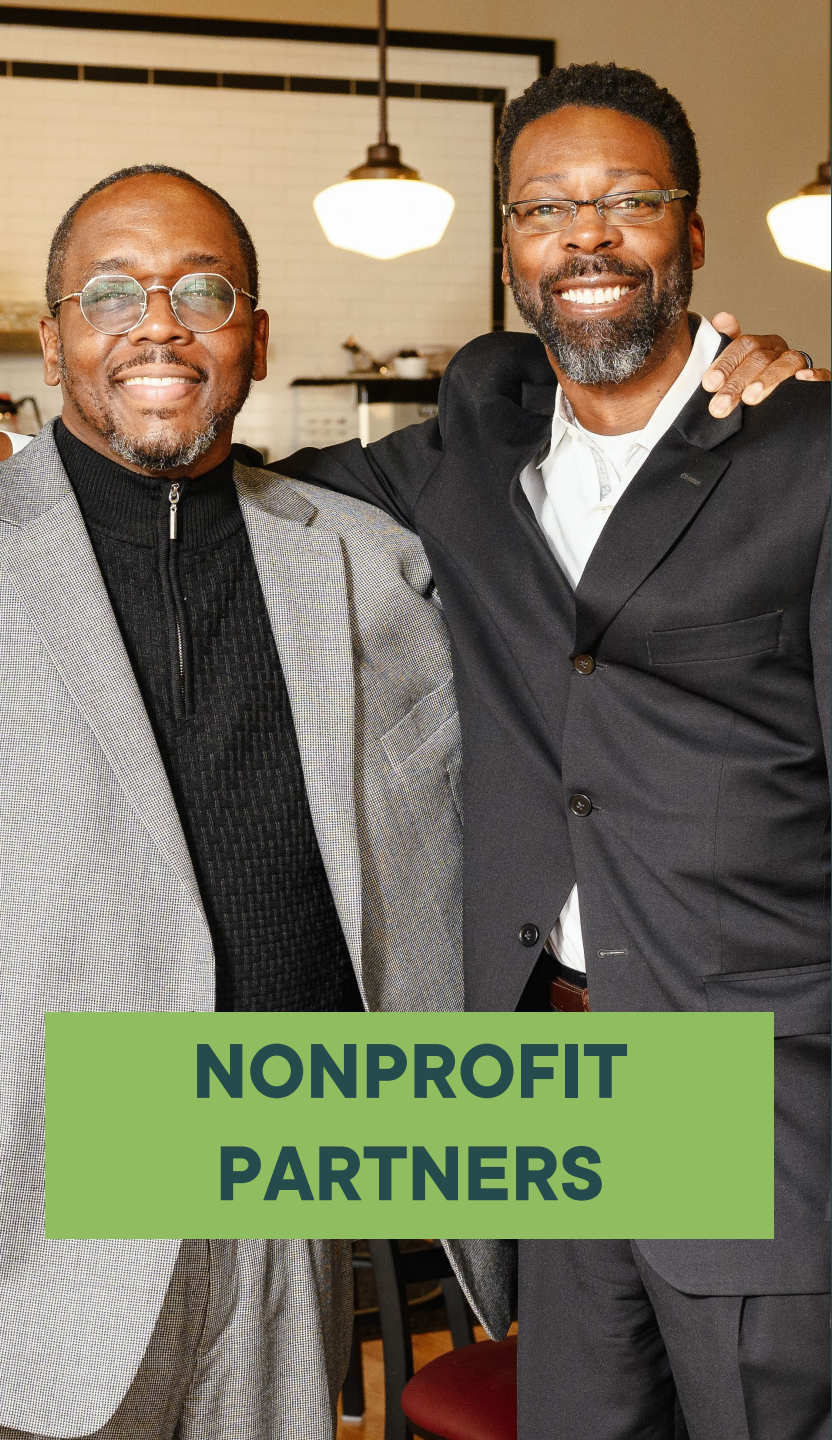


ENDOWED NONPROFITS

Tactics



- **Teaser Emails (Week of May 27):**
 - “Managing your fund is about to get easier.”
- **Launch Email (June 17):**
 - “Welcome to MyCF: Your new endowment dashboard.”
- **Short Video (60–90 seconds):**
 - “Better Fund Management Starts Here” – nonprofit leader logs in, pulls reports, sees distributions.
- **Webinars Series for Grantees:**
 - Live demo + “Ask Us Anything” office hours sessions post-launch.
- **Live Events**
 - In-person events that help nonprofits learn how to use MyCF.
- **Impact Story Series (Post-Launch, July):**
 - “How [nonprofit name] uses MyCF to plan for the future”



NONPROFIT PARTNERS



Core Need:

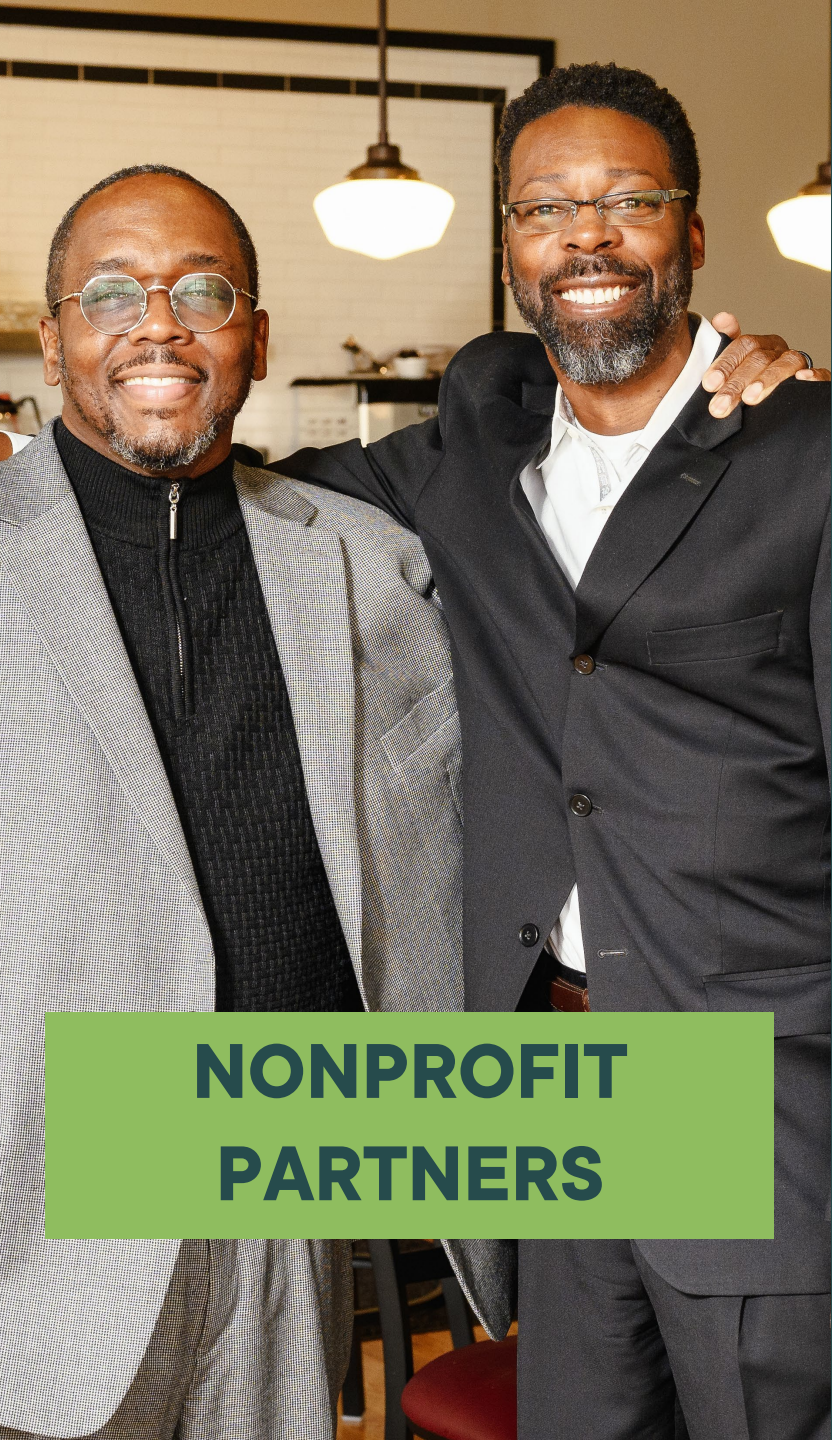
Efficient tools to apply for funding, manage active grants, and track progress seamlessly.

Tone:

Supportive, clear, collaborative, empowering.

Tagline:

MyCF: Simplifying your grant journey.

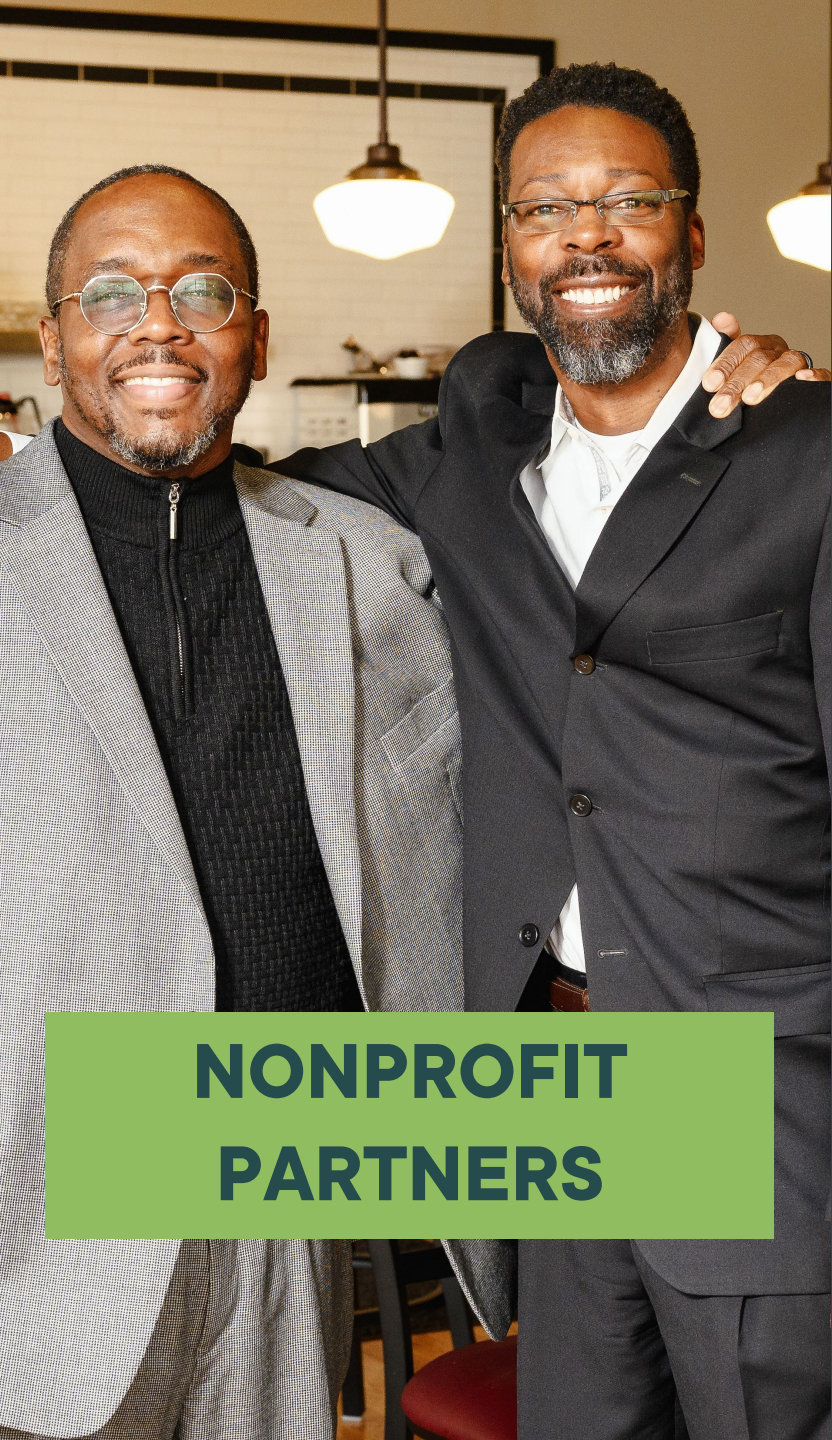


NONPROFIT PARTNERS

Key Messages



- **Faster, Easier Application Process**
 - Simplified request process that reduces the effort in early stages of applying.
- **User-Friendly Grant Platform**
 - Save valuable time applying for funding with a more intuitive and streamlined platform.
- **Clearer Expectations and Guidelines**
 - More transparency around funding priorities, selection criteria, and timelines
- **Your Partners in Impact**
 - Our Community Impact team is here to help—just a click away.

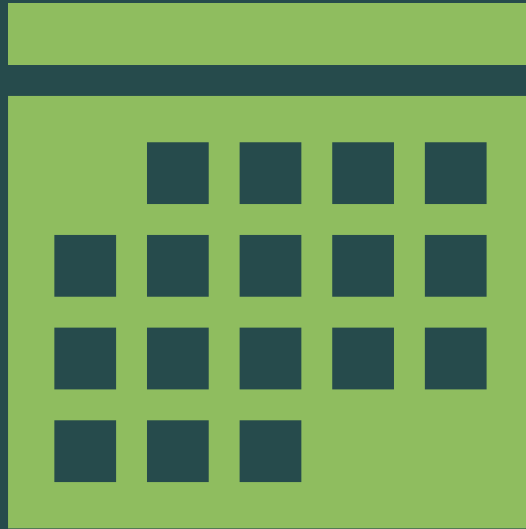


NONPROFIT PARTNERS

Tactics



- **Teaser Emails:**
 - “Applying for and managing your grants is about to get simpler.”
- **Launch Email:**
 - “Meet MyCF: Your New Home for Grant Applications and Management.”
- **Short Video (60–90 seconds):**
 - “Simplify Your Grant Journey” – Demonstration of grant application and management workflow.
- **Training Webinar**
 - “Grant Applications and Reporting with MyCF” – practical demonstration and Q&A



PHASES

PHASE 1: Asset Development & Branding (April 8 – May 17)



Objective: Build a cohesive visual and verbal identity for MyCF that aligns with the Community Foundation for Southeast Michigan's brand and values.

- **Visual Identity Design:**

- Logo or lockup for MyCF that complements existing Community Foundation branding
- Color palette and iconography for platform materials

- **Messaging Framework:**

- Tagline: "MyCF: A smarter way to create a thriving community."
- Key messages tailored for donor advisors, nonprofit partners, and internal teams

- **Design Templates:**

- Email headers and footers
- Social media post templates
- One-pagers or fact sheets (print and digital versions)
- Slide deck templates for virtual training

- **Video Assets:**

- Storyboarding for "How-To" tutorials
- On-screen visuals aligned with branding

- **Knowledge Base Buildout**

- **Chat Bots**

- Answers general questions and links to staff support

- **Photography/Imagery:**

- Select warm, professional, community-focused visuals

PHASE 1.5: Landing Page & Platform Interface Updates (April 22 – June 7)



Objective: Ensure MyCF's digital presence reflects the brand and supports usability.

- **Landing Page Wireframing and Copywriting (April 22 – May 3)**

- MyCF login portal introduction
- Highlight key features and benefits
- FAQ section and video preview

- **Design & Development (May 6 – May 24) :**

- Final integration of brand elements
- Check for Desktop and mobile responsiveness
- Integrate Chat functionality

- **Internal Testing & Review (May 27 – June 7)**

- Ensure usability and accessibility
- Confirm alignment with donor/nonprofit needs

PHASE 2: Pre-Launch (May 20– June 16)



Objectives: Build anticipation, prepare audiences, and offer a preview of the benefits to come

- **CFSEM Landing Page**
 - A cfsem website page with a timeline, videos, and general information.
- **Email Save the Date:**
 - Announce upcoming platform launch, share name and theme, build anticipation.
- **Paper Mail Save the Date**
 - Announce upcoming platform launch, share name and theme, build anticipation.
- **Website Teaser Banner:**
 - Feature homepage banner with “Coming Soon: MyCF – Your new home for managing charitable giving.”

PHASE 3: Launch (June 17)



Objectives: Drive initial logins and engagement, educate users on functionality, and communicate support availability.

- **Launch Email:**
 - Introduce MyCF, highlight 5 key benefits, include login instructions and contact info for help.
- **Short How-To Videos:**
 - Embed on website and in emails – simple, accessible walkthroughs of logging in, making a grant, checking fund balances.
- **Live Virtual Demos Offered:**
 - Offer sessions for both donor advisors and nonprofits, with Q&A.

PHASE 4: Ongoing Engagement (July – October)



Objectives: Deepen comfort and adoption. share stories of impact using MyCF and continue support and feedback loops.

- **Monthly Emails:**
 - Feature user tips, grant impact stories, and feedback prompts.
- **Case Studies/Spotlights:**
 - Profile donor advisors and nonprofits showing how MyCF helped streamline their work.
- **Help Desk Support**
 - Maintain active assistance line and promote it in all materials.
- **Feedback Survey:**
 - Post-launch user satisfaction check-in.
- **CFSEM Events**
 - Feature MyCF as a part of overall presentations at “CFSEM 101” events.



WORKPLAN

Nonprofit Partners



Workstream 1: Audience Segmentation

Lead: Sarah

Support: Greg, Community Impact Team

Deliverables:

- Segmented list of emails based on grant type
- Content for each audience
- Grant Cycle Timelines

Timeline:

Workstream 2: Web & Digital Experience

Lead: Ashley

Support: Millie, IT

Deliverables:

- MyCF pages formatted
- Embedded Forms/Links
- Knowledge Base
- Community Foundation website updates

Timeline:

Nonprofit Partners



Workstream 3: Emails

Lead: Ashley

Support: Millie, Donor Services, IT, Program

Deliverables:

- 1 Community Foundation teaser email
- Other Newsletter Content
 - MJF
 - Pontiac
 - NEI
 - Chelsea
 - Livingston
- 1 Pre-Launch email from Community Foundation
- Launch email

Timeline:

Workstream 4: Video

Lead: Ashley

Support: Millie, Donor Services, IT, Program

Deliverables:

- How to navigate MyCF as a grantee

Timeline:

Workstream 1: Branding & Visual Identity

Lead: Millie

Support: Ashley

Deliverables:

- MyCF logo/lockup
- Color palette and icon system
- Visual brand guidelines

Timeline:

- May 5-9: Initial concept development
- May 12-23: Review and finalize assets
- May 26-30: Distribute brand kit to project team

Workstream 2: Email Series + Mailing Development



Lead: Ashley

Support: Millie, Donor Services, IT, Program

Deliverables:

- Mail pieces for Donor Advisors
- 2 teaser emails (donor + grantee)
- 2 launch emails (donor + grantee)
- 2 follow-up emails (July)
- Save-the-date internal announcement
- Monthly email templates for ongoing engagement

Timeline:

- May 5-9: Draft initial email copy and formatting
- May 12-16: Stakeholder review
- May 19-23: Finalize, load into email platform, send mailer

Workstream 3: Video Production

Lead: IT

Support: Millie, Donor Services, Ashley, Program

Deliverables:

- Short how-to clips (login, grant recommendation, fund overview)

Timeline:

- May 12-16: Scripting and storyboarding
- May 19-30: Filming and editing
- June 2-6: Final review and delivery

Workstream 4: Print, Downloads, General Content



Lead: IT

Support: Ashley, Millie, Leslie

Deliverables:

- MyCF quick-start guide (PDF/Webpage/Chatbot/Knowledge Base)
- Top 5 Features (Blog Post)
- Five Ways MyCF Improves Fund Management and Philanthropy (Blog Post)

Timeline:

- May 5-9: Initial concept development
- May 12-23: Review and finalize assets
- May 26-30: Distribute materials to project team

Workstream 5: Web & Digital Experience

Lead: Ashley

Support: Jack, Millie, IT

Deliverables:

- Landing page for MyCF (cfsem.org/MyCF)
- MyCF pages formatted
- Platform overview with videos, timeline, FAQs
- Foundation Connect site with toolkit and training resources
- Functional Chatbot, Live Support, and Resources available

Timeline:

- April 21–May 9: Copywriting and wireframes
- May 12–30: Design and buildout
- June 2 – 6: Final internal testing and review

Workstream 6: Staff Training & Internal Toolkit



Lead: IT

Support: Ashley, Millie, Jack

Deliverables:

- Internal slide deck: Platform overview + talking points
- Staff FAQs
- “What’s New” cheat sheet
- Office hours schedule and contact sheet

Timeline:

- May 5-9: Initial concept development
- May 12-23: Review and finalize assets
- May 26-30: Distribute materials to project team