



TULARE-KINGS RIGHT TO LIFE

REVIVING A CULTURE OF LIFE

One Year Marketing Plan

Presented to:
Staff of Tulare-Kings Right to Life

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Executive Summary

Tulare-Kings Right to Life (TKRL) seeks to educate the community on the issues around the sanctity of human life regarding abortion, infanticide, assisted suicide and euthanasia. TKRL seeks to make abortion unthinkable through educational presentations that show the intrinsic value of human life regardless of age. Ultimately, TKRL seeks to empower individuals to choose life by showing them that they are capable and strong enough to make the choice. Since opening its doors over 25 years ago, TKRL has not strayed from their vision and have prevented any abortion clinics from coming to Tulare and Kings Counties. This research was intentionally done so that TKRL could identify areas that need improvement and implement possible marketing strategies throughout the organization.

Marketing Strengths Discovered in Plan:

- Unique mission and purpose in the pro-life movement
- TKRL does a highly effective job of having a pervasive presence in the community through consistent events, seminars and billboards
- Large number of supporters in the community who very passionate about the mission of the organization
- Volunteer retention rate is very high, and these individuals continue to come back to serve year after year
- Talented and motivated staff members

Primary Marketing Problems the Plan will Address:

- Uniqueness and operations of organization are not emphasized externally
- Marketing is not viewed as a priority within the organization, and they don't have a designated marketing or promotions team
- Lack of presence on social media platforms other than Facebook
- Success Stories are not effectively collected or shared on website and social media accounts
- Lack of volunteer recruitment strategies, consistent training program and utilization measurements
- No survey in place to gauge effectiveness of educational presentations
- TKRL could do a better job of tracking clients who have been impacted by the organization since there is no follow up system in place
- Creating more concrete output measurements

Most Valuable Recommendations:

- Refine the mission statement to emphasize the “how” of the organization
- Collect success stories from those who have been impacted by TKRL in written, digital or video form and communicate them internally and externally

- Use client tracking form and database to create consistent system to follow up
 - Create concrete volunteer training program and satisfaction survey
 - Focus on hiring an intern and creating marketing focused volunteer team
 - Revamp website by adding additional tabs to clarify mission and simply what TKRL does to supporters who come to the website
 - Focus on creating volunteer program specifically for churches that will be referred to as the “Ambassador Program”
 - Place more recruitment efforts on gathering volunteers that are high school and college age individuals
 - Create Instagram account for TKRL
 - Send out newsletter/email to supporters monthly
 - Communicate ways to give on website in simple and concise manner
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To my friends at Tulare-Kings Right to Life,

Having the opportunity to work with an organization that I am so passionate about and love so deeply like TKRL was an incredible honor. The support that I felt from all of you throughout the semester kept me going. I can't thank you enough for allowing me to do my project on your organization and allowing me to be a part of the work that you are doing. I am blown away by the impact that you have had in the Central Valley and the humility that each of you possess. This organization is so needed in our culture today and seeing how God has provided for you over the years showcases His hand on this non-profit. I truly hope that this marketing plan is valuable for your organization and that you able to make an even bigger impact in our county. Excited for what's ahead for TKRL and praying that I will be able to be part of it in some way.

Blessings,
Rachael Jackson

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I. Current Assessment & Analysis

Brief History:

It all began in the 1980's in Visalia, California, where a group of women would meet regularly to write letters to government officials about the current abortion laws in place. April Kesterson and her husband had just moved to town and heard about what the women were doing, and April wanted to be a part of it. Not long after that, the leader of the club approached April and asked if she would consider taking over the position and leading the group. She was reluctant at first but then was reminded of a prayer where she asked the Lord to use her in the pro-life movement in some way...this was her unexpected answer to that prayer. She moved the meetings to a church and named the group Tulare County Right to Life. April began to realize that if she was going to make any headway with the organization, they had to create a Board of Directors and the position of Executive Director. This soon developed into the organization that was renamed and is Tulare-Kings Right to Life today. She developed three other programs that were under TKRL in order to approach the community in the most strategic way possible. The Lord has shown His faithfulness to the organization by constantly providing for them, whether it was funds that were needed or position that was filled with the perfect person for the job. April Kesterson was the Executive Director for 25 years and retired in 2016. In the last few years, TKRL has had two different Executive Director's and currently does not have the position filled.

Internal Environment

Purpose: The purpose of this section is to assess the current operations of the organization to identify areas of strength as well as areas that may need improvement. Findings within each section are categorized as **strong**, **may need improvement**, and **definitely needs improvement**.

A. Primary Problems

Overview: The primary problem that Tulare-Kings Right to Life (TKRL) focuses on is the educating the community on the issues of sanctity of human life regarding abortion, infanticide, assisted suicide and euthanasia. They strive to create relationships with individuals who are most likely to find themselves in a crisis pregnancy situation and empower them to choose life for their child. TKRL wants to be a pervasive presence in the community that stands for life and fights for the rights of the most vulnerable. The following statistics showcase why an organization like TKRL must exist and the depths of the issues that they are addressing.

Vital Industry Statistics:

- Planned Parenthood's clinics perform 1/3 of abortions in the U.S. (Article #6)
- In May 2020, 48% of America said they are pro-choice, 46% said they are pro-life (Article #3)
- 592 people died in California due to Physician Assisted Suicide in 2017 (Article #9)
- 24 million Generation Z preborn lives lost to abortion since Roe v. Wade was passed
- 60 pro-life bills introduced or passed in state legislatures by early 2021 (Article #8)
- Over 155 pro-life pregnancy clinics compared to 115 Planned Parenthood Clinics in California (Article #10)

B. Mission Statement Assessment

Personal Evaluation: The current mission statement is **strong** because it provides an accurate presentation of what the organization stands for. It states that their organization exists for the benefit of the community and does well defining how they stand for sanctity of all life, no matter the age. However, the mission statement **may need improvement** because they do not specify in what capacity they are a community benefit organization or how they are different. This has led to confusion among volunteers and the community since what they do is not defined. The how behind TKRL includes educational seminars, health fair booths and school visits which are the main way relationships are built with the target audience. The placement on the website **definitely needs improvement** in order to show that TKRL is the mother organization to three other programs and to better communicate to website visitors.

Current Mission Statement: Tulare-Kings Right to Life is a community benefit organization dedicated to reviving a culture where all human life is valued and protected. Educating the community on abortion, assisted suicide, euthanasia, and other actions that deny human dignity, we uphold and support the value of human life regardless of ability, age, ethnicity, religion, whether born or unborn. (Website #7)

Strong:

- The current statement provides a clear overarching picture of what TKRL stands for (Personal Observation)
- Staff have a clear understanding of what the organization does and how it functions (Employee Interview #1, #2, #3, #4)

May Need Improvement:

- Explaining the community that TKRL focuses their outreach to (Personal Observation)
- Defining what the other programs under TKRL are and how they add to the community (Employee Interview #1)

Definitely Needs Improvement:

- Placement of the mission statement on the website (Personal Observation)
- Could clarify the “how” of the organization in the mission statement so that volunteers and supporters have a better understand of what they do (Employee Interview #1, BOD Interview #2)

C. Overall Assessment of Success Measurements

Personal Evaluation: Tulare-Kings Right to Life has a **strong** awareness of the value of achieving success in all aspects of their organization. However, TKRL **may need improvement** in the way that they define success as an organization and the systems they have in place to track. TKRL **definitely needs improvement** in capturing success stories of individuals who have been impacted by the organization and showcasing the relationships that have been made. Also, the internal communication of success **may need improvement** as well and external communication of success **definitely needs improvement**.

Strong:

- There is awareness throughout organization that success measurements need to be prioritized. (Employee Interview #1, #2, #3, BOD Interview #1)

May Need Improvement:

- Staff members share similar but differing views of what success looks like as an organization (Employee Interview #1, #2, #3, #4, Personal Observation)
- System in place to track are not efficient for long-term data collection (Employee Interview #1, #2, BOD Interview #1)

Definitely Needs Improvement:

- Effectively sharing success stories (numbers and success stories) that will encourage donors and supporters (Employee Interview #1, BOD Interview #1)
- Success is not consistently communicated externally across various platforms (Personal Observation)
- Accumulating evidence of success with the individuals touched by the organization (BOD Interview #1, #2)

1. Success Stories Assessment & Communication

Personal Assessment: Various staff members and stakeholders have success stories to tell. However, the collection and communication of these stories (written or video) **definitely needs improvement**. They also **need improvement** in the way they

capture and share these encouraging success stories on their website and social media accounts.

Strong:

- Leadership has communicated that capturing and communicating success stories needs to be prioritized (Employee Interview #1, BOD Interview #1, #2)
- Success stories shared at annual banquet for supporters (Employee Interview #1)

Definitely Needs Improvement:

- While staff members and clients have many stories to tell, they have not been written down or captured on camera. (Employee Interview #1, #2, #3, #4, Personal Observation)
- No success stories on website (Website #7)
- No consistent system used to collect testimonials or success stories (Employee Interview #1, #2, #3, #4, Personal Observation)
- Lack of success stories on social media accounts (Personal Observation)

Possible Success Stories to Capture:

- Mom who chose life for her child
- Volunteer who didn't know where she stood on abortion before TKRL
- Man or woman who was almost aborted themselves
- Woman who found healing after her abortion
- Father who stayed with the mother after choosing life

2. Output Measurements Assessments & Communication

Personal Assessment: TKRL understands the value and importance of gathering output measurements. They **definitely need improvement** in the process of collecting and identifying quantified measures to be able to communicate success through a numerical measurement. Also, they **may need improvement** in identifying additional measurements that track the success of TKRL through various collection methods. (Ex. Number of people involved, number of health fairs attended...)

Strong:

- Understand the importance of collecting output measurements to show success (Employee Interview #1, #2, Personal Observation)

May Need Improvement:

- Identifying additional measurements that showcase the success of TKRL (Employee Interview #1, BOD Interview #1)
- Tracking system for individuals who have come in contact with TKRL (Personal Observation)

Definitely Needs Improvement:

- Communicating the number of lives that have been saved by TKRL (Personal Observation)
- Displaying the numerical measurements of the people that have been educated about every human's right to life (Personal Observation)

Possible Outputs to Measure:

- % of women who chose life in the Central Valley
- Number of lives changed/saved
- % of people who changed their mind after interacting with TKRL
- Number of people involved
- Number of churches involved
- Number of babies born

3. Outcomes Measurements Assessments & Communication

Personal Assessment: The staff at TKRL works hard to make a difference in people's lives and have a **strong** group that they could collect outcomes from. But TKRL's measurement and communication of outcomes **definitely needs improvement**. They do not currently conduct pre/post surveys to track outcomes for any of their events or seminars. Currently there is no method to measure the growth of the individuals that they come in contact with. Measuring outcomes for an educational organization like TKRL is important so that they know whether they are doing an effective job or not.

Strong:

- Staff knowledge of the impact of measuring and communicating outcomes from TKRL's work (Employee Interview #1, #2, Personal Observation)

Definitely Needs Improvement:

- Implementation of Pre/Post surveys to determine how clients experience with TKRL impacted them (Personal Observation)
- Communication of these outcomes on social media, website and newsletter (Personal Observation)

- Obtain numerical evidence of the work of TKRL (Employee Interview #1, Personal Observation)

Possible Outcomes to Measure:

- Knowledge of pro-life responses after training
- Find a way to track alumni and measure involvement with the movement
- Pre and post assessment through survey to show impact of educational seminars
- Effectiveness of education seminar
- Whether mindset towards abortion changed
- Survey to volunteers to measure their knowledge/view on the pro-life movement

D. Marketing Decision Making Assessment

Personal Evaluation: TKRL currently has no marketing position inside their organization and the responsibility falls on various staff members. They have **strong** material to market to the community however, no system in place to do so. There is **definitely a need for improvement** in creating and strategic plan that addresses both digital and non-digital marketing efforts. Also, they **definitely need improvement** in their overall decision-making process and the way they define success.

Strong:

- Occasional posts about events and programs on social media and website (Website #7, Personal Observation)
- Staff member in charge of distributing posters around community (Personal Observation)

Definitely Needs Improvement:

- Creating a clear vision and focused approach in the marketing that they want to communicate to their stakeholders (Personal Observation)
- There is no dedicated person or committee to make marketing decisions (Employee Interview #1, #2, BOD Interview #1)
- Continual strategic planning for marketing ideas (Personal Observation)
- No clear definition of success (Employee Interview #1, Personal Observation)

E. Alumni Program Assessment

Personal Evaluation: TKRL has a **strong** influence in the community and in individuals and families lives but no sustainable program in place. They **may need improvement** to their current alumni tracking system in order to stay in better touch with those who were impacted by TKRL.

There is **definitely a need for improvement** in the alumni program as a whole since they currently are not tracking the experiences or stories of those they are serving in a long-term way.

Strong:

- A large amount of people that have had their lives completely changed by TKRL (Employee Interview #1, #4, Volunteer Interview #2, Personal Observation)
- Past clients they have interacted with have stayed in touch with staff members (Employee Interview #1, #4)

May Need Improvement:

- Establishing a plan to stay connected to alumni and gather their success stories (Employee Interview #1, BOD Interview #1, Personal Observation)
- Streamline way that staff members stay in touch with past clients (Personal Observation)

Definitely Needs Improvement:

- Program for alumni to stay involved with organization (Personal Observation)
- Sustainable tracking system to record alumni's experience with TKRL (Personal Observation)
- Way to tell stories of past clients who have been touched by the organization (Employee Interview #1, BOD Interview #1)

F. Board of Directors Assessment & Satisfaction

Personal Evaluation: TKRL has a Board of Directors (BOD) consisting of eleven people who meet once a month and are passionate about the mission of TKRL and the pro-life movement in general. They are a working board who has a **strong** active approach in decision making. The Board is currently making the majority of decisions for the organization since they currently have no Executive Director and therefore are very involved. The BOD keeps the staff on track and the vision of TKRL alive. They **may need improvement** in developing a tracking system of high importance and satisfaction for the members of the BOD. Also, they **may need improvement** in recruiting members of the board who could bring various perspectives and talents to the team. They **definitely need improvement** in creating an action plan for the organizations future growth and decision making.

Strong:

- Members are active in their giving of money, time or service (Employee Interview #1, #2 BOD Interview #1, #2, Personal Observation)
- Gives the organization creditability, accountability and direction (BOD interview #2)

May Need Improvement:

- Creation of a survey or system to track the satisfaction of the Board of Directors (Personal Observation)
- Process for recruiting new board members who could bring various talents and perspectives to the table (BOD Interview #2, Volunteer Interview #1, #2)
- Involvement of the board's talents at fundraising events (Employee #4, Personal Observation)
- Visibility and of board members to volunteers and supporters of TKRL (Personal Observation)

Definitely Needs Improvement:

- An action plan and certain goals for the organization to strive towards (Personal Observation)
- Utilization of the board's passion and knowledge of the pro-life movement (Personal Observation)
- Display of BOD on website (Personal Observation)

G. Volunteer Assessment & Satisfaction

Personal Evaluation: TKRL has a **strong** base of consistent volunteers who come back to serve year after year. There are a variety of roles that a volunteer can hold in the organization depending on their strengths. Volunteers are truly the ones who represent the organization in the community whether they know it or not. However, they **definitely need improvement** in areas of recruitment, training and utilization. TKRL has many loyal volunteers but they are sometimes underutilized and could be more of an asset for the organization. TKRL relies on volunteers to put on events, occasionally attend aid at educational seminars and represent them in their sphere of influence. Also, one of the main focuses of TKRL is the recruitment of support from local churches and prominent businesses and the system they have in place to do so **definitely needs improvement** as well.

Importance of Volunteers to the Organization

- Needed in order to impact a greater number of people since the staff only consists of four employees (BOD Interview #1)
- They are the storytellers of the organization and spread the word about what TKRL does to people in the community (Employee Interview #1, BOD Interview #1, #2)
- Volunteers are able to reach unique groups of people in their day-to-day lives. (Employee Interview #1)
- Since TKRL does not have very many staff members, they rely on volunteers to be there to help for events and fundraisers (Employee Interview #3)

Volunteer Coordination

- Coordinated and kept track of by the events staff member over the program (Employee Interview #1, #3)
- Currently a loose program in place that is centered around the volunteers for events (Employee Interview #3)
- Events staff member coordinates duties of each volunteer on an individual basis (Employee Interview #3)

Responsibilities of Volunteers

- Many opportunities available depending on the skills of the volunteer and their passion for the movement. (Ex. Decorating tables at an event, running a ticket booth, to representing TKRL at a school presentation) (Employee Interview #1, #2, #3)
- Volunteers can view list on website to see available opportunities to serve the organization (Website #7)
- TKRL strives to get to know each volunteer and put them where their gifts will be utilized (Employee Interview #1, #2, #3)

Volunteer Recruitment

- Looking for particular type of person who will be able to handle conversations with compassion and confidence (Employee Interview #1, Volunteer Interview #4, #6)
- Recruit through events at churches, schools and health expos (Employee Interview #1, #2, #3)
- Word of mouth among community (Employee #1, Personal Observation)
- Heavily focused on contacting past volunteers to come back and serve again (Employee Interview #3)
- Their recruitment methods may need to be shifted in order to get the younger generation in the community more involved (Volunteer #1, #4, Personal Observation)
- Many willing participates but some are discouraged after not feeling needed (Volunteer #1)
- Desire to target churches as main source of volunteers but lack programs in place to actually raise awareness of the need (Employee Interview #1)

Volunteer Utilization Throughout Organization

- Mostly used for special events like the Annual Right to Life Banquet, Golf for Life and Walk for Life (Employee Interview #1, #4)
- Trained volunteers attend or given educational seminars at schools (Employee Interview #1, #5)
- TKRL does not have a hard time finding the volunteers they need for events and they are able to fill the spots pretty quickly (Employee Interview #1, Volunteer Interview #1)

Volunteer Training

- Program used to be in place to train volunteers to be “Ambassadors” for the pro-life movement but has not been happening for the past year (Employee Interview #1, #2, BOD Interview #1, #2)
- Very minimal training needed or is involved for majority of volunteers who work events (Employee Interview #1, #3)
- Training is currently lacking in regard to training volunteers to deal with the sensitive, controversial topic of abortion (Employee #1)
- Desire to create more of a consistent training program for volunteers (Employee Interview #1, #2)

Volunteer Satisfaction

- Retention rate shows that volunteers are satisfied with the work they are doing at TKRL (Employee Interview #1, #2, #3)
- Most paid staff members started as volunteers and progressed to the positions that they currently have (Employee Interview #1, #2, #4)
- Volunteers are very passionate about the work that they do and stay committed to the organization for many years (Volunteer Interview #1, #2, #3, #4, #5, #6)
- Signs of volunteers feeling passionate for the movement but not a part of the organizations mission (Volunteer Interview #1, #2, #4)

H. Stakeholder Involvement Assessment & Satisfaction

Personal Evaluation: TKRL is **strong** in the way they attract loyal stakeholders who are passionate about the mission of the organization and the way they operate in the community. However, they **definitely need improvement** in the way they communicate their purpose, mission, opportunities and goals to their stakeholders. This will also lead to them keeping their main stakeholders up to date on the current happenings inside the organization and how they can be involved.

Strong:

- Deeply rooted base of supporters in the community who want to see TKRL flourish (Volunteer Interview #1, #2, BOD Interview #1, #2, Personal Observation)

Definitely Needs Improvement:

- Communication with main stakeholders about what they are doing and their current goals (Volunteer Interview #2, Personal Observation)
- Involvement of experienced alumni and volunteers who could help TKRL grow (Personal Observation)

- Giving more opportunities for people to get involved behind the scenes (Volunteer Interview #1, #2)

I. Most Important Factors Influencing Decision to donate to Tulare-Kings Right to Life

Personal Evaluation: TKRL has a **strong** presence in the community and is well known in California as a prominent pro-life group. They have a large number of supporters who have been involved with them for many years. However, in recent years the shift in leadership has shown that they **may need improvement** in their sustainable recruitment of funds. TKRL's mission is often unclear to volunteers and donors and many individuals do not know what the organization actually does. TKRL **definitely needs improvement** in the way they clarify what they do to their donors and supporters.

Primary Decision Makers:

- The primary decision makers in regard to donating are those who live in the surrounding area. These people are usually passionate about the movement as a whole and want to make a difference in some way. Also, a large amount of these people come from local churches in the community. These people are truly the core of TKRL's supporters and should not be overlooked as such.

Top Factors Regarding Involvement with Tulare-Kings Right to Life:

- Knowledge of the existence of an organization like TKRL
- Understanding of their mission and what they do
- Transparency of how funds are used
- Number of opportunities to serve
- Understanding their unique role in the pro-life movement

J. Client Satisfaction Assessment

Personal Evaluation: There is currently no satisfaction survey in place at TKRL. Because of this they are not tracking client satisfaction and therefore this **definitely needs improvement**. They have few ways for individuals to stay in touch with their organization besides one-on-one relationships. The follow up system **may need improvement** as well since there is no consistent method to stay in touch with the individuals. They have very little social media presence which **definitely needs improvement** so that clients can stay updated and connected to them online.

Strong:

- Lasting relationships with many individuals who have been impacted by TKRL and stayed in touch with the staff members (Employee Interview #1, #2)

May Need Improvement:

- Follow up system used to stay in touch with clients (Personal Observation)
- Tracking system regarding interaction with individuals (Employee Interview #1, Personal Observation)

Definitely Needs Improvement:

- No survey in place to collect client satisfaction (Personal Observation)
- Ways for the people to stay in-touch with TKRL (Personal Observation)
- Lack of social media presence on various platforms (Website #8, Employee Interview #4, Volunteer #2, Personal Observation)

K. Current Tracking/Research Systems Assessment

Personal Evaluation: TKRL **may need improvement** in their data tracking processes to include complaints, level of satisfaction and other data for strategic planning and marketing purposes. They also have no current system in place to record how stakeholders first heard about TKRL. They **definitely need improvement** to receive more feedback from supporters and clients about their interactions with TKRL.

Strong:

- Following up with individuals who have been greatly impacted by TKRL (Personal Observation)

May Need Improvement:

- Method used to track interactions at events (Employee Interview #1, #4)
- Process of collecting complaints and satisfaction (Employee Interview #1, #2)

Definitely Needs Improvement:

- No systems in place to track feedback of stakeholders over time (Employee Interview #1, Personal Observation)
- Use of this data for strategic planning (Personal Observation)

Possible Tracking Systems:

- Knowledge of how people are hearing about events
- How customers first hear about TKRL
- Website engagement

External Environment

Purpose: The purpose of this section is to assess the external factors affecting Tulare-Kings Right to Life. Findings within each section are categorized as **strong**, **may need improvement**, and **definitely needs improvement**.

A. Current Primary Target Market

Tulare-Kings Right to Life target market can be described as follows:

The primary target as the recipient of the resources consists of those they are outreaching to through educational seminars. They are the main focus of the organization and consist of women who are most vulnerable to unplanned pregnancy and external pressures. They are mostly uneducated on the realities of abortion and do not think they are capable to follow through with their pregnancy, especially if the child is disabled. Most of these women are between in their early teens and early twenties. TKRL focuses on the regions of Tulare and Kings County in the San Joaquin Valley of California.

- Women come from all different types of households (Employee Interview #1, #4)
- Large portion are Spanish speaking (Employee Interview #1, #4)
- Most have very little knowledge about pregnancy and the development of the baby (Employee Interview #1, #2, #4)
- Many women have little to no support and are looking for the courage to follow through with the pregnancy (Employee Interview #1, #4)

B. Level of External Dependence

Personal Evaluation: TKRL has a high level of external dependence in terms of staff support and fundraising events. They have a **strong** base of supporters, but due to COVID-19 they were unable to hold their fundraising events and lost contact with many of these supporters. They have a widespread group of donors but their approach to fundraising **may need improvement** in order to consistently reach them. TKRL's dependence **definitely needs improvement** if they plan to continue as an organization.

Strong:

- Current base of long-time donors (Employee Interview #1, Volunteer Interview #2)
- High level of involvement from passionate volunteers and donors (Personal Observation)

May Need Improvement:

- Programs to gather new donors (Personal Observations)
- Approach to fundraising for the organization (Volunteer Interview #1, BOD Interview #1, #2, Personal Observation)

Definitely Needs Improvement:

- Current level of dependence on current staff and fundraising events (Volunteer Interview #2, BOD Interview #1, #2, Personal Observation)
- Sustainable system of fundraising (BOD Interview #1, Personal Observation)

C. Promotion Assessment

Personal Evaluation: Over the years of TKRL's existence, they have established a **strong** presence in the community and have a lot of credibility among other organizations similar to them. TKRL **may need improvement** on strengthening relationships with existing clients because there is very little communication through digital and non-digital promotions, As well as their promotions towards creating new relationships with supporters and the broader community. TKRL **definitely needs to improve** their promotions overall in order to showcase their uniqueness as an organization.

1. Non-digital Promotion Strategies

Strong:

- Has multiply billboards on main highways promoting the pro-life message (Personal Observation)
- TKRL creates flyers to spread awareness of events around community (Employee Interview #3, Volunteer #1)
- Booths at health fairs that attract a large variety of people and raise awareness of the cause (Employee Interview #1, Personal Observation)
- Employees have multiply speaking engagements at local schools and youth groups (Employee Interview #1, #3)

May Need Improvement:

- Number of speaking engagements at churches (Volunteer #1, #2, Employee Interview #1, #3)
- Awareness is mainly spread through word of mouth but there is room for improvement here because TKRL's name has been more well known in the past than it is now (Personal Observation)
- Forming more partnerships /alliances with local churches and other Right to Life Organizations (Personal Observation)
- Types of fundraisers done annually (Personal Observation)

Definitely Needs Improvement:

- No processes in place to track effectiveness of non-digital promotions such as posters and fundraisers
- Unaware of what promotion strategies are most successful due to lack of data
- No system in place to keep non-digital marketing consistent (Personal Observation)

2. Digital Promotion Strategies

Strong:

- TKRL is active on Facebook and promotes overall message of TKRL and upcoming events (Website #8)
- Large email list of supporters (Personal Observation)

May Need Improvement:

- Consistency of emails to supporters (Volunteer Interview #1, #2, Personal Observation)
- Utilizing the layout and navigation of website in order to make it more clear to the user (Personal Observation)
- Consistency of updating of pictures on website about events and seminars (Website #7, Personal Observation)

Definitely Needs Improvement:

- No presence on other social media platforms other than Facebook (Personal Observation)
- Currently no long-term social media strategy or posting schedule (Personal Observation)

D. Competition Assessment

Personal Evaluation: While TKRL has been established in the area for many years and have prevented an abortion faculty from being built, they do have direct competitors who present the opposite message of their organization.

Competitor #1: Planned Parenthood

Mission Statement: The mission of Planned Parenthood is to provide comprehensive reproductive and complementary health care services in settings which preserve and protect the essential privacy and rights of each individual; to advocate public policies which guarantee these rights and ensure access to such services; to provide educational programs which enhance understanding of individual and societal implications of human sexuality; to promote research

and the advancement of technology in reproductive health care and encourage understanding of the inherent bioethical, behavioral, and social implications. (Website #12)

Comparison to Tulare-Kings Right to Life:

Planned Parenthood is a pro-choice clinic that advocates heavily for abortion, as well as provides any and all abortion services in their clinics. They are well known and considered trendy in our current culture. Planned Parenthood's strategize their locations; therefore, they are usually located in an area near colleges because that demographic is a huge part of their customer base. This specific Planned Parenthood does not provide abortions, but it does provide birth control, general health care, HIV testing, LGBTQ services, men's and women's health care, morning-after pill (emergency contraception), pregnancy testing, STD testing, treatment and vaccines. Planned Parenthood wants to perform as many abortions as they can and even lies on their annual report to trick the public. TKRL and Planned Parenthood could not be more different in their beliefs, cultural perception, and approach to abortion.

Competitor #2: Acts For Woman and Girls

Mission Statement: ACT is a reproductive justice organization building power through leadership development, community organizing, advocacy, and policy change in our communities. ACT for Women and Girls is a non-profit that has created a movement of social justice leaders who impact our community. (Website #10)

Comparison to Tulare-Kings Right to Life:

ACT is a nonprofit who focus on the empowerment and education of women regarding their rights. This organization is similar to TKRL in the sense that they focus on education of individuals and groups that will hopefully translate into someone being a proactive member of the organization. ACT has both a very clear website and a semi active Instagram that cater towards the need of the younger generation. The narrative that ACT is pushing is very popular among our culture especially among young women.

E. Partnership Assessment

Personal Evaluation: TKRL's partnerships with other organization in the pro-life movement **may need to be improved** so that they can be the most effective they can be in our community. Being a part of the pro-life movement is not an easy task, so working alongside other organizations is both encouraging and productive. TKRL has one existing partnership and more opportunities for partnerships in the community.

Care Pregnancy Resource Center (CPRC)

This crisis pregnancy center has two offices in the surrounding community. TKRL attends their events in support of them and CPRC does the same. CPRC is essential to the pro-life initiative of TKRL because they provide pregnancy tests, ultrasounds, parenting classes and other resources for women who may be in an unplanned pregnancy.

Strong:

- Support between the two organizations (Personal Observation)
- Attendance of fundraising events (Employee Interview #1, Volunteer Interview #3, #5)

May Need Improvement:

- Attempt to start programs to teach and train individuals about the pro-life movement and advocacy for both the baby and the mother. Neither program is currently operating and opportunity to combine efforts is evident (Volunteer #3, Personal Observation)
- No system in place to seamlessly refer women from TKRL to CPRC (Personal Observation)
- Communication between organizations is not consistent (Personal Observation)

Churches in local area

TKRL has a number of existing relationships with churches who allow them to have a booth at their events and speak in their youth group meetings. Churches hold the core of their supporters and potential volunteers, so it is vital that they make the congregations aware of their existence.

Strong:

- Number of churches involved (Employee Interview #2, Personal Observation)
- Plenty of volunteer involvement from local churches (Employee Interview #1, #2, Personal Observation)

May Need Improvement:

- Liaison program created that goes between churches and TKRL (Employee Interview #2, Personal Observation)
- Communication between the two groups of people (Personal Observation)
- Recruitment and utilization of new volunteers (Employee Interview #1, #3)

F. Political & Legal Impact Issues Assessment

- Under Federal Law, preborn child can be aborted up until birth for any reason (Website #11)
- California has little to no restrictions and abortion is very accessible (Website #6)

- 60 Pro-life bills presented or passed by early 2021(Article #8)
- President Biden plans to undo many of the abortion restrictions that were a result of the Trump administration (Article #12)
- 16 states use their own funds to pay for all or most medically necessary abortions for Medicaid enrollees in the state (Website #11)
- 10 States have laws allowing a form of assisted suicide (Website #13)

Implications: An organization like Tulare-Kings Right to Life does not have California, or the nation as a whole, on their side. Pro-choice legislative is very popular among most and constantly threatening organizations like TKRL. Most events and educational seminars must be planned with great caution and awareness of the polarizing side’s potential reaction.

G. Social & Cultural Environment Issues Assessment

- Current young generation one of the most pro-life yet (Article #4)
- Planned Parenthood feeds lies to the public on their annual report about the number of abortions that they perform and instead skew the information to look like there mainly provide other types of health care to women (Article #6)
- Feminist movement has made pro-life options very unpopular among most women (Article #50)
- Many Churches are afraid or tentative to support the right to life movement because it is commonly viewed as a “political issue” (Employee and Volunteer Interviews, Personal Observation)
- Organization like TKRL who actively fights the common narrative of “My body, my choice” is not popular among many (Personal Observation)
- Central Valley is relatively conservative and mostly support the work of TKRL (Employee and Volunteer Interviews, Personal Observation)

Implications: Although TKRL’s main goal is to protect the sanctity of life and save the lives of unborn children, a very noble and moral mission, others attack them and their organization due to how the majority of society currently sees abortion as a good thing. Planned Parenthood has plenty of support behind them and is seen as the more “empowering” organization to support. The negative and political connotation that most people think of regarding the pro-life has made it a very passed-over topic in churches. But the generation that is rising up seems to be the most pro-life yet and TKRL has a lot of opportunities with the conservative community that is around them.

II. Marketing Area Analysis

A. Strong Areas:

- Very passionate and committed volunteers
- Strong relationships built with individuals who come in contact with organization
- Posts about events and programs on social media and website
- A large amount of people that have had their lives completely changed by TKRL
- Deeply rooted base of supporters in the community who want to see TKRL flourish
- Employees have multiply speaking engagements at local schools and youth groups
- Existed for over 25 years and have many experienced employees, Board Members and volunteers who know the

B. May Need Improvement:

- Defining what the other programs under TKRL are and how they add to the community
- Effectively sharing success stories (numbers and success stories) that will encourage donors and supporters
- Tracking system for individuals who have come in contact with TKRL
- Establishing a plan to stay connected to alumni and gather their success stories
- Creation of a survey or system to track the satisfaction of the Board of Directors
- Programs to recruit volunteers
- Involvement of experienced alumni and volunteers who could help TKRL grow
- Follow up system used to stay in touch with clients
- Method used to track interactions at events
- Consistency of emails to supporters

C. Definitely Need Improvement:

- Could clarify the “how” of the organization in the mission statement so that volunteers and supporters have a better understand of what they do
- Success stories on website
- No consistent system used to collect testimonials or success stories
- Communicating the number of lives that have been saved by TKRL
- Displaying the numerical measurements of the people that have been educated about every human’s right to life
- Creating a clear vision and focused approach in the marketing that they want to communicate to their stakeholders

- An action plan and certain goals for the organization to strive towards
- Communication with main stakeholders about what they are doing and their current goals
- No survey in place to collect client satisfaction
- Lack of social media presence on various platforms
- No presence on other social media platforms other than Facebook

D. Areas That Need To Be Continually Monitored:

- Content on website
- Continual strategic planning for marketing ideas
- Recruitment methods, training and contact with volunteers
- Giving more opportunities for people to get involved behind the scenes
- Ways for the people to stay in-touch with TKRL
- Use of this data for strategic planning

III. Marketing Strategies

Internal Marketing Strategies

A. Mission Statement Strategies

Purpose: The mission statement is a vital part of operations in every nonprofit organization and demonstrates how the organization serves a specific group of individuals. The mission statement must communicate to current and potential stakeholders how the organization differentiates itself from competitors. This section focuses on how Tulare-Kings Right to Life could improve their messaging to communicate the “how” of their purpose more clearly.

Current Mission Statement: Tulare-Kings Right to Life is a community benefit organization dedicated to reviving a culture where all human life is valued and protected. Educating the community on abortion, assisted suicide, euthanasia, and other actions that deny human dignity, we uphold and support the value of human life regardless of ability, age, ethnicity, religion, whether born or unborn. (Website #7)

Problem Addressed #1: The mission statement is clear on what is done at TKRL but is broad in defining and communicating how they operate. TKRL desires to provoke involvement from supporters through this mission statement but needs to describe themselves in succinct but descriptive way.

Recommendation #1: Rewrite the first part of the mission statement in order to communicate the “how” with more clarity.

Why: In order to communicate more effectively to potential supporters, TKRL needs to solidify how they present themselves to the community. If people are able to read the mission statement and have a better understanding of what they do, there will be more unity throughout the organization.

How:

- The first couple sentences of the mission statement should be reexamined first by the staff members.
- Present ideas to the board and ask for their input.
- Depending on their rework of the statement, they may have to reformat the structure of it on their website.
- Below are examples of how the first part of the mission statement could be revised

Option A: Tulare-Kings Right to Life is an organization of diverse and caring people who are dedicated to educating the community about the value of human life from fertilization to natural death.

Option B: Tulare-Kings Right to Life is dedicated to changing hearts and changing lives through educating the community about the value of human life from start to finish.

Problem Addressed #2: Mission of TKRL on the website can be overwhelming and confusing to viewers

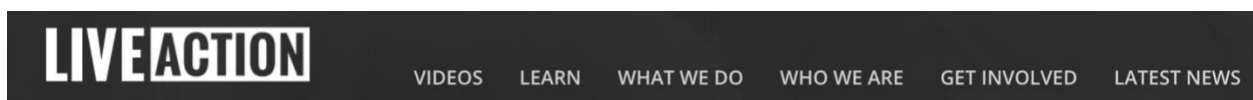
Recommendation #2: Improve visibility and clarity of mission statement on website

Why: Increasing exposure and displaying the mission statement in a more succinct way will help communicate to stakeholders what the organization is all about. A primary goal of a nonprofit is for stakeholders to join forces and be united in the same cause. In order to do this, the cause needs to be clearly communicated and readily accessible.

How:

- After the mission statement has been revised and clarified, begin working on the communication on the website
- Add tab on website title “What We Do” to provide a place where all the parts of TKRL can be defined and shown
- Provide overview of the history of TKRL and the impact they have had on the Central Valley
- Clearly define and address the way that TKRL serves the community
- Show the programs that are under TKRL and how they operate individually
- Examples below from the LiveAction website show how a similar organization defines who they are.

Examples of defining the mission and purpose of a pro-life organization:



Section to add to website navigation

WHO WE ARE

Our Beginning

Live Action was started in 2003, by one 15-year-old girl, **Lila Rose**, in her family's living room – with the goal to expose what abortion does to the preborn child. Lila worked with friends to make pro-life presentations to groups and shine a light on the reality of abortion. Lila started undercover investigations in 2006, while at UCLA. She was 18 at the time.

Educate

We publish one of the most widely read news sites on pro life issues.

Live Action News reports daily on stories the mainstream media often refuses to cover — including exposés of the abortion industry and stories revealing the dignity and humanity of preborn children — inspiring our readers to defend the most vulnerable within their communities.

LIVE ACTION NEWS

Inspire + Activate.

Macro social movements begin at the micro level by changing the hearts and minds of individuals.

Live Action is exposing abortion for the grave human rights violation that it is, and we are creating an environment where life is the top human rights priority for our local and national leaders. We mobilize activists and give them the tools and resources they need to educate their own communities about the right to life.

OUR IMPACT

B. Establishing Success Measurements

Purpose: It is crucial that Tulare King's Right to Life accumulates data on various success metrics in order to communicate the impact the organization has on the Central Valley of California. They are doing life-altering work every time they interact with people at events where they speak the pro-life message. Success measurements are extremely important to the organization because they allow various stakeholders to fully understand and grasp the incredible effect that they have had on the people they serve. The amazing work that TKRL does needs to be shared with current donors, potential donors, volunteers and the community as a whole. TKRL needs to solidify what success means to them as an organization and then figure out how to convey it to the public in the most effective way possible. What TKRL does may be clear to the staff but it is vital that they are able to measure this success and show it. Without a doubt, people are drawn to successful organizations and want to be a part of it. The use of infographics could Therefore, by showing success measurements to stakeholders, they will want to be even more involved in growing and helping TKRL and ultimately bring more awareness to the pro-life movement.

1. Proposal for Acquiring & Communicating Success Stories

Problem Addressed #1: Many staff members, volunteers and alumni have expressed stories about the impact of the pro-life message, yet these stories are not collected or communicated consistently. TKRL is not regularly tracking success stories regarding the impact of their organization as well.

Recommendation #1: Prioritize the collection of success stories (either written or filmed) to be used at events, on the website and on social media.

Why: TKRL changes lives and people need to know about it. There are impactful stories that have been shared at events or fundraisers, but these stories also need to be captured through writing or filmed so that they can be used again. Stories draw people in and connect to the cause. In TKRL's case, they can even bear witness to the impact of the pro-life movement in general. The goal of consistently gathering stories is to have a plentiful collection to pull from for social media, newsletters, seminars or events.

How:

- Collect stories through a simple form where clients, volunteers or staff members can record how TKRL has impacted them
- Forms should be created in both a physical and digital format to allow for preferred means and to be sensitive to the time and convenience of the one filling out the survey (example below)

- A simple checkbox will be on the form to show whether or not the respondent is ok with the story being published, whether they would like their name changed or would be interested in being filmed while telling the story
- If they are, they will sign the form to give TKRL permission to use it
- Use a simple excel document (shown on next page) to make note of the stories collected, how they can be published and if they have been posted on the website or social media
- Then a designated staff member will decide which option they will choose to articulate the story that was chosen for publication
 1. Story will be rewritten to be used in an email, newsletter or social media post
 2. Story will be told on camera by subject themselves. This could be filmed on a camera or even an iPhone on a tripod.
- This process should be done on a consistent basis in order to continue to accumulate success stories to be shared

SEE NEXT PAGE FOR EXAMPLE OF PHYSICAL STORY COLLECTION FORM



Share your story!

Tulare-Kings Right to Life would love to hear how you have been impacted by our organization or the pro-life movement as a whole. Has your life been changed by the pro-life message? If you feel comfortable with sharing, please take a few minutes to tell us below.

Does TKRL have permission to publish your story on their website and social media channels? (Circle one)

YES / NO

Would you like your name changed if published? (Circle one)

YES / NO

Would you be interested in being filmed while telling your story? (Circle one)

YES / NO

Signature & Date:

Example of Excel Document for collecting stories:

For readability, I have enlarged it below. The full document would have everything on the same line

Enlarged Version:

Name	Date	Form Type	Story Summary
Lily Jones	4/16/21	Physical	Didn't have abortion
Amanda Smith	4/17/21	Digital	Mom chose life
Jennifer Jones	4/17/21	Physical	Passionate volunteer

Interested in filming?	Story Used?	How?
No	No	Website
Yes	Yes	Email
Yes	No	Instagram

Full Version:

Success Stories						
Name	Date	Form Type	Story Summary	Interested in filming?	Story Used?	How?
Lily Jones	4/16/21	Physical	Didn't have abortion	No	No	Website
Amanda Smith	4/17/21	Digital	Mom chose life	Yes	Yes	Email
Jennifer Jones	4/17/21	Physical	Passionate volunteer	Yes	No	Instagram

[LINK TO PREPARED EXCEL SPREADSHEET](#)

Problem Addressed #2: Success stories are not being told online in a way that will draw people in and inspire them to connect with TKRL.

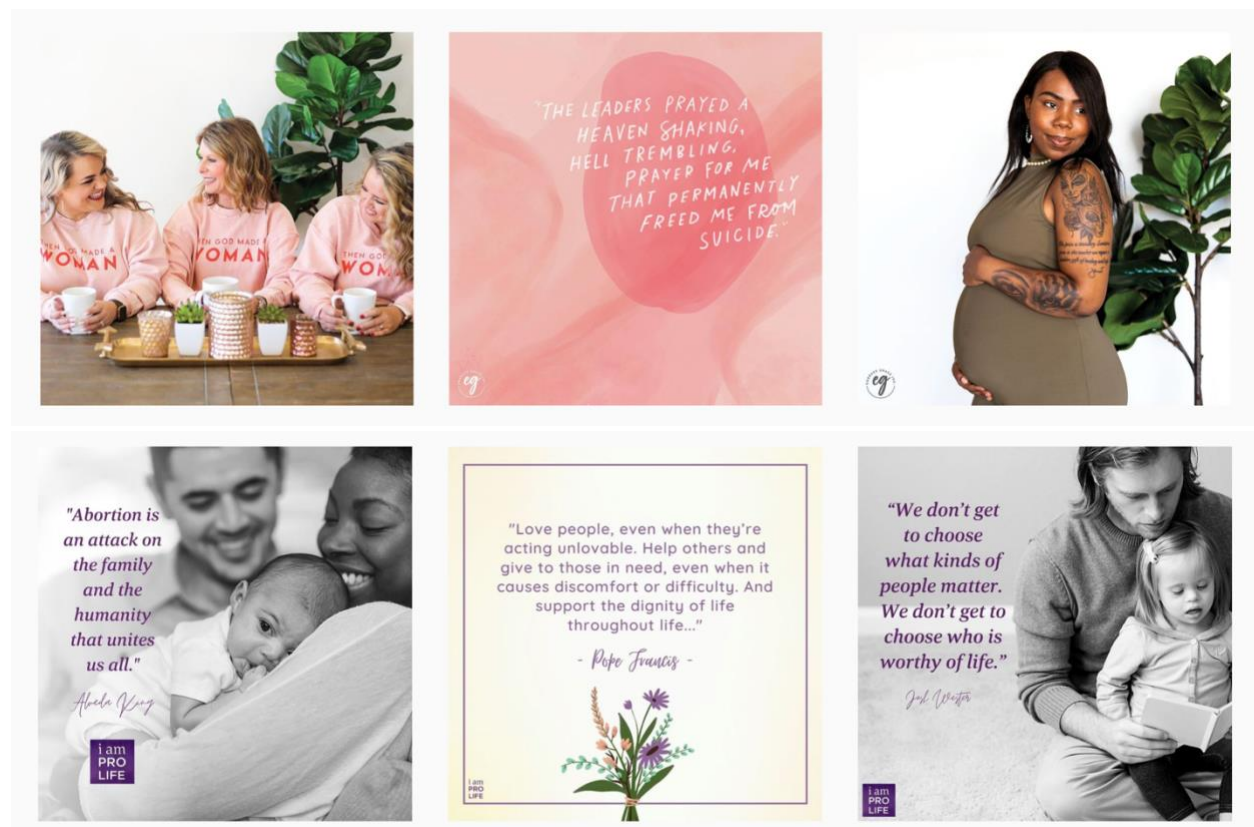
Recommendation #2: Post success stories in written form and video form or quotes on website and social media accounts.

Why: This is a way to stay in touch with stakeholders and showcase the work that TKRL is doing. Telling stories is also a great way to build connection with people who may be hostile to the pro-life message as well.

How:

- Cut segments or quotes from stories and post on social media
- Create and post in the “impact” section of the website to showcase success stories involving TKRL (explained in next recommendation)
- Post content consistently on all platforms

Examples of Success Stories told online:





embracegraceinc · Following ...



embracegraceinc Miranda's Story

You may have gotten a chance to hear this amazing testimony from our gala this year. One of our amazing blooms bravely shared her story with us + we get to share it with YOU! Grab the tissues — this is a must watch! ❤️

Thank you Jesus for incredible ways you are transforming lives like Miranda's across the globe! If you want to join the mission to serve + save single mamas + babies, visit embracegrace.com/get-involved.

#embracegrace #helperbebrave
#prolove #prolife #chooselife
#pregnancy #bravemom #standforlife
#singlemamasrock #raisingbabies



1,197 views

MARCH 22



Add a comment...

Post



i.am.prolife · Follow ...



i.am.prolife A fantastic reminder from @marchforlife:

"My son was born days after I completed my first semester at Columbia Law School. I rejected the need to choose between motherhood and my dreams of becoming a lawyer. I would have never graduated with honors or gotten my dream job without him pushing me to be better every single day."

Motherhood means getting to share your dreams and accomplishments with another."

📍: @marchforlife



791 likes

MARCH 22



Add a comment...

Post

Problem Addressed #3: There is no page dedicated to success stories and testimonials on the website for potential volunteers, donors and clients to see.

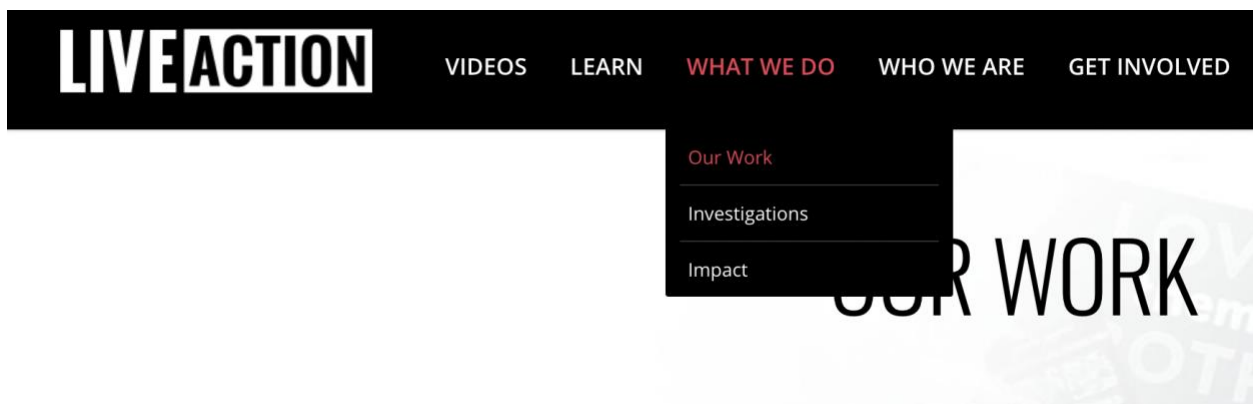
Recommendation #3: Create a separate tab on the website for viewers and participants to look at success stories and even submit their own.

Why: This will allow a clear space for people to go and view success stories which will bring more traffic to the website.

How:

- Starting on the home page, options include adding a button between “Resources” and “Outreach” called “Our Work” with a drop-down box showing what TKRL does and impact stories
- Another option would be to add a “Share Your Story” button either to the “Our Work” dropdown or as a separate button all together
- On this separate page, stories will be showcased, and viewers will even have an option to share their own
 - Data recording process will be the same as Recommendation A, utilizing an excel document to keep responses in place.

Example of what page could look like on website:

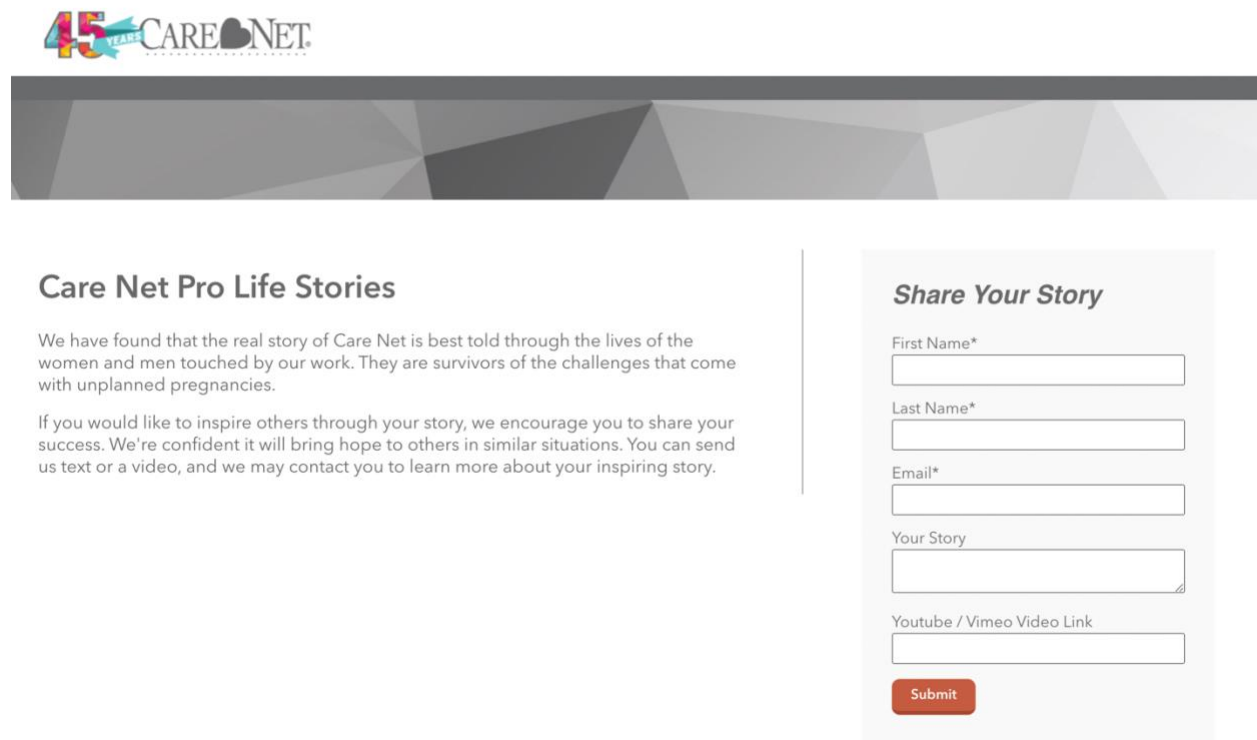


Example of where “Our Work” page will be on current website:



Insert “Our Work”

Example of story submission page:



2. Proposal for Increasing & Communicating Output Measurements

Purpose: This section addresses the output that TKRL is creating through organizational activities. The following outputs are quantitative numbers that show the success of internal and external stakeholders.

Problem Addressed #1: Success outputs are not currently collected from educational events. These outputs are also not communicated on the website or on social media.

Recommendation #1: Creation of streamline method to track individuals who come in contact with TKRL at events and want to hear more.

Why: By having a streamline method of collecting data, the staff will be able to have a better grasp of how many people they have in on contact with at the event.

How:

- Create a google form that is accessed through a QR code that individuals can fill out if they are interested in TKRL or have attended an event
- The survey will be filled out in order to capture important outcome measurements that are currently not in place
- This form will add them to the email list as well as collect other data that can be utilized by TKRL
- After completed and received, the data is entered into a spreadsheet
- Designated staff member will analyze the data every 6 months to identify areas of improvement or success

Interest Survey QR Code:



See next page for survey example

Tulare-Kings Right to Life Interest Form

This survey is for those who are interested in Tulare-Kings Right to Life (TKRL) and would like to hear more. This form will help TKRL stay in touch with the individual and hear more about their experiences. This survey will be reviewed by TKRL staff members to guide their decision making.

* Required

Name: *

Your answer

Date of interaction: *

Date

mm/dd/yyyy 

Phone number: *

Your answer

Would you like to be added to the email list? *

Yes

No

If yes, please put email address :

Your answer

Have you heard of TKRL before today? *

Yes

No

"My experience with TKRL showed me something new about the pro-life movement that I didn't know before" *

1 2 3 4 5

Very Strongly Disagree Very Strongly Agree

"I would like to get involved with TKRL and hear about volunteer opportunities" *

Yes

No

Are you interested in hosting a pro-life presentation? *

Yes

No

"I was satisfied with the information I learned about TKRL in my interaction with a staff member" *

1 2 3 4 5

Very Strongly Disagree Very Strongly Agree

Anything else you want us to know?

Your answer

Submit

[LINK TO SURVEY](#)

Problem Addressed #2: Output numbers are not directly communicated on the website.

Recommendation #2: Communicate output numbers directly on the website in a collective manner with updated counts each year.

Why: If TKRL displays their quantitative success measurements in a collective and accessible location on the website, then it will be easier for people to see the overall evidence of success. These outputs provide current and potential stakeholders with immediate, tangible metrics for success, as well as proof of the growth of the organization. They are not the sole definer of success, but they offer evidence that communicates how the organization is working towards accomplishing their mission.

How:

- Using a design program, create infographics that displays output measurements that speak to TKRL's accomplishments
- There are plenty of online tools which allow for creation of engaging and aesthetically pleasing content to be posted on the website

Let's consider your impact

Give to Live Action, and YOU will be the reason why...



many more people
will become pro-life



more babies will have
the chance to live



more mothers will feel
the love of their own
children



this grave human
rights abuse will
finally end





3. Proposal for Creating New and Improved Outcome Measurements

Purpose: This section addresses the possible strategies TKRL should implement in order to better understand the impact and success of the organization's programs. This would allow TKRL to take a deeper look at their clients and figure out how they can better serve them.

Problem Addressed #1: TKRL currently does not have a method to measure the outcomes from their interactions with individuals.

Recommendation #1: TKRL should start to send out a post survey to those who have come in contact with the organization. The survey would use ranking and free response questions to measure data on growth and outcomes. An emphasis on this survey will be how the organization program has changed lives.

Why: Collecting outcomes will help TKRL know how effective their programs are and how they could improve them. Also, it's important to collect and convey outcomes of TKRL's services because it's a way for others to be encouraged and inspired to give towards TKRL's success. TKRL has already done a great job in changing lives and serving the community, but they need to show evidence of this in order to grow. Volunteers and donors need to know growth is occurring so that they know that their energy and time is being put to good use.

How:

- Narrow down desired outcomes from survey and create list of questions
- Create google form with QR code to share at seminars and events
- Encourage people to take the survey after your interaction with them
- Analyzing survey results should reveal effectiveness of the message that is being portrayed

SEE NEXT PAGE FOR EXAMPLE OF INTERACTION SURVEY

Tulare-Kings Right to Life Interaction Survey

This survey is for those who have heard about the pro-life movement from Tulare-Kings Right to Life (TKRL) This form will help TKRL understand how successful their communication was and how clearly it was understood. This survey will be reviewed by TKRL staff members to guide their decision making.

* Required

Initial reaction to the information shared? *

Your answer

Would you say you are *

- Pro-choice
- Pro-life

Why did you choose the answer above? *

Your answer

Have you heard of the pro-life movement before today? *

- Yes
- No

"I think my opinion has changed about the pro-life movement after hearing more information today." *

- 1 2 3 4 5
- Very Strongly Disagree Very Strongly Agree

Why or why not? *

Your answer

"The information shared today was very clear and helpful" *

1 2 3 4 5

Very Strongly Disagree Very Strongly Agree

"My heart has been changed towards the pro-life movement." *

1 2 3 4 5

Very Strongly Disagree Very Strongly Agree

Share how this information has impacted you: *

Your answer _____

Would you like to be contacted by TKRL to hear more information? *

Yes

No

N/A

Please leave you phone number or email if you would like to hear more:

Your answer _____

Anything else you would like us to know?

Your answer _____

Submit

[LINK TO INTERACTION SURVEY](#)

4. Hypothetical Success Communication Page

Overview: The purpose of this section is to show examples of how TKRL can display their success on their websites and social media platforms, using strong visuals and aesthetic marketing materials. The following page includes an example of a hypothetical success page for TKRL. This includes success measurements, outputs, outcomes, and success stories or quotes. Everything from stories to statistics could be featured on the website in a single location. The purpose of this page is to spread awareness about the success of TKRL to stakeholders and donors. Donors are able to see how their financial contributions are being used to create strong online content and spread the pro-life message. This page is motivation for people inside and outside the organization, and those who want to be involved. The success measurements on this page must be effectively communicated consistently across all TKRL channels. It always helps to have infographic type information displayed visually and easily digestible.


Problem Addressed #1: TKRL currently shares very few and limited success stories on their website. They do not have a page or tab dedicated specifically to overall success on their websites or social media platforms

Recommendation #1: Create a success tab/page on their website that include success measurements, outputs, outcomes, and stories all displayed and organized together on one page.

Why: People are generally attracted to success and tend to be involved with organizations and causes that have proven the ability to make an effective impact in the lives of others. By having a page dedicated to success measurements, outputs, outcomes, and success stories all in one place, it will most likely motivate a response from donors and volunteers. The sharing of this information is essential for the organization to gain credibility as well as to motivate response from viewers.

How:

- Refer to Success Story Strategies for explanation of “What We Do” page
- See example below for inspiration for the TKRL website page solely dedicated to communicating success
- This information is from the LiveAction website, a pro-life organization who mainly engage in pro-life speaking engagements and are the leaders in online pro-life activism
- This will be the final step in the success measurement process and can become a reality when success is defined for TKRL and systems are put in place to gather information



LIVE ACTION liveactionorg

liveactionorg "I just wanted to say thank you. I'm 17 years old, last Christmas I discovered I was pregnant at 16. My boyfriend wanted me to get an abortion and I had no clue what to do. Scared and wanting to know more about it before I decided what to do I found your page after searching "what is an abortion." I saw the video of the doctor explaining how the baby was killed. Because of that I am here today holding my almost 5 month old healthy baby boy who has been such a blessing in my life. I know if I had gone to Planned Parenthood they wouldn't have told me what they were really going to do to my baby, but I found your page and he was saved. I am now very pro life and I will raise my son to be. Thank you for what you do, you saved my baby's life and I'm sure you save others like his everyday." - @veronicamarieadams, mother who chose life after seeing @liveactionorg content

You save little lives

Your donation to Live Action allows us to plan, prepare, and distribute our compelling, heart-changing educational media content throughout the country. When people see how abortion really is the killing of a preborn child in the womb, hearts and minds change— and lives are saved.

[Donate](#)

shared Live Action's video.
35 mins ·

I've seen that video and it changed my mind too.

shared Live Action's video.
13 mins ·

I was kinda pro choice before watching this thorough video now quite anti...

Your videos helped me so much to educate and equip myself when talking with my friends about abortion. One of my friends changed her mind about aborting her baby as a result of our conversation recently. I described in details what I learned through your videos about what exactly takes place during abortion procedure. She burst into tears 🥹 and she chose life 🙏 thank you so much for what you're doing 🙏🙏🙏

You reach millions every week

When you donate to Live Action, you are reaching the most Americans possible on social media with pro-life videos, articles, and stories. Your donation makes it possible to change hearts and minds on abortion— and transform lives.

[Donate](#)

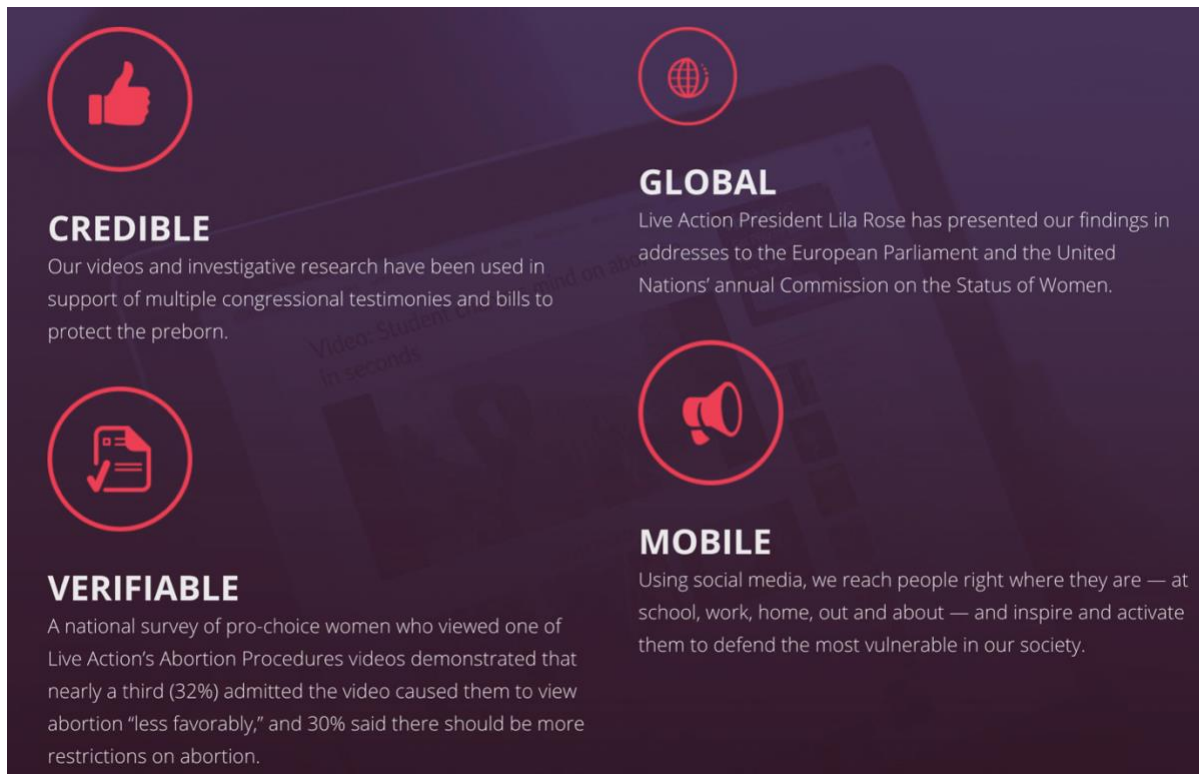
I just wanted to say thank you for inspiring me to go out and start my own pro life club. we had a pretty good turnout, with 70+ people signing up. keep doing what you're doing, we're right here with you! 🙏💕

4 weeks ago
I'm pregnant & I just cried... I can't kill my baby

Replying to @LiveAction
That was the same video that made me pro-life. I never had an opinion about it until I learned what abortion really was.

I am 100% pro-life now because of you. God bless you 🙏

3 weeks ago
this has changed my opinion towards abortion. OMG I'm crying!!!!



CREDIBLE

Our videos and investigative research have been used in support of multiple congressional testimonies and bills to protect the preborn.

GLOBAL

Live Action President Lila Rose has presented our findings in addresses to the European Parliament and the United Nations' annual Commission on the Status of Women.

VERIFIABLE

A national survey of pro-choice women who viewed one of Live Action's Abortion Procedures videos demonstrated that nearly a third (32%) admitted the video caused them to view abortion "less favorably," and 30% said there should be more restrictions on abortion.

MOBILE

Using social media, we reach people right where they are — at school, work, home, out and about — and inspire and activate them to defend the most vulnerable in our society.

C. Alumni or “Friends of TKRL” Program Strategies

Purpose: To establish and begin implementing a client follow-up program that tracks and gets alumni involved with TKRL. Past clients of TKRL are sometimes called “Friends of TKRL” to communicate the close relationship that was created between them and the staff.

Problem Addressed #1: Currently no system in place to track and follow up with alumni/clients of TKRL.

Recommendation #1: Create data base specially for alumni/clients in order to keep track of them, their story and whether they have been followed up with or not.

Why: Since so much of what TKRL does is based on building relationships, it is important that these relationships are kept up after the initial connection has been made. TKRL does a great job of keeping these relationships up on a one-on-one bases but they could benefit by creating a streamline database to simplify the interactions.

How:

- Create separate excel sheet just for alumni/clients (example shown below)
- Go through past database to find alumni/clients that should be moved to this data base
- Keep track of interactions by inputting data
- Continue to improve method of recording by changing and solidifying the information that is recorded

Example of Excel spreadsheet:

For readability, I have enlarged it below. The full document would have everything on the same line

Enlarged Version:

Name	Date of Interaction	Preferred Contact Info	Converation Summary
Lily Jones	4/16/21	lilyjones@gmail.com	Wants more info about adoption
Amanda Smith	4/17/21	Phone number: ##	Didn't know about abotion process
Jennifer Jones	4/17/21	Phone number: ##	Chose life for her baby

Date of follow up #1	Date of follow up #2	Potential success story?	Interested in involvement?
4/17/21	5/1/21	Maybe	Yes, event volunteer
4/18/21	5/2/21	No	Possibly
4/18/21	5/3/21	Yes	Not yet

Full version:

Client Tracking Form							
Name	Date of Interaction	Preferred Contact Info	Converation Summary	Date of follow up #1	Date of follow up #2	Potential success story?	Interested in involvement?
Lily Jones	4/16/21	lilyjones@gmail.com	Wants more info about adoption	4/17/21	5/1/21	Maybe	Yes, event volunteer
Amanda Smith	4/17/21	Phone number: ##	Didn't know about abotion process	4/18/21	5/2/21	No	Possibly
Jennifer Jones	4/17/21	Phone number: ##	Chose life for her baby	4/18/21	5/3/21	Yes	Not yet

LINK TO CLIENT TRACKING FORM

D. Board of Director Strategies

Purpose: To discover new ways for the Board of Directors to be visible, accessible, effective, and efficient.

Problem Addressed #1: The Board of Directors page has pictures but no information about the members or what they add to the organization.

Recommendation #1: Add an area for each board member to describe who they are and why they are on the Board under each photo.

Why: Since the Board members are such a big part of TKRL, they need to be visible and accessible to stakeholders. This will help the Board make more points of contact with those they are serving and showcase how involved they are with the movement as a whole.

How:

- Give parameters to each Board member about what should be included in the written bio about their involvement
- Summarize what was written by creating key points just as:
 - Years as Board member
 - Amount of experience in pro-life movement
 - Etc.
- Highlight a quote from each Board member
- Build upon current existing page by adding another section to each BOD profile.

EXAMPLE OF B.O.D. WEBSITE TAB ON NEXT PAGE

Meet Our Board of Directors



Rick Wehmueller
Board President



Carolyn Casey
Board Vice-President



Pat Boon
Board Member



Marissa Evans
Board Member



Add summarized information and quotes to each profile

E. Volunteer Strategies

Purpose: To explore options for finding, recruiting, and training volunteers to meet needs at TKRL, as well as ensuring that they have the best experience possible as a volunteer. Focused on the recruitment, training and utilization of volunteers.

Ideal Volunteer Profile:

An ideal volunteer is someone who understands the weight of this human rights abuse and has a conviction to educate others about the value and sanctity of human life, no matter the age.

How to recruit these Individuals:

Network with current staff, local and distant pro-life organizations, local churches and businesses. Since these volunteers need to be people with a strong purpose and conviction, it

would be effective to recruit volunteers through local churches. They can also ask current volunteers and staff members who they think would be a great fit for the organization. Also, it is very important that TKRL begins to get the younger generation involved in the organization and in the movement in general. Correct use of social media accounts like Instagram, will play a key role in this task.

Why people want to be a part of TKRL:

Most people who want to be involved with an organization like TKRL have a strong passion towards the Right to Life movement. TKRL offers them the chance to fight this human rights issue in a tangible way in their own city. If they are passionate about making abortion unthinkable and stopping it through educating youth about the realities of abortion, TKRL is the organization for them. Also, TKRL has been in existence for over 25 years and has been recognized as a leader in the California pro-life movement.

How the volunteers will be utilized:

Everyone involved at TKRL either has a personal story with these human rights issues like abortion or know someone who has. Each volunteer will bring a unique set of talents to the cause and it is vital that TKRL recognizes and utilizes these skills. TKRL volunteers can use their own experiences and passion to spread the message of the organization.

How to encourage and train volunteers:

It is vital that volunteers are encouraged in the work that they are doing but they also need to understand more about the part that they play in the organization. They need to have ownership in TKRL's mission and feel like they are a part of the work that is being done. TKRL has the opportunity to train volunteers in pro-life dialogues and utilize the resources that they have to build confident individuals. It is important that they receive the proper amount of training that is needed to be effective.

TRAINING OF VOLUNTEERS

Problem Addressed #1: Volunteers lack training in how to handle sensitive situations about abortion in a compassionate and intelligent way. Most volunteers are confused about how TKRL operates and their mission statement.

Recommendation #1: Establish volunteer training where volunteers understand more about the roles that they can hold in the organization as well as an overview of pro-life answers to hard questions.

Why: Volunteer training ensures that all volunteers who are representing TKRL know the mission of the organization, how it is done and can ultimately communicate it to others. Training

ensures that everyone is on the same page and prepares them to use their talents to the fullest capacity.

How:

- Staff and board members should collaborate to create an outline of the basic training that all volunteers should participate in no matter what role that they may hold
- This training should educate the volunteers about the how TKRL operates and the programs that they run
- There should be descriptions about the different roles that volunteers can hold, presented in a similar fashion as the website
- A brief training about pro-life responses should also be included to ensure that volunteers are all on the same page
- Once the information is solidified, this training sessions should become a basic requirement for volunteers and a necessity to serve with TKRL
- Staff can consider filming themselves speaking to volunteers in order for the short video to be sent to them prior to volunteering

Problem Addressed #2: Currently no system in place to train volunteers to become pro-life “ambassadors” or liaisons between them and the group they are affiliated with (i.e., their church or business)

Recommendation #2: Develop a concrete program that trains people to become the pro-life ambassador for their church and help the organization serve alongside TKRL

Why: Without a doubt, the role that churches play in the fight for the right to life cannot be overlooked. This concrete program will help to build a bridge between TKRL and local churches in order to create more points of contact. Churches will also hold an abundance of potential volunteers and donors that are waiting to be discovered by TKRL.

How:

- Staff picks a current relationship they have with a volunteer and their church to be their outside input
- Outline of responsibilities and training necessary for a church liaison will be drafted by employees
- Draft will be discussed in depth with current church liaison and the church pastor to receive feedback on the program
- Along with the training that will be done, ambassadors will also need to be given resources that they can facilitate themselves to members of their church which also needs to be planned and tested by the staff members

UTILIZATION OF VOLUNTEERS

Problem Addressed #3: Volunteers have no way to share their feedback about volunteering with TKRL and their satisfaction levels are unknown.

Recommendation: Implement a volunteer satisfaction survey

Why: The satisfaction survey will help identify what is most important to volunteers and how satisfaction may be improved. It also provides an opportunity for volunteers to provide feedback based on their experience that will help improve TKRL as an organization.

How:

- Create a volunteer satisfaction survey
- Administer survey on consistent basis to volunteers
- Designated staff member who will consistently go through survey results and narrow down areas of improvement
- Determine whether volunteers are being utilized well or not

SEE NEXT PAGE FOR EXAMPLE OF VOLUNTEER SATISFACTION SURVEY

TKRL Volunteer Satisfaction Survey

This survey is for those who have volunteered for Tulare-Kings Right to Life in some capacity. The survey results will only be reviewed TKRL to guide decision making.

* Required

Gender? *

- Male
- Female
- Prefer not to say

First time volunteer? *

- Yes
- No

If not it's not your first time, how long have you been volunteering with TKRL? *

- 1-2 years
- 3-5 years
- 5-10 years
- 10+ years
- N/A

Did you receive any training? *

- Yes
- No

My responsibilities and task were always clear to me *

- 1 2 3 4 5
- Very Strongly Disagree Very Strongly Agree

I feel like my time spent volunteering is productive and valuable *

1 2 3 4 5
Very Strongly Disagree Very Strongly Agree

I feel valued as a volunteer *

1 2 3 4 5
Very Strongly Disagree Very Strongly Agree

Details, expectations and goals were communicated clearly *

1 2 3 4 5
Very Strongly Disagree Very Strongly Agree

My favorite part of being a volunteer is... *

Your answer _____

What could we do to improve your volunteer experience? *

Your answer _____

Submit

[LINK TO VOLUNTEER SURVEY](#)

F. Customer Satisfaction Survey

Purpose: The purpose of this survey is to better understand the needs, desires, and levels of satisfaction of clients who come in contact with TKRL

Problem Addressed: TKRL doesn't have a specific Customer Satisfaction Survey where they're able to specifically ask clients about their experience interacting with TKRL and what could have or should be improved.

Recommendation: Create and administer a survey for the women who have sought help and support from TKRL.

Why: Customer satisfaction surveys will allow the organization to better serve its customers by gathering feedback about likes and dislikes of various programs. In addition to questions that measure customer satisfaction, the surveys should include demographic questions and a question about how the individual first heard about TKRL which will help the staff make informed marketing decisions. Information gathered in these surveys should be discussed in staff meetings so that all staff members are aware of current satisfaction levels and can brainstorm how to continue to improve programs.

***Note:** Many of TKRL's clients have to muster a lot of courage to even contact the organization so asking them to fill out a survey may break that trust. Implementing a survey like this is a suggestion and could be done in a more case sensitive manner.*

How:

- Create a client satisfaction survey
- Administer survey on consistent basis to clients
- Designated staff member who will consistently go through survey results and narrow down areas of improvement

SEE NEXT PAGE FOR EXAMPLE OF CLIENT SATISFACTION SURVEY

TKRL Client Satisfaction Survey

Our mission at Tulare-Kings Right to Life (TKRL) is to educate the community about the value of human life with utmost compassion and sensitivity. We come in contact with people of all ages and would love to hear about your interaction with TKRL.

If you have time, we would love to hear more about your experience. Thank you in advance!

* Required

How did you first hear about TKRL? *

- Friends/Family
- Staff member
- Church
- Billboard/Advertisement
- Stranger

What made you contact TKRL? *

Your answer _____

What kind of services were you looking for? *

Your answer _____

"I felt cared for by the staff at TKRL" *

- 1 2 3 4 5
- Very Strongly Disagree Very Strongly Agree

"I was able to receive all the information I needed and got all my questions answered" *

- 1 2 3 4 5
- Very Strongly Disagree Very Strongly Agree

"The staff members were very helpful and able to refer me to the service I needed" *

1 2 3 4 5

Very Strongly Disagree Very Strongly Agree

"TKRL felt like a community and not just an organization" *

1 2 3 4 5

Very Strongly Disagree Very Strongly Agree

What is your overall satisfaction with Tulare-Kings Right to Life and what they have to offer? Rank your satisfaction from 1-10 (1 being not satisfied and 10 being extremely satisfied) *

1 2 3 4 5 6 7 8 9 10

Not Satisfied Extremely Satisfied

Is there anything else you want us to know?

Your answer

[LINK TO CLIENT SURVEY](#)

G. Data Tracking Systems

Purpose: To create and utilize research and tracking systems not currently in place that capture valuable data.

Problem Addressed: TKRL currently has no data regarding how people first heard about their organization or how effective their promotional strategies currently are.

Recommendation: Add a question to all registration forms that directly asks, “How did you first hear about us?” or ask verbally and record answer in database

Why: Asking customers how they first heard about TRKL allows the organization to measure the effectiveness of their promotion strategies. This is particularly important to understand the effectiveness of promotion strategies that cannot be tracked easily through analytics, such as promotion through a partner organization.

How:

- Add question to the spreadsheet focused on volunteers to easily insert their answer
- Make a point to either verbally ask this question or put it on an event registration form

H. Marketing Structure

Purpose: To help TKRL create and structure marketing-related decisions strategically and more effectively.

Problem Addressed #1: TKRL does not have a volunteer team or individual dedicated solely to marketing. One or two staff members will handle the social media account and make the printed posters but that is the extent of the system they have in place.

Recommendation #1: Create a small team of volunteers and or one single volunteer (eventually a paid position) who will solely focus on marketing for TKRL. This will better focus efforts and designate responsibilities.

Why: Effective marketing is a huge piece of an organizations success and currently TKRL has no marketing systems in place. In order for TKRL to continue growing and adapting, they need to focus more on building a marketing team by starting with their volunteers

How:

- Begin to advertise the need of volunteers with marketing experience
- Hand selects certain volunteers who seem to be more creative, and business minded
- Consider sending out an official volunteer request for anyone with marketing background
- Once the team has been chosen, begin meeting on a consistent basis to discuss TKRL’s marketing decisions

Problem Addressed #1: No option for high schoolers or college students to volunteer for TKRL through an internship position. This position can also be utilized for marketing efforts as well.

Recommendation #1: Hire a marketing intern, this could be an alternative to organizing a team or having a paid position. Instead, the intern can receive college credit or non-profit marketing experience. The responsibilities can extend as far as the staff members and board choose.

Why: Again, effective marketing is a huge piece of an organization's success. Since TKRL has no systems in place, hiring an intern is a great place to start. This will also help TKRL continue to get the younger generation involved with their organization.

How:

- Have nearby high schools and College of the Sequoias post the internship opportunity on a social media page or hiring site.
- In addition, this job can be posted on TKRL's personal social media accounts as well.

EXAMPLE OF MARKETING INTERN APPLICATION ON NEXT PAGE



Marketing Internship Application

Tulare-Kings Right to Life is seeking a motivated, organized individual to help in marketing efforts related to outreach, social media and more. This internship will provide relevant marketing experience, the opportunity to work on a team and the responsibility of working on individual projects.

Responsibilities:

- Social Media postings- including creating content, editing photos, retelling stories, creating a social media calendar or utilizing a platform manager
- Management of TKRL's Facebook account
- Utilizing Canva for graphics
- Assisting with email newsletters
- Assisting organization and planning of annual fundraising events
- Brainstorming ideas for smaller events

Qualifications:

- Passionate about pro-life movement and able to communicate beliefs
- Interest in non-profit organizations and working with others
- Interested in or pursuing degree in PR, Communications, Marketing, or Business
- Great oral and written communication
- Available 1-5 hours a week
- Located in Tulare or Kings County

Start Dates:

- Position open until filled, semester-long commitment

Compensation:

- College credit and great experience

To Apply:

Marketing Internship Application

Email resume to monique@tkrl.org with the headline "Marketing Intern"

I. Sample Marketing Meeting Agenda

Purpose: Monthly marketing meetings help maintain consistency across the organization and keep the members on the same page. Ideas are shared, voices can be expressed, and strategies can be tested. This also serves as a solid foundation for those involved to maintain accountability from month to month. The following page contains a sample marketing meeting agenda that can serve as a guide for the marketing committee meetings in the future.

Recommendation: Utilize the following marketing meeting agenda to maximize the time that is spent together discussing marketing plans and initiatives.

Why: Marketing meetings are necessary and once a marketing team or position is established, a meeting schedule can be created. These meetings help keep everyone be on the same page regarding about how TKRL could be growing and where the organization wants to go.

How:

- The following page contains a sample marketing meeting agenda that can serve as a guide for the marketing meetings
- These meetings should happen bi-weekly
- In the meeting, staff will give updates on current marketing tasks
- The meetings will provide ways to create strategies like accumulating success stories, volunteer recruiting, and partnering with new ventures or businesses

EXAMPLE OF MEETING AGENDA ON NEXT PAGE

Date: _____



Marketing Meeting Agenda

Introduction:

- Review last meetings goals, progress ideas
- Hand out new marketing meeting agendas
- Brief update from marketing committee

Marketing Objectives:

- Discuss the progress of the current marketing plan implementations
- Discuss how TKRL is capturing and conveying their success stories
- Think ahead towards goals needed to be accomplished for the remainder of the month or year
- Discuss volunteer and local business involvement strategies

Surveys:

- Pre/post survey findings
- Client satisfaction survey highlights
- Delegate tasks in response to survey results as needed

Budget:

- Discuss current spending for various programs and events
- Discuss current donor recruitment strategies and potential fundraising opportunities

Notes:

External Marketing Strategies

A. Potential Niche Markets

Purpose: This section seeks to identify the potential target markets that TKRL could focus promotional and fundraising efforts on.

Option A: Church leaders and communities within Tulare and Kings County

Why: TKRL already receives many donations and volunteers from local churches, but there is more opportunity there than what is being utilized. TKRL could benefit greatly from creating deeper relationships with churches and gain support from these communities. There are many people in churches that have a big heart to serve others and could be a great resource for TKRL. It is vital that TKRL focus more on this group of people especially since most of their speaking engagements are at churches.

Option B: High school and college students who are passionate about the pro-life movement

Why: This is a specific target market that usually has a need for volunteer hours or service requirements. Furthermore, TKRL is lacking support from this group and is in dire need to get those who are passionate about the cause on board. These students are some of the front-line workers for the movement since their peers are often coming to them with issue involving unexpected pregnancies.

Option C: Visalia Republican Women Federated

Why: This group of women could be a huge advocate of TKRL and be a voice for them in the community. Most of these women hold strong beliefs about the issue of abortion and could be affective volunteers for the organization. Also, these women are very connected in the community and are most likely to have connection with small business and churches who could be more sources of donors and volunteers for TKRL.

Option D: Past clients of TKRL

Why: The group of women and men that have been touched by TKRL are often hard to keep track of. TKRL is an education-based organization but there is also an opportunity to keep track of individuals who have been impacted by the organization and stay connected with them. TKRL staff does a great job of keeping track of clients on a one-on-one basis but following up in a more strategic manner would add creditability to the organization.

B. Chosen Specific Niche Markets

Purpose: This section focuses on two specific target market and chosen segments from the list above. The chosen target segments will be the primary focus for the remainder of this study and all strategies will be directed towards it.

Chosen Target Market (Option A): Church leaders and communities within Tulare and Kings County

Why: This target market was chosen to focus on strategies to reach out and build deeper relationships with local church leaders and communities within the area. TKRL has many local churches on board with their organization but they need to have more of a strategic plan in order to utilize them to the fullest capacity.

Chosen Target Market (Option B): High school and college students who are passionate about the pro-life movement

Why: This target market was chosen to focus on strategies to reach out to young adults who are passionate about this issue involving the abuse of human rights. TKRL has the opportunity to reach out to this group of people through social media strategies and raise more awareness and support of their organization.

C. Proposed Strategies

Purpose: The purpose of this section is to establish the importance and significance of the role of the church and young adults in the success of TKRL. As well as suggesting general and simple strategies to implement which immediately gets them more involved with TKRL.

RECRUITMENT OF VOLUNTEERS

Church Leaders and Communities

Current Strategies: TKRL has a lot of relationships with local churches in the area. They work hard to reach out to churches to plan times for them to share about their mission as an organization. Besides that, TKRL does not have any consistent systems in place for churches to work with TKRL.

Recommendation #1: Create resource page on website for churches

Proposed Strategy: Often times churches view abortion as a political issue that can't be dealt with from the pulpit. TKRL could be a part of changing that narrative by being more proactive in their relationships with churches. Creating a go-to page on the website could help educate churches without even having to contact them.

- Utilize the church liaison/ambassador program that was created in the Volunteer Strategies section (view Recommendation #2)
- Create separate page on website under the resources tab
- Layout steps to become connected to TKRL as a church
- Ensure there is a place for people to leave their information if they would like to hear more

Why: If TKRL is able to streamline the way that they work with churches in the area and give them a page to go to on their website, they will have more impactful, successful relationships. Churches need to be proactive in this movement and most of the time they are simply unaware of how their congregation can play a part. TKRL will be able to partner with them and create more of a buzz about the movement in the affiliated churches.

High School and College Students

Current Strategies: TKRL currently has no systems or strategies to recruit young adults to be a part of the organization

Recommendation: Contact local Christian high schools and church young adult groups to ask if there would be students who would be interested in the volunteer opportunities at TKRL.

Proposed Strategy: Getting in touch with Christian young adults in the areas will be a great place to start in order to get the younger generation involved. For example, Central Valley Christian may have a ministry focused club who would be interested in hearing more. Or Visalia First Assembly has a young adult's group that could also hold many potential volunteers.

- Create list of places to contact
- Designate a staff member to make phone calls and send emails

Why: Further connecting with local schools and young adult groups will be mutually beneficial for both parties. Students will be able to be trained in pro-life dialogues and be able to conversate with their peers better. This target market holds some of the front-line workers in the movement even if they do not realize it.

D. Partnership Strategies

Purpose: Partnerships will help TKRL strategically build awareness and relationships, expanding its network of supporters and give the opportunity to gain new resources on which to operate.

Problem Addressed: TKRL could strategically partner with other pro-life organizations in the Central Valley to be more effective as an organization.

Recommendation: Meet with Executive Director of Care Pregnancy Resource Center (CPRC) to discuss the best ways to partner as pro-life non-profits.

Why: CPRC is very influential in the community and plays a unique role that TKRL cannot play in the pro-life movement. It would be very beneficial for the organizations to have more communication between the two of them. TKRL can direct their client to CPRC for help with crisis pregnancies while CPRC can utilize TKRL to host events that they are not able to. CPRC has to be strategic and careful when it comes to advertising how pro-life they are because they do not want women to be discouraged to come to the center. Most of the women that come to CPRC do not realize that they are a pro-life organization and ask if they can receive an abortion there. TKRL cannot hide their stance on life and instead can actually openly host pro-life events and trainings. This is where CPRC and TKRL can work on tandem to fight in the same movement but in different ways.

IV. Promotion and Awareness Strategies

Purpose: The following promotion and awareness strategies are designed specifically to reach and recruit individuals who may not be aware of who TKRL is and what they do.

Strategy #1: Social Media - Digital Promotion Strategy

Problem Addressed #1: TKRL currently only has a Facebook account and is not on any other social media accounts such as Instagram.

Recommendation #1: Create an Instagram account to reach the proposed potential target market, strengthen credibility with current volunteers and raise awareness of TKRL with an audience that is not currently reached

Why: Even though the majority of TKRL's donors do not prioritize Instagram, there is a large untapped audience there that they should be reaching. Instagram is a great place to spread awareness of the issues at hand and even educate people on what TKRL does and how they operate. This will ultimately drive more traffic and interaction with TKRL and will hopefully direct people to the website to learn more about the organization.

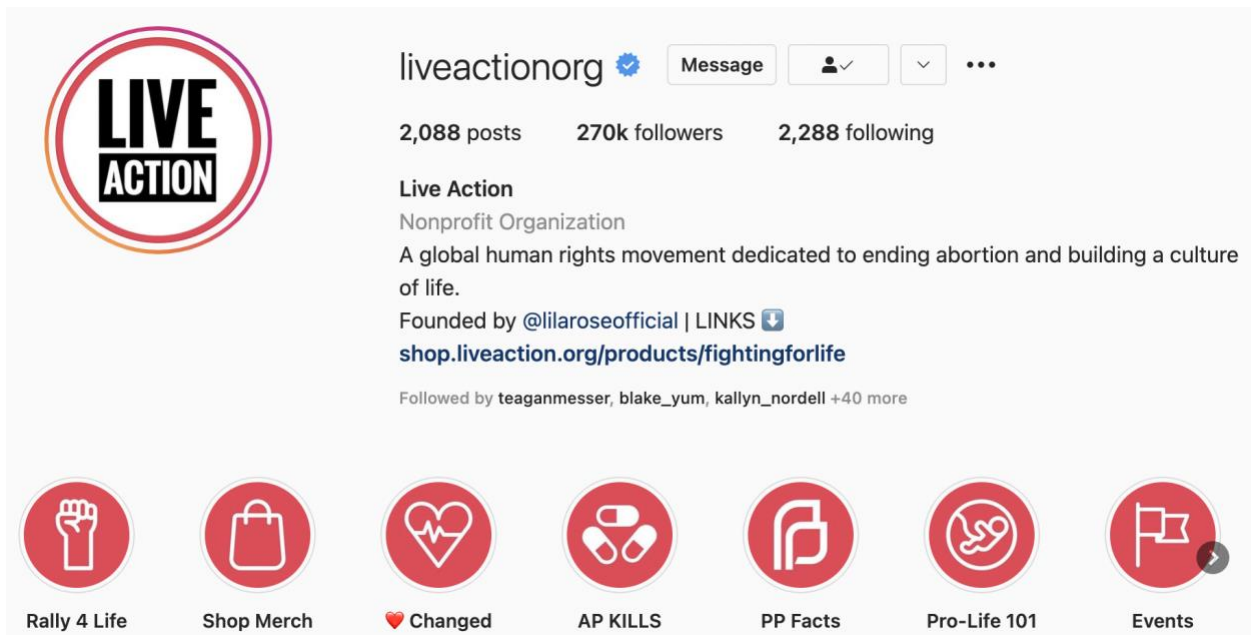
How:

- Designate staff member or volunteer to make TKRL an Instagram account
- Before posting, a vision needs to be set for the Instagram account and staff members should all be on the same page
- Look at up usernames of examples below to grasp the concepts that each account is portraying
- A plan should be made for what kind of things will be posted on the Instagram

Ideas for Content:

- Visually engaging pictures, videos, graphics
- Stories and quotes from individuals who have been impacted by TKRL
- Reposts from other organizations to support or to use as a resource
- Links to articles about what is going on in the movement currently
- Posts to spread awareness of upcoming events
- Engaging campaigns that focus on relevant issues in the movement
- Volunteer spotlights
- Staff spotlights

Examples of Instagram pages:



liveactionorg Message

2,088 posts 270k followers 2,288 following

Live Action
Nonprofit Organization
A global human rights movement dedicated to ending abortion and building a culture of life.
Founded by @lilaroseofficial | LINKS
shop.liveaction.org/products/fightingforlife

Followed by teaganmessenger, blake_yum, kallyn_nordell +40 more

- Rally 4 Life
- Shop Merch
- Changed
- AP KILLS
- PP Facts
- Pro-Life 101
- Events

ccounts:

GOD GAVE YOU STRENGTHS FOR A REASON: WHEN YOU FIGHT FOR A CAUSE, YOU PUT YOUR UNIQUE GIFTS TO WORK FOR HIM AND FOR HUMANITY.
LILA ROSE #FIGHTINGFORLIFE

NEWS: NOAH WAS FROZEN FOR 15 YEARS BEFORE HE WAS ADOPTED
NEW AT 11:00
HAND-PICKED BUNDLE OF JOY
There are an estimated one million lives indefinitely frozen in the United States...

HUMAN LIFE BEGINS AT FERTILIZATION

Conceived In Rape: Rebekah Still Fights For Life



embracegraceinc

Message



1,979 posts

17.2k followers

4,125 following

Embrace Grace, Inc.

Nonprofit Organization

Helping single women with unplanned pregnancies be brave + equipping churches to be #prolove.

You are not alone.

linkin.bio/embracegraceinc

Followed by heyitsrebeccajackson, lilaroseofficial, and liveactionorg



eg shop



headquart...



2020 Gala



#WhyIGive



stories



shop + give



her story





savethestorks

Follow



1,398 posts

47.4k followers

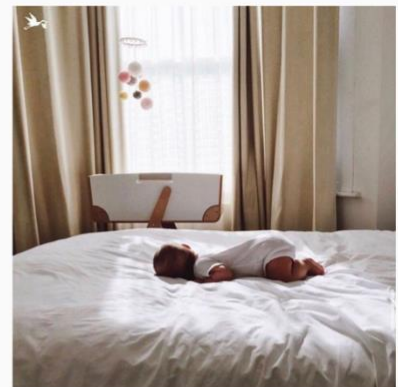
312 following

Save the Storks

We exist to inspire cultural change by shaping compelling pro-life narratives and empowering strategic partners to serve and value every life.

linktr.ee/savethestorks

Followed by bre_winic, alison_centofante, hailey_boomershine +6 more



Problem Addressed #2: There is no content calendar in place to plan posts on social media pages such as Facebook (and eventually Instagram)

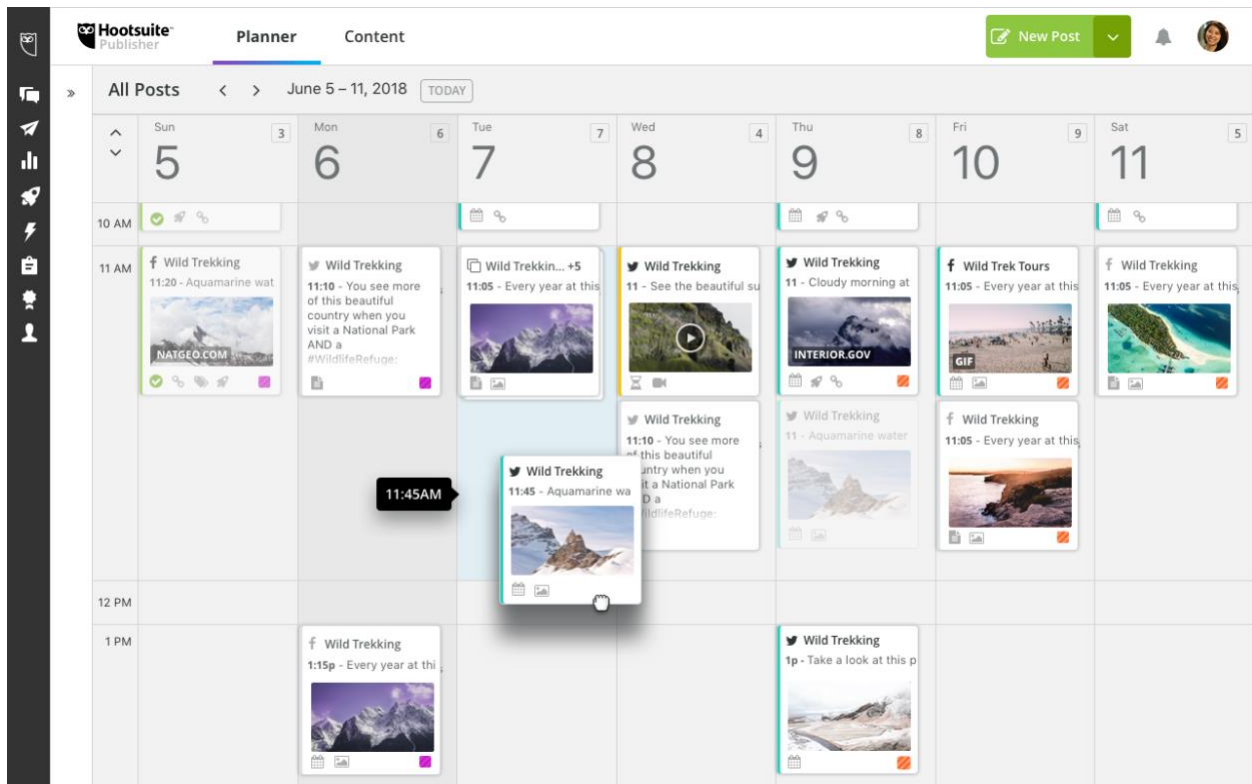
Recommendation #2: Create a monthly content calendar to improve post consistency and variety of content. This calendar will be for both Facebook and Instagram

Why: A content calendar will help develop consistent posting. Creating content ahead of time and scheduling it for a later date will ensure that there is consistency in posting throughout the less busy season. The content calendar will also help in planning what types of content to post and ensure more variety.

How:

- Utilize a [free Hootsuite account](#) (click on words to view free account) to create a content calendar one month at a time
- Aim for 1-2 posts a week at the beginning of using the social media planner
- The content calendar will help visualize what content is being posted when and where, so that there is a variety of media (videos, success stories, photos, graphics, volunteer spotlights, etc.).

Example of content calendar:



Strategy #2: Website - Digital Promotion Strategy

Problem Addressed #1: Website currently is a bit overwhelming and unorganized

Recommendation #1: Clean up old sections of website, add sections that have been suggested, and change placement of mission statement on website

Why: Since the website is mostly for volunteers or supporters, it needs to be clear so that they can easily navigate it and understand what TKRL does. The website can often be the first impression that people have of the organization, so it is important for it to be excellent.

How:

- Discuss ideas given in this marketing plan as a staff and decide which sections to keep/change/delete
- Plan out how the new layout will look with website designer
- Run the ideas by the board and finalize the changes

Strategy #3: Filming Success Stories – Digital Promotions Strategy

Problem Addressed #1: TKRL currently has no success stories captured on camera to be shown on the website or social media accounts

Recommendation #1: Film volunteers, clients or staff members telling their success story

Why: Stories are powerful and capturing the raw emotions while the story is being told is even more powerful. There are many stories that are waiting to be told or have been told but have not been captured in a way that could be kept forever. When people watch these videos of success stories, there is no way that the viewer will not be impacted in some way by it. Content like this will be very inspiring to everyone involved and will hopefully lead to more hearts and minds being changed towards abortion.

How:

- As addressed in the success story section, first willing participants will have to be found by TKRL
- Once these participants are found, a day and time will have to be scheduled for the filming to take place
- When the film is completed and edited, content can then be posted on website and social media accounts

Basic content of video:

- Participant can start with their personal story involving the issues that TKRL suggests which will take the majority of the video
- Then, the storyteller will go into detail about how TKRL played a role in their story and what they did to help/walk with them through it
- Storyteller could end with charge towards everyone about the value of human life and the good work that TKRL is doing in the pro-life movement



Baby Myles Was Saved by a Live Action video

27,527 views · Premiered Apr 3, 2020

👍 1.1K 💬 6 ➦ SHARE ≡+ SAVE ⋮

Strategy #4: Newsletter/email updates – Digital Promotion

Problem Addressed #1: TKRL does not send out consistent emails/newsletters that keep their supporters updated about what they are doing

Recommendation #1: Implement a once-a-month email update sent to all supporters, donors and volunteers

Why: If TKRL is going to recruit new volunteers and supporters from churches and young adult groups, they need to be consistent with their updates. They cannot leave their supporters in the dark in regard to how they are doing as an organization in both operations and fundraising. These emails could also play a part in building loyal volunteers who take ownership of the mission.

How:

- Basic format for update emails needs to be drafted by staff members
- Responsibility of writing emails should rotate through each staff member
- Emails should be written 5-3 days in advance to the send date in order to give most accurate information possible
- Staff will need to make these emails a priority and a part of their weekly duties

V. Fundraising Strategies

A. Overall Assessment of Existing Fundraising Strategies

Tulare-Kings Right to Life as a whole has had successful fundraising strategies throughout their existence. They have deep connections with donors and host events that help them raise a good amount of money. TKRL has strong connections with many local churches, which is where most of their volunteers come from, therefore those churches and individuals are also big donors to the organization. Since they have been well-established in the Central Valley for a significant amount of time, they have many connections in the area. They have a number of well-established fundraising events that donors look forward to, however, these events are the main source of their funds, so they rely heavily on the attendance and success of them. Therefore, if certain events have a low attendance or donation rate, it can set TKRL back quite a bit. They have consistent donors, but most of these donors aren't actively involved in the work of TKRL and may not know the extent of what they do. Recently, TKRL has seen a major drop in funds and involvement from donors due to the events being forced online because of COVID-19. Overall, there are opportunities to improve their fundraising strategies and their long-time annual events to spur on donor involvement.

B. Proposal for Improving Existing Fundraising Strategies

Recommendation #1: Empower volunteers to raise funds on their own for the organization through the creation of fundraising goals paired with incentives just for them.

Why: The volunteers that are involved with TKRL are very passionate about the cause and could be used as a resource when it comes to fundraising strategies. This is a great way to raise more funds for TKRL by utilizing their passionate supporters.

How:

- When volunteers sign up for a certain event, tell them about the option they have to raise funds on their own with the goal to reach a certain amount and be entered into a raffle for prize
- Explain the ways that volunteers can collect funds (through Venmo, checks, etc.)
- Encourage them to pursue these goals by the day of the event
- Venmo example:
 - TKRL should set up a Venmo account just for the organization that funds can be directed to
 - This is a simple and popular way to pay for things and can be a great tool for fundraising

- Volunteers can simply ask their friends and family to Venmo TKRL their desired donation
- Volunteers will keep track of how much money they have raised and report it back to TKRL

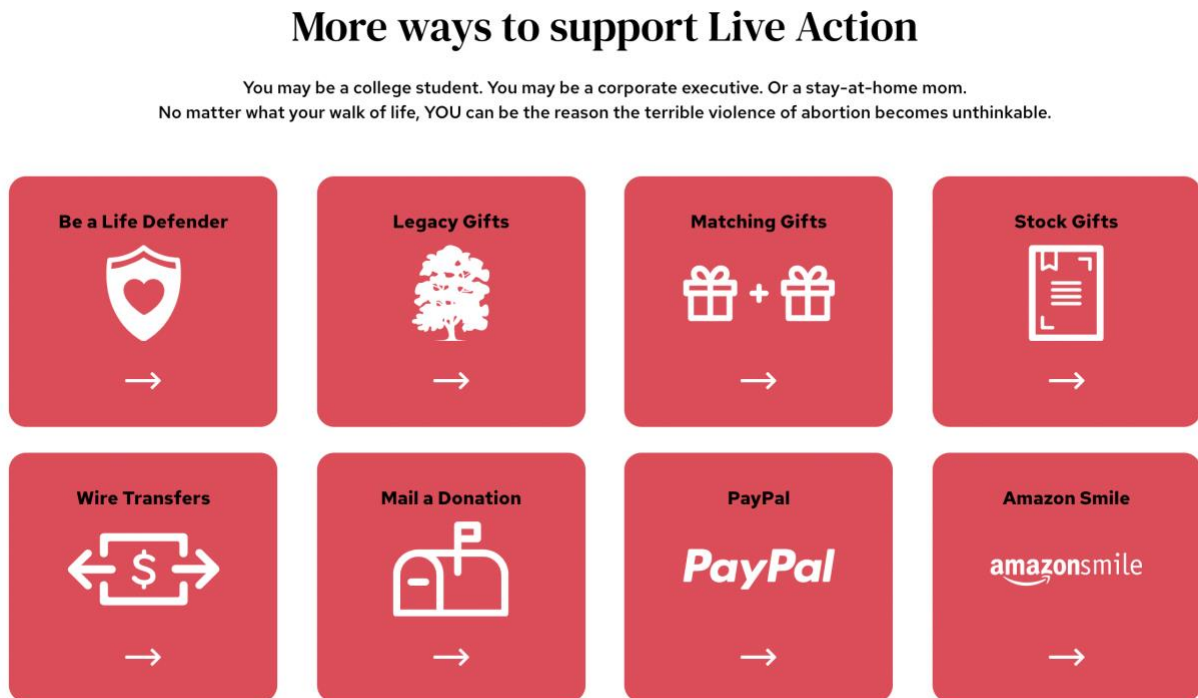
Recommendation #2: Simplify the various ways to donate to TKRL on the website

Why: If TKRL showcases how easy it is to donate to their organization, more funds will be raised. Currently, TKRL has various options to donate to their cause but most supporters are not aware of them.

How:

- Create a separate tab on website call “Ways to Give”
- Have icons showing the various options to give

Example from similar organization:



C. Proposed Donor Involvement Strategies

Recommendation #1: Show evidence of success to donors and supporters

Why: TKRL could better utilize the concept “people give to success” by applying the recommendations to track and record success throughout the organization and then share these stories and statistics with donors. Since success stories and statistics are not currently tracked, it is not clear how the funds are being used to further the mission of TKRL. Donors want to know and need to know that their funds are making an impact.

How:

- After implementing success tracking and recording stories, these should be shared via a newsletter to donors on a quarterly basis or in a thank-you after donations are received.
- Additionally, having success stories available and sharing them with all staff members will provide them with something to share when meeting with potential donors.
- A few success stories should be shared at the annual fundraising event (via video or staff sharing).

Recommendation #2: Host a donor/volunteer recognition event, thanking them for their contributions to TKRL.

Why: Hosting this event for donors and volunteers is very important because it recognizes and thanks them for their contribution, showing how it has helped not only the organization, but so many people specifically. It’s a positive way for donors to be more cause focused instead of organization focused and be inspired to continue donating to TKRL and its cause. Not to mention, a great networking event and place for other donors to meet and get to know one another better.

How:

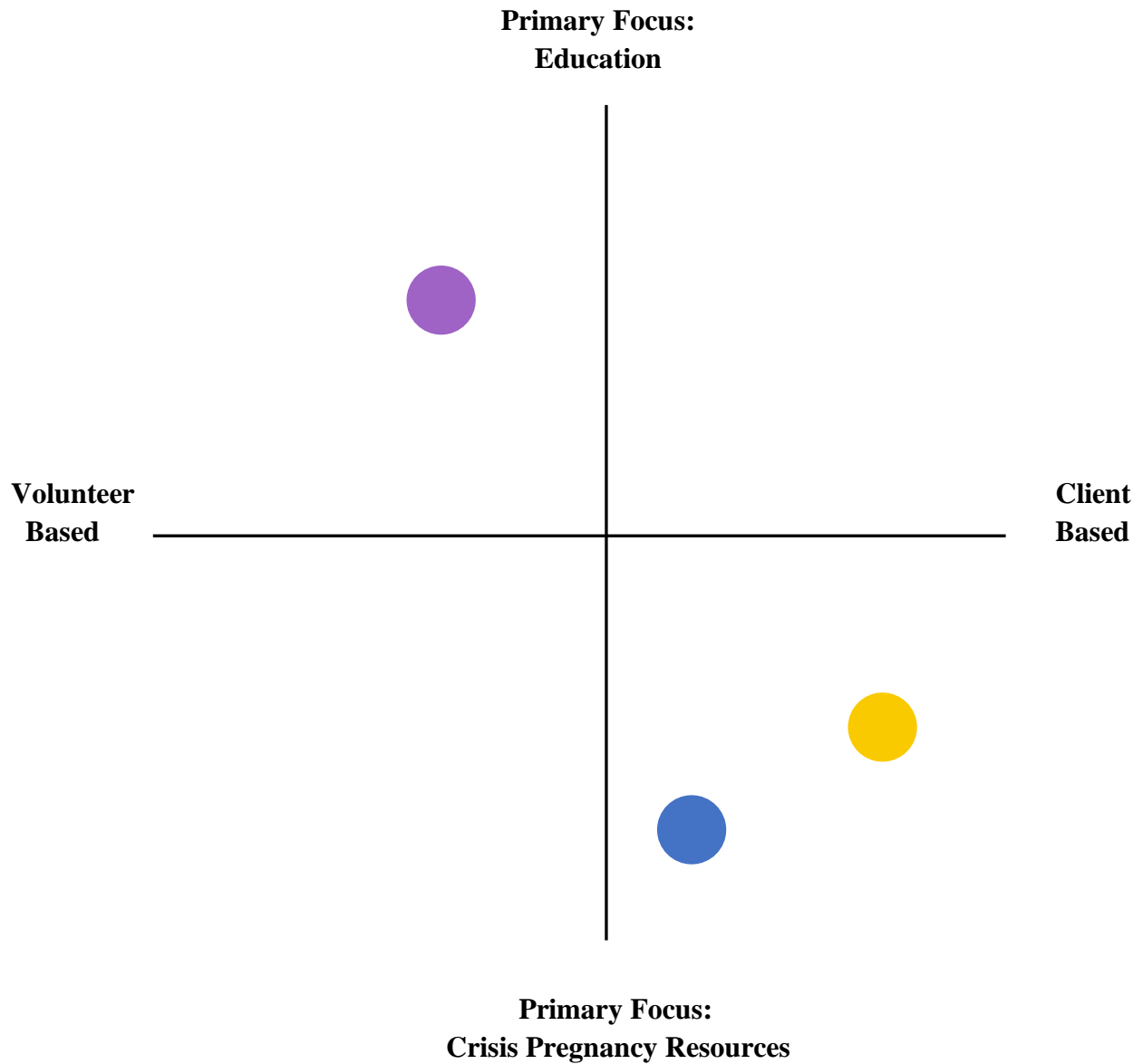
- At the end of the year, host a dinner and invite all the donors and volunteers of the organization.
- Plan the event in advance and send out the invitations early
- At the dinner, a brief description of how TKRL started, and their mission can be stated
- A past client or “friend of TKRL” can share about their experience and tell how the money is being used to touch real people
- Could also share what TKRL has in store for the next year and how it will all be done thanks to the donations
- Important to note that donations should not be asked for at this event and instead this should be a way to thank them and make them feel a part of the TKRL family




D. Fundraising Positioning Map for Donors

Purpose: The following positioning map serves to illustrate where Tulare Kings-Right to Life is currently and uniquely positioned in relation to its competitors, and how these factors can be used in fundraising strategies.

Explanation: TKRL seeks to education the public about the horrors of abortion and a human's right to life, no matter their age or abilities. Their uniqueness is found in their approach to the pro-life movement and what they offer to individuals who come in contact with them. TKRL is the face of four other programs that are under the organization but all function differently and are in existence for different reasons. On the following map, you can see that TKRL and another pro-life organization, Care Pregnancy Resource Center, both meet very different needs in the movement. Also, the placement of Planned Parenthood shows how it can work against both types of these organizations. TKRL's unique attributes can and should be communicated in all of their fundraising efforts in order to gather a larger pool of donors.

Positioning Map for TKRL:



-  Tulare-Kings Right to Life
-  Care Pregnancy Resource Center
-  Planned Parenthood

VI. Priority List of Marketing Activities

Purpose: The purpose of this section is to provide marketing goals beginning in June 2021. The goals are based directly on the information presented in the Marketing Area Analysis and are divided into three categories: Immediate, Short-term, and Long-term.

Immediate (within the next 3 months):

- Meet with Board Members to go over marketing plan
- Revise mission statement by adding descriptive words regarding the “how” of TKRL
- Begin using “Interaction Survey” at next educational presentation
- Print and utilize story forms to begin collecting stories from volunteers, employees and clients
- Collect four success stories and videotape one
- Schedule meeting to discuss revamp of website
 - Create “What We Do” page on website that goes into depth about the “how” of the organization and shows the four other programs that are under TKRL
 - Create “Our Work” page on website that shows pictures from outreaches until enough success stories have been gathered to show
 - Create “Ways to Give” page on website
 - Draft “Resources” page for church liaisons
- Schedule first meeting with one of the current church affiliated volunteers
- Draft first email newsletter for the months of June or July
- Begin inputting past client data into new alumni tracking system
 - Begin brainstorming new ways to track, connect and follow up with individuals who were deeply impacted but the organization
- Put together small team of volunteers who will familiarize themselves with the marketing aspects of TKRL
- Create TKRL Instagram and plan posts before becoming active on the account

Short Term (within the next 6 months):

- Post at least one new success story on website
- Continue tracking and collecting success stories about TKRL
- Create deadline for Board Members to submit the information needed to add to the website page
- Plan volunteering training program and how it will operate
- Implement and distribute the “Volunteer Satisfaction Survey” after next fundraising event
- Add “How did you hear about this event?” to all registration forms
- Acquire intern or new staff member who is dedicated to working on TKRL’s social media accounts

- Create success infographics that can be utilized on website and social media from the data gathered
- Conduct marketing meeting
- Solidify church liaison/ambassador program
- Meet with director of Care Pregnancy Resource Center to discuss relationship between the organizations

Long Term (with the next year or so):

- Launch newly designed website
- Create social media posting schedule using Hootsuite
- Establish volunteer training program
- Continue to update website with new information
- Create constant stream of communication between TKRL and CPRC
- Track client information data
- Consistently send out newsletter once a month
 - Brainstorm sending out the newsletter more than once a month
- Hire marketing focused employee
- Develop a budget for proposed marketing strategies by June 2022

VII. Marketing Plan Cost

Estimated Cost of Recommendations (May 2021 – May 2022)

Item	Cost	Quantity	Total
Google forms to create surveys and collect responses	\$0	4	\$0
Improving/creating content across social media platforms	\$0	-	\$0
Success Story Form	\$.10	25	\$2.50
Filming success stories (with additional equipment)	\$0-50	-	\$0-150
Donor/Volunteer Appreciation Event	-	-	\$500-1,000
Updating Website	\$0-100	-	\$0-100
Using design program to communicate output measurements	-	-	\$30
Hootsuite (free option)	\$0	-	\$0
Marketing Agenda Forms	\$.10	25	\$2.50
Food provided at volunteer training	\$50	-	\$50
		Total Cost:	\$585 - \$1,335

**Estimated cost ranges depending on the types of events or strategies that TKRL chooses to provide. This estimated total cost is if TKRL decides to go with all recommendations. The organization should determine what is the right fit for them and adjust costs accordingly.*

List of Works Consulted

Websites

Website #1: <https://rtlkf.org/>

Why relevant: This is the website of another Right to Life Organization in the Central Valley of California

Website #2: <https://righttolifeca.org/>

Why relevant: This also is a website of a Right to Life Organization in the Central Valley of California that is doing things to differentiate themselves

Website #3: <https://www.theradiancefoundation.org/about/>

Why relevant: This is the website of another organization in the industry that is doing an amazing job of spreading the word about the pro-life movement

Website #4: <https://www.liveaction.org/>

Why relevant: This is a website of an organization who exists to inspire our culture to be pro-life and know the facts of the movement.

Website #5: <https://www.cdc.gov/nchs/pressroom/sosmap/teen-births/teenbirths.htm>

Why relevant: This website represents the teen births by state.

Website #6: <https://www.plannedparenthoodaction.org/abortion-access-tool/AR>

Why relevant: This website affirms the facts that I observed in the teen birth rate by state website.

Website #7: <https://tkrl.org/>

Why relevant: Website of the organization that is being assessed

Website #8: <https://www.facebook.com/TulareKingsRightToLife/>

Why relevant: Facebook page of the organization that is being assessed

Website #9: <https://datausa.io/profile/geo/tulare-county-ca>

Why relevant: Data on Tulare County in regard to the demographic that lives in the area.

Website #10: <https://www.actforwomenandgirls.org/>

Why relevant: This is the website for a competitor who takes the opposite stance on the pro-life movement.

Website #11: <https://www.instagram.com/actforwomenandgirls/>

Why relevant: This is the Instagram for a direct competitor of TKRL

Website #12: <https://www.plannedparenthood.org>

Why relevant: This is the website for a competitor who takes the opposite stance on the pro-life movement.

Website #13: <https://deathwithdignity.org/learn/death-with-dignity-acts/>

Why relevant: Shows states that have assisted suicide laws

Articles

Article #1: <https://www.liveaction.org>

Why relevant: Example of the amount of people that have been killed in since Roe vs. Wade was passed.

- Generation X = 8.7 million preborn lives lost to abortion
- Millennials = 24.5 million preborn lives lost to abortion
- Generation Z = 24 million preborn lives lost to abortion
- Clear reason to pursue the revoke of Roe vs. Wade.

Article #2: <https://www.liveaction.org>

Why relevant: Explains what will happen if Roe vs. Wade is overturned.

Significant Findings: Facts about Roe vs. Wade

- If *Roe v. Wade* is one day overturned, abortion *will not* become illegal throughout the entire United States.
- Each state in the union would revert back to its own individual laws regarding abortion
- Hardly end of work because abortion can't just be illegal but unthinkable

Article #3: <https://news.gallup.com>

Why relevant: Opinion poll about abortion in the USA

- In May 2020, 29% said legal under any circumstances, 50% said legal under certain circumstances, 20% said illegal under all circumstances, 2% had no opinion
- In May 2020, 48% said they are pro-choice, 46% said they are pro-life, 4% said mixed/neither, 2% didn't know what the terms meant
- The opinions have all changed over the years but for the most part showcase that Americans are more pro-life than mainstream media portrays

Article #4: <https://www1.cbn.com>

Why relevant: Article about the younger generation being the most pro-life generation ever.

- Poll depicts that Millennial's and Gen-Z's aren't as pro-abortion as the media says
- Majority of the poll shows that people think that abortion should not be permitted after a heartbeat is detected
- Poll found that young people are frustrated by advancement of the abortion agenda

Article #5: <https://welcometotruth.com>

Why relevant: Talking points for pro-life arguments that counter pro-choice arguments

- Life begins at conception because at conception a separate human with its own genetic code and needs like us is ready for development

- A baby's body is separate from the mother and shows that the baby is not "a piece of tissue" and is an entirely separate entity

Article #6: <https://www.nationalreview.com>

Why relevant: This article shows that Planned parenthoods annual report blatantly shows how many more abortions they are performing

- The numbers of abortions have continued to rise each year since 2019
- The number performed at Planned Parenthood clinics increased to almost 355,000 compared to 321,000 in 2016
- Planned Parenthood's clinics perform somewhere between one-third and half of all the abortions that take place in the U.S.
- Planned Parenthood truly exists to make money off of abortions

Article #7: <https://focusequip.org>

Why relevant: This article shows what it is like to choose life as a single mom

- Emphasis on pregnancy resource centers
- Practical types about how to support single pregnant woman
- Importance of changing stigma around adoption

Article #8: <https://www.usatoday.com>

Why relevant: Article explaining motive to chip away at Roe v. Wade

- 60 bills introduced or passed in state legislatures by early 2021

Article #9: <https://euthanasia.procon.org>

Why relevant: Numbers of deaths due to physician assisted suicide by State

- 592 deaths in 2017 in California under state orders
- 54.2% of the deaths were cancer patients

Article #10: <https://calmatters.org>

Why relevant: Article about impact of Planned Parenthood in California

- 115 clinics in the state of California

Article #11: <https://www.guttmacher.org>

Why relevant: Article breaking down and showing abortion laws in each state

- Each state has different way of dealing with abortion laws
- California has some of the fewest laws against abortion

Article #12: <https://www.harpersbazaar.com>

Why relevant: Article explaining President Biden's view on abortions and the plans he has to defend reproductive rights

- A very "pro-choice" president even though he claims to have a Catholic faith

Interviews

Employee Interviews

Employee Interview #1: Female, Director of Latinos for Life, has volunteered and worked for Tulare-Kings Right to Life (TKRL) for over 15 years. Interviewed on 3/5/21 over the phone.

Why Relevant: Shared insight about the organization as a whole and the current state of their programs. Gave valuable information about the distinct advantages of TKRL and how they function in the community. Talked about areas of strengths and weaknesses inside the organization and the process of decision making.

“TKRL has always been about community outreach and meeting with people face-to-face in order to build relationships.”

“We need to strengthen our social media if we truly want to connect with the younger generation.”

Employee Interview #2: Female, office manager, has volunteered and worked for TKRL for over 7 years. Interviewed on 3/14/21 over the phone.

Why Relevant: Shared about what makes TKRL unique in the community and how they are perceived as an organization. Talked about how their mission is understood by people and ways that it could be improved.

“It is very important that we make sure our volunteers are knowledgeable of how to communicate the pro-life message at outreaches”

“Most of the people that go to our website already support us.”

“We want to get in touch with more foster and adoption agencies.”

Employee Interview #3: Female, events coordinator, worked for TKRL for 3 years. Interviewed on 3/15/21 over the phone.

Why Relevant: Explained how she contacts volunteers and donors and gathers contributions for events. Gave more in-depth information about the volunteer program and how it is structured. Shared about her view of the pro-life movement and churches.

“Doing everything online has been very hard for our organization so we need fresh ideas if we have to continue like this.”

“The churches who are involved with us are some of our biggest supporters.”

Employee Interview #4: Female, Director of Voices for Life, worked with TKRL for 3 years, Interviewed on 3/16/21 over the phone.

Why Relevant: Shared about her programs under TKRL and how she communicates the pro-life message to her niche market. Also shared about the difficulty of sharing the pro-life message.

“Whenever we have an event in person there is always someone who opens up and shares their story or experience.”

“People have a hard time understanding what exactly we stand for.”

Volunteer Interviews

Volunteer Interview #1: Female, volunteer with TKRL for over 20 years. Interviewed on 3/13/20 over the phone.

Why Relevant: Gave valuable insight of what has made the organization be successful over the years. Shared about her personal experience as a volunteer for TKRL. Also gave a honest opinion of how they are currently functioning.

“TKRL has always done a good job of keeping things professional but I would love to see them bring fresh ideas to the table for future fundraisers.”

Volunteer Interview #2: Female, past volunteer and staff member of TKRL, was involved for over 25 years. Interviewed on 3/13/21 over the phone.

Why Relevant: Shared a lot of the history of the organization and what it was like to operate in the Central Valley. Explained founding vision of TKRL and how they determined their mission statement. Gave insight into how they handle volunteers and fundraising as an organization.

“At TKRL we want educate people about the sanctity of human life and be a beacon of light in our community.”

“Being able to communicate and stay connected to our base of donors is vital to the continued existence of the organization.”

Volunteer Interview #3: Female, volunteer and employee at affiliated organization for 3 years. Interviewed on 3/17/21 over the phone.

Why Relevant: She gave perspective of how TKRL fits into the pro-life movement and ways that Care Pregnancy Resource Center (CPRC) works with TKRL. Shared about her experience in the pro-life movement over the years.

“Churches need to have resources on hand for single, pregnant women who are in crisis.”

“Most of the women that we would come in contact with just needed to know that they were strong to have their baby and be a mom...they need to know that they and their have value.”

“Putting up a child for adoption is a caring choice to make and I could see TKRL playing a role of taking the negative connotation away from it.”

Volunteer Interview #4: Female, grew up volunteering at TKRL. Interviewed on 3/17/21 in person.

Why Relevant: Shared about her volunteer experience at the organization and what she sees as their strengths and weaknesses.

“TKRL really needs to get on social media because that is where my generation spends most of their day...”

“I was always impressed by the amount of people that came to their banquet and how classy it was.”

Volunteer Interview #5: Female, volunteer for over 14 years. Interviewed on 4/7/21 over the phone.

Why Relevant: She shared about her experience at TKRL as a volunteer over the years and how it has impacted her life.

“I know of some people who do not want to get involved with TKRL because the religious side of the organization makes them uncomfortable.”

Volunteer Interview #6: Female, has been on the board and Executive Director for almost 10 years at pro-life pregnancy center. Interviewed on 4/10/21 over the phone.

Why Relevant: Had a lot of perspective on the pro-life movement as a whole and how different organization all play a part. Shared about her experience of working alongside churches as a pro-life leader.

“If we want to make a true change with the pro-life movement we need to start in the Churches”

“Understanding the mindset of an abortion minded person is key.”

Board of Director Interviews

Board of Director Interview #1: Male, President of the Board, been involved with TKRL for over 18 years. Interviewed on 3/13/21 over the phone.

Why Relevant: Gave more in-depth information about the way that decisions are made and how they are operating without an Executive Director. Shared his views of what makes TKRL stand out and ways that they can continue to get their message out into the community

“The over-arching cause of what we do is hard to measure.”

“One of the most impactful ways to educate someone about the movement is through a story.”

Board of Director Interview #2: Female, semi-retired Board member, has volunteered with TKRL for over 20 years. Interviewed on 3/14/21 over the phone.

Why Relevant: Shared about her experience at TKRL and her view of the current state of the organization. Also explained her role as a board member.

“We could find room for new growth if we built up the other issues involved with Tulare-Kings Right to Life.”

“Testimonies are a very powerful part of TKRL and could be used better.”