

# MarComm Essentials

## CORE DOCUMENTS

Brand Guidelines - includes brand application, logo lockups, color story, lexicon  
Core Messaging Doc - includes mission statement, boilerplate, brand story, pillar  
Key Stats Doc - collaborative document updated semi-annually with Foundation with  
Brand Sheet/Brand Brochure - multipurpose marketing piece  
Annual Report - multipurpose marketing piece  
Video Inventory

## ZIP FILES

TFAN Brand Zip  
Donor Cultivation Zip

## DONOR CULTIVATION

Plan  
Theme/Look  
Sponsor Packet

## DATABASES

Internal List (Board, Foundation Leadership, Foundation Staff/Partners)  
Donor List (Individuals, Corporate, Grants, Financial Advisors)  
Family List (clients of Clinic opting in to receive info)  
Newsletter List (anyone opting in to receive info)  
Media List (COMO, STL, KC, SPF)  
Legislators List (state)  
Partner Organization List (suppliers, construction team, misc. community partners)

## AUDIENCES (DETAILED)

Internal (Board; Foundation team, including clinicians, faculty)  
Donors (individuals, corporate gifts, grants, financial advisors)  
Family (connection to autism or ND, looking for information, how to get involved)  
Legislators  
Media (COMO, STL, KC, SPF markets)/Community (social network)

## ADDITIONAL ITEMS TO INCORPORATE

Grant cycle, potential new grant applications  
Board Kit (Expectations, Communication guidelines, Network, Corespondence)









































COMPLETED









































# 2023 Year Overview

			Q1 2023			Q2 2023			Q3 2023			Q4 2023			2024	2025
			JAN	FEB	MAR	APR	MAY	JUNE	JULY fiscal year	AUG	SEPT	OCT	NOV	DEC		
<b>GOALS</b>	<b>AUDIENCE</b>	<b>CORE MESSAGING</b>														
Cultivate new donors	<b>Donors</b> individuals, corporate gifts, grants, financial advisors	<b>SUPPORT</b> Funding the Needs of the Thompson Center for Autism and Neurodevelopment	Awareness Opportunities													
Increase donations (campaign)	<b>Internal</b> Board; Foundation team, including clinicians, faculty	<b>AWARENESS</b> Positively influencing autism-related education across the nation	Sponsor/Partner/Vendor Engagement Opportunities													
Expand reach	<b>Family</b> connection to autism or ND, looking for information, how to get involved	<b>ADVANCING POLICY</b> Leading autism-related legislative efforts at the state level	Donor Cultivation													
Spread awareness (communication for people to Learn/find value/become informed)	<b>Legislators</b>		Campaign (Timing TBD)													
Maximize resources	<b>Media</b> (COMO, STL, KC, SPF markets) Community (social															

## Evergreen Initiatives

- Cultivate growth in key performance areas
  - 1) donors -- quality and quantity, and
  - 2) client referrals to Center -- number and geographic reach. (identify and plan)
- Educate the community on the issues of autism and neurodevelopment. (fresh, key, new terminology)
- Elevate annual fundraiser (attendance and dollars raised).

### Campaign Leadership Phase

Q1		Q2		
Jan-March		April-June		
Highlights		Highlights		Highlights
Brand	Clean-up/strengthen non-profit status, Guidestar  Draft Key Stats (collaborate w/ Center) <i>*Statewide and break out key stats for KC, Springfield, STL, CoMO markets</i>	Brand	Revisit and Update Key Stats	Brand
Donor Cultivation	Clean up lists and curate market-specific contacts and prospects	Awareness  Community Engagement	Mizzou Baseball Game CoMo Market	Campaign
Awareness  Community Engagement  Donor	Mizzou Basketball Game CoMo Market	Community Engagement	Highlight Autism Friendly Businesses On-premise awareness opportunity in key markets - Foundation "Stamp of Approval"	Community Engagement



Q3		Q4	
July-September		October-December	
		Highlights	
Develop Annual report	Brand	Revisit — continue to clean-up/strengthen non-profit status. Every 3-6mos update. How do you appear online? How do you appear to donors and prospectives when they look you up?	
Revisit and Update Key Stats			
Groundbreaking event, media opp, hard media/major donor event			
Highlight Autism Friendly Businesses On-premise awareness opportunity in key markets	Community Engagemen t	Highlight Autism Friendly Businesses On-premise awareness opportunity in key markets	

<p>Awareness Sponsorship Opportunities</p>	<p><b>Podcasts Sponsorships</b> Secure Media/Sponsorship Kits <i>(see Client Resources)</i>  Consider additional alternatives to autism (i.e. Mizzou-related, NonProfit, Missouri-centered, Politics/Religion) If</p>	<p>Awareness Sponsorship Opportunities</p>	<p><b>Podcast Advertising/Sponsorship</b> Supporting the Spectrum/Others - special sponsor during month of April/ongoing <i>(see Client Resources)</i>  Secure additional placements</p>	<p>Awareness Community Engagement  Donor</p>
<p>Awareness Donor Cultivation</p>	<p><b>Giving Guides</b> Secure media kits in target markets <i>(see Client Resources)</i></p>	<p>Awareness Donor Cultivation</p>	<p><b>Giving Guides</b> Secure placement <i>(see Client Resources)</i></p>	
<p>Awareness Donor Cultivation  Fundraising</p>	<p><b>GiveSTL Day</b> · Register to participate · Set goal, secure match · Plan campaign components and focus (communication plan, messaging and creative) · Syncs with World Autism Month · Tap into AMAZE donor pool</p>	<p>Awareness Donor Cultivation  Fundraising</p>	<p><b>GiveSTL Day</b> · Activaton</p>	<p>Awareness Donor Cultivation  Fundraising</p>

<p>Night at the Ballpark in Key Markets</p> <p>Kansas City Royals</p> <p>St. Louis Cardinals</p>	<p>Awareness</p> <p>Community Engagement</p>	<p>Mizzou Football Game</p> <p>CoMo</p>
<p>End of Year Appeal</p> <ul style="list-style-type: none"> <li>· Set goal</li> <li>· Plan campaign components and focus (communication plan, messaging and creative)</li> <li>· Syncs with Como Gives, GivingTuesday</li> <li>· Tap into AMAZE donor pool</li> </ul>	<p>Awareness</p> <p>Donor Cultivation</p> <p>Fundraising</p>	<p>End of Year Appeal</p> <ul style="list-style-type: none"> <li>· Activation</li> </ul>

<p>Donor Cultivation</p>	<p><b>Cultivating Amazing Donors</b></p> <ul style="list-style-type: none"> <li>· Plan Targeted Donor Cultivation Events</li> <li>· Develop presentation: <i>With Your Help: What we know today about A&amp;ND -- and what we're working to discover. (Research oriented. How we are making impact. Video/presentation.)</i></li> </ul>	<p>Donor Cultivation</p>	<p><b>Cultivating Amazing Donors</b></p> <ul style="list-style-type: none"> <li>· KC Market Donor Cultivation Event</li> <li>· Follow up with KC market prospects</li> <li>· STL Market Donor Cultivation Event - Sync with GiveSTLDay</li> <li>· Follow up with STL market prospects</li> <li>· Springfield Market Brand Introduction</li> </ul>	<p>Donor Cultivation</p>
<p>Donor Cultivation</p>	<p><b>AMAZE</b></p> <ul style="list-style-type: none"> <li>· Planning for Re-imagined event</li> <li>· Proposed date April 2024</li> </ul>			

<p><b>Cultivating Amazing Donors</b> · STL Market Donor Cultivation Event - Sync with Conference</p>	<p>Donor Cultivation</p>	<p><b>Cultivating Amazing Donors</b> · Springfield Market Donor Cultivation Event · Follow up with Springfield market prospects  · Follow up with STL market prospects  · CoMo Market Donor Cultivation Event - Sync with</p>

Strategic Marketing Plan				
January 2023	Pillar	Item	Audience	Message or Task
1/2	Brand	Brand Refresh	Internal	Meet, draft <b>Key Stats*</b> doc (collaborate w/ Center); inventory and/or develop all database Lists  *Statewide and break out key stats for KC, Springfield, STL, CoMO markets
1/9	Brand	Brand Refresh	Media/Community	<i>A New Year's Resolution: Commit to tuning in this year to issues impacting A&amp;ND -- follow us as we have big plans in store this year!</i>
1/16	Brand	Brand Refresh		Disseminate/Train <b>Brand Guidelines, Brand Ki</b>
1/21	Awareness	Mizzou Basketball Game	Families/Donors	Family-focused event with overlay of donor cultivation Co-branded Center + Foundation
1/23	Brand	Brand Refresh	Internal	Inventory Video - Identify needed (new) content, calendar shoot opportunities
1/30	Brand	Brand Refresh	Internal	<i>Excited to announce the (soft) launch of new identity, including website -- explain new brand positioning. Kick-off letter to Board.</i>
	Support	Cultivating Amazing Donors	Donors	Develop Donor Cultivation Plan
February 2023	Pillar	Item	Audience	Message or Task
2/8-10	Brand	2/8-10 Brand Refresh - Board Preview	Board	Sizzle unboxing. Unveil brand to Board
	Brand	Brand Refresh	All	<i>Excited to announce the launch of new identity, including website. Explain new brand positioning. Kick-off letter to top Donors, Legislators</i>

Channel	Assets	Notes	
		Define Autism. Define Neurodevelopment. What falls under the spectrum.	
Social			
t			
Email (internal list), website	New email header, stationery, website		
Channel	Assets	Notes	
Zoom		Brand guide, Notecards, swag- hat, polo, fleece, coffee mug, Business Cards	
Social, Email (all lists), Website, mailer- personal letterhead	New email header, stationery, website		

2/14	Support	Donor Stewardship	Donors	Valentine's Day Donor Thank You
	Support	Cultivating Amazing Donors	Donors	Develop Presentation Tools/Video
	Awareness	Board Member Spotlight	All	Kickoff monthly spotlight with The Thompsons
	Awareness	Autism Inclusion	Families, Media	Dining Out? How you can help a family with A&ND do that too. Highlight/Partner with Autism Friendly Businesses



mail	cards created by families at the Center		
Social, Email, Website			
Release/Media Pitch Social Email Website	Tip Sheet and/or Webinar		

March 2023	Pillar	Item	Audience	Message or Task
	Support	Research	Media/Community	<i>What we know today about A&amp;ND - and what we're working to discover</i>
	Awareness	Brand Refresh	All	Pitch vendors/partners to promote TF on websites/social
	Awareness	Board Member Spotlight	All	Board Member TBD
	Awareness	Autism Inclusion	Family, Media	<i>Your Book Club's Next Pick? May we suggest &lt;A&amp;ND related&gt;</i>
	Awareness	Cultivating Amazing Donors · KC Market Brand Introduction · STL Market Brand Re-Introduction · CoMo Market Brand Re-Introduction	Media/Community	Mail Campaign
	Policy	Bill Tracking	All	<i>Updates from the Capitol - Status of House Bill 10 (diagnostic evaluations), House bill 3020 (ARPA), MO Medicaid related legislation How to get involved.</i>
	Awareness	Impact	Donors, Media/Community	<i>Your support and donations make an impact!</i> Renovation reveal - updated spaces at the Center
April 2023	Pillar	Item	Audience	Message or Task
4/2	Awareness	World Autism Month	All	
4/10	Support	GiveSTL Day	Donors, Media/Community	GiveSTLDay Early Giving Begins
4/27	Brand	In-Person Board Meeting		Welcome new members

Channel	Assets	Notes	
Release/Media Pitch, Social, Email, Website	Tip Sheet and/or Webinar	Facts.	
Social	TF Brand Assets ZIP		
Social, Email, link to site		Consider asking questions from a different lens? Why are you involved? What about the campaign are you excited about?	
Social, Email			
Email, Social, Mail	Direct Mail	Targeted, utilize key stats for market	
Social, Email, Website	Quick Fact Sheets Talking Points		
Social, Email, Website	Video, before/after pics	Reno features, walk through	
Channel	Assets	Notes	
Social, Email			
Social, Email (all lists), website			
	NEW board onboarding packet	Headshots for all attending	

	Support	Cultivating Amazing Donors KC Market Donor Cultivation Event	Donors, Media, Community, Area Legislators	Donor cultivation event
	Awareness	Research Spotlight	All	Your support and donations make an impact! Spotlight 1 of the 17 active, funded research projects
	Support	TBD Spring Fling - Family-focused event to celebrate World Autism Month	Families, Media/Community	Spring Family Event sponsored by the Foundation Produced by the Center
	Policy	Bill Tracking	All	<i>Updates from the Capitol</i> - Status of House Bill 10 (diagnostic evaluations), House bill 3020 (ARPA), MO Medicaid related legislation How to get involved.
	Policy	Pitch Media	Media/Community	Invite/Pitch media for an "update on A&ND in MO", overview growth plans and policy work leading into end of legislative session
	Awareness	Board Member Spotlight	All	Board Member TBD
	Awareness	Services at the Center, Impact	Family, Donors, Media	<i>A Day in the Life of &lt;Clinician/Staff Member&gt;</i>
	Awareness	Services at the Center, Impact	Family, Donors, Media	<i>A Day in the Life of &lt;a Family&gt;</i>
	Awareness	FAQ		What is an Autism-Friendly Business?

	Video, sponsor packet		
Social, Email			
Social, Email, Website	Quick Fact Sheets Talking Points		
Email			
Social, Email, link to site			
Social, Email, Website		Supporting video would be idea - pieces can be repurposed for AMAZE and donor cultivation	
Social, Email, Website		Supporting video would be idea - pieces can be repurposed for AMAZE and donor cultivation	
Social, Email	Local Listing of Businesses	On-premise awareness opportunity	

May 2023	Pillar	Item	Audience	Message or Task
5/10	Support	GiveSTLDay 2023	Donors, Media/Community	Help us meet our goal... Focus on St. Louis and who you've helped.
	Support	Cultivating Amazing Donors STL Market Donor Cultivation Event	Donors, Media, Community, Area Legislators	Donor cultivation event
	Policy	Bill Tracking	All	<i>Down to the wire: Updates from the Capitol - Status of House Bill 10 (diagnostic evaluations), House bill 3020 (ARPA), MO Medicaid related legislation How to get involved</i>
	Awareness	Board Member Spotlight	All	Board Member TBD
	Awareness	Autism Inclusion	Families, Media	<i>Planning a vacation? How can you help a family with A&amp;ND relax too. Vacation destinations that offer autism-friendly accommodations</i>
	Awareness	Autism Inclusion	Families, Media	<i>Summer Transition Tips</i>
	Awareness	Autism Inclusion, Impact	All	Spotlight on an Autism Friendly Business
June 2023	Pillar	Item	Audience	Message or Task
	Support	Cultivating Amazing Donors · Springfield Market Brand Introduction	Media/Community	Mail Campaign
	Awareness	Board Member Spotlight	All	Board Member TBD
	Awareness	Autism Inclusion	Family, Media	<i>Your Book Club's Next Pick? May we suggest &lt;A&amp;ND related&gt;</i>

Channel	Assets	Notes	
Social, Email (all lists), website			
	Video, sponsor packet		
Social, Email, Website	Quick Fact Sheets Talking Points		
Social, Email, link to site		Consider asking questions from a different lens? Why are you involved? What about the campaign are you excited about?	
Release/Media Pitch Social Email Website	Tip Sheet and/or Webinar		
Release/Media Pitch Social Email Website	Tip Sheet and/or Webinar		
Social, Email, Website	Business logo	On-premise awareness opportunity	
Channel	Assets	Notes	
Email, Social, Mail	Direct Mail	Targeted, utilize key stats for market	
Social, Email, link to site		Consider asking questions from a different lens? Why are you involved? What about the campaign are you excited about?	
Social, Email			

	Awareness	Research Spotlight	All	Your support and donations make an impact! Spotlight 1 of the 17 active, funded research projects
	Awareness	Autism Inclusion, Impact	All	Spotlight on an Autism Friendly Business
<b>July 2023</b>	<b>Pillar</b>	<b>Item</b>	<b>Audience</b>	<b>Message or Task</b>
	Brand	Annual Report	All	Begin work on Annual Report
	Policy	Bill Signing	All	<i>Successes at the Capitol and Bill Signing</i>
	Awareness	Impact - Quote	All	Parent Quote
	Awareness	Research Spotlight	All	Spotlight 1 of the 17 active, funded research projects
	Awareness	Research Spotlight	All	Your support and donations make an impact! Spotlight 1 of the 17 active, funded research projects
	Awareness	Autism Inclusion, Impact	All	Spotlight on an Autism Friendly Business
	Awareness	Board Member Spotlight	All	Board Member TBD
<b>August 2023</b>	<b>Pillar</b>	<b>Item</b>	<b>Audience</b>	<b>Message or Task</b>
	Brand	Annual Report		Complete Annual Report
	Policy	Policy initiatives	All	<i>Upcoming policy initiatives</i> How to get involved.
	Awareness	Autism Inclusion, Impact	All	Spotlight on an Autism Friendly Business
	Awareness	Board Member Spotlight	All	Board Member TBD - Lora Hinkel, educator for back to school



Social, Email			
Social, Email, Website	Business logo	On-premise awareness opportunity	
<b>Channel</b>	<b>Assets</b>	<b>Notes</b>	
Website	Printed and online	Use as support for upcoming donor cultivation and policy activities	
Social, Email, Website	Quick Fact Sheets Talking Points		
Social, Email, Website		Pull from video assets	
Social, Email			
Social, Email			
Social, Email, Website	Business logo	On-premise awareness opportunity	
Social, Email, link to site		Consider asking questions from a different lens? Why are you involved? What about the campaign are you excited about?	
<b>Channel</b>	<b>Assets</b>	<b>Notes</b>	
Social, Email, Website	Quick Fact Sheets Talking Points		
Social, Email, Website	Business logo	On-premise awareness opportunity	
Social, Email, link to site		Consider asking questions from a different lens? Why are you involved? What about the campaign are you excited about?	

	Awareness	Research Spotlight	All	Your support and donations make an impact! Spotlight 1 of the 17 active, funded research projects
	Awareness	Autism Inclusion	Families, Media	Tips to help A&ND families make transition back to school
	Awareness	Impact - Quote	All	Clinician Quote
<b>September 2023</b>	<b>Pillar</b>	<b>Item</b>	<b>Audience</b>	<b>Message or Task</b>
	Support	Cultivating Amazing Donors St Louis Market Donor Cultivation Event	Donors, Media, Community, Area Legislators	Donor cultivation event - Sync wth Autism Conference
	Support	Autism Conference	Family	Ask the Expert Panel Sponsor
	Support	Expert Panel Introductions	Family	Introduce Expert Panel Participants
	Awareness	Research Spotlight	All	Your support and donations make an impact! Spotlight 1 of the 17 active, funded research projects
	Awareness	Board Member Spotlight	All	Board Member TBD
	Awareness	Autism Inclusion	Family, Media	<i>Your Book Club's Next Pick? May we suggest &lt;A&amp;ND related&gt;</i>
	Awareness	Autism Inclusion, Impact	All	Spotlight on an Autism Friendly Business
<b>October 2023</b>	<b>Pillar</b>	<b>Item</b>	<b>Audience</b>	<b>Message or Task</b>

Social, Email			
Release/Media Pitch Social Email Website	Tip Sheet and/or Webinar		
Social, Email, Website		Pull from video assets	
Channel	Assets	Notes	
	Video, Annual Report, Sponsor Packet		
	Annual Report		
Social, Email			
Social, Email			
Social, Email, link to site		Consider asking questions from a different lens? Why are you involved? What about the campaign are you excited about?	
Social, Email			
Social, Email, Website	Business logo	On-premise awareness opportunity	
Channel	Assets	Notes	

	Support	Cultivating Amazing Donors Springfield Market Donor Cultivation Event	Donors, Media, Community, Area Legislators	Donor cultivation event
	Awareness	Autism Inclusion, Impact	All	Spotlight on an Autism Friendly Business
	Awareness	Autism Inclusion	Family, Media	<i>An inclusive Halloween. How can you help a family with A&amp;ND enjoy trick or treating too. Tips for making Halloween inclusive.</i>
	Awareness	Research Spotlight	All	Your support and donations make an impact! Spotlight 1 of the 17 active, funded research projects
	Awareness	Board Member Spotlight	All	Board Member TBD
	Awareness	Impact - Quote	All	Doctor Quote
<b>November 2023</b>	<b>Pillar</b>	<b>Item</b>	<b>Audience</b>	<b>Message or Task</b>
	Support	TBD Amaze Event	Donors	Save the Date
11/28	Support	Giving Tuesday/Como Gives Kick-Off to Year End Appeal		<i>Help us meet our goal...</i>
	Support	Cultivating Amazing Donors CoMo Market Donor Cultivation Event		Donor Cultivation Event - Sync with CoMo Gives
	Support	End of Year Giving Guide		Guide to ways to give through stocks, IRA/rollover, matching and recurring gifts, etc
	Awareness	Autism Inclusion, Impact	All	Spotlight on an Autism Friendly Business
	Awareness	Board Member Spotlight	All	Board Member TBD

	Video, Annual Report		
Social, Email, Website	Business logo	On-premise awareness opportunity	
Social, Email	Tip Sheet and/or Webinar		
Social, Email			
Social, Email, link to site		Consider asking questions from a different lens? Why are you involved? What about the campaign are you excited about?	
Social, Email, Website		Pull from video assets	
<b>Channel</b>	<b>Assets</b>	<b>Notes</b>	
Social, Email (all lists), Website			
Social, Email (all lists), Website			
	Video, Annual Report	Happy Hour	
Social, Email, Website	Website FAQ		
Social, Email, Website	Business logo	On-premise awareness opportunity	
Social, Email, link to site		Consider asking questions from a different lens? Why are you involved? What about the campaign are you excited about?	

	Awareness	Autism Inclusion	Families, Media	Tips for caregivers and relatives of A&ND families during the holiday season
	Awareness	Research Spotlight	All	Spotlight 1 of the 17 active, funded research projects
	Awareness	Impact - Quote	All	Donor Quote
<b>December 2023</b>	<b>Pillar</b>	<b>Item</b>	<b>Audience</b>	<b>Message or Task</b>
	Support	Continuation of End of Year Appeal	All	<i>Help us meet our goal...</i>
	Support	Giving Guides	All	Showcase/Share Giving Guide Placement
	Awareness	Autism Inclusion, Impact	All	Spotlight on an Autism Friendly Business
	Awareness	Board Member Spotlight	All	Board Member TBD
	Awareness	Impact - Quote	All	Donor Quote
	Awareness	Autism Inclusion	Family, Media	<i>Your Book Club's Next Pick? May we suggest &lt;A&amp;ND related&gt;</i>
	Awareness	Research Spotlight	All	Spotlight 1 of the 17 active, funded research projects
	Awareness	Autism Inclusion	Family, Media	Sensory Friendly Holiday Activities across the state

Release/Media Pitch Social Email Website	Tip Sheet and/or Webinar		
Social, Email			
Social, Email, Website		Pull from video assets	
Channel	Assets	Notes	
Social, Email			
Social, Email, Website	Business logo	On-premise awareness opportunity	
Social, Email, link to site		Consider asking questions from a different lens? Why are you involved? What about the campaign are you excited about?	
Social, Email, Website		Pull from video assets	
Social, Email			
Social, Email			
Release/Media Pitch Social Email Website			

Cultivating Amazing Donors			
Timing	Item	Message or Task	Channel
Jan	Donor Cultivation Event	Develop Plan - specific funding goals, marketing approach	
		Develop Sponsor Packet and Assets Zip	
		Begin pitching sponsors	Targeted approach
February	Donor Cultivation	Develop Market Event/Communication Tools	
March	Awareness Donor Cultivation	KC Market Brand Introduction STL Market Brand Re-Introduction CoMo Market Brand Re-Introduction	Mailer
April	Donor Cultivation Event	KC Market Event	
May	Donor Cultivation	KC Market Prospects Follow up	
May	Donor Cultivation Event	STL Market Event - Sync with GiveSTLDay	
June	Donor Cultivation	STL Market Prospects Follow Up	
June	Awareness Donor Cultivation	Springfield Market Brand Introduction	Mailer
September	Donor Cultivation Event	STL Market Event - Sync with Conference	
October	Donor Cultivation	Springfield Market Prospects Follow Up	
October	Donor Cultivation Event	STL Market Prospects Follow Up	
November	Donor Cultivation	Springfield Market Prospects Follow Up	
November	Donor Cultivation Event	CoMo Market Event - Sync with Como Gives	
December/Jan 2024	Donor Cultivation	CoMo Market Prospects Follow Up	
November	TBD AMAZE Event	Save the Date	Mailer, Social Website



Assets	Notes	
Sponsor Packet		
Market-specific Fact Sheets, Video		
Sponsor Packet, Video		
Sponsor Packet, Video	Log Cabin Club, with Jack's support	
	Utilize Jack for bandwidth in STL Market	
Sponsor Packet, Video, Annual Report	Utilize Jack for bandwidth in STL Market	
Sponsor Packet, Video, Annual Report	Utilize Jack for bandwidth in STL Market	
Sponsor Packet, Video, Annual Report		

April 2024	Proposed AMAZE Event Date		
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# Resources

## Community Foundations / Regional Giving

KC Community Foundation  
KC Radio Show for Nonprofit News  
Ozarks Community Foundation  
Ozarks Giving Day - GIVE OZARKS DAY  
St. Louis Community Foundation  
GiveSTLDay  
U.S. Charitable Giving Program | Kansas City  
Giving Machines KC

## Giving Guides

Business Journal Annual Giving Guide - KC  
Business Journal Annual Giving Guide - STL  
The CFO's Holiday Charitable Giving Guide -  
STL Magazine's Live Local, Give Local: A Guide to  
Springfield Business Journal Giving Guide

## Podcasts

Sensory Matters  
21andsensory  
1800 Seconds On Autism  
Word Of The Mouth  
The Aspie World Podcast  
Not Neurotypical with Laura Zdan  
The Autistic Life  
Autistic Girls World  
Autism By Autistics  
The One Percent

## Extras

Host a screening Autism goes to college, also a

## Link

<https://www.growyourgiving.org/>

<https://kccaresonline.org/>

<https://www.cfozarks.org/>

<https://www.cfozarks.org/giveozarks>

<https://stlgives.org/>

<https://www.givestlday.org/>

<https://www.kcsouthern.com/en-us/about-us/community/us-charitable-giving->

<https://givingmachineskc.org/>

<https://advertise.bizjournals.com/brands/kansascity/>

<https://advertise.bizjournals.com/brands/stlouis/>

<https://www.cfozarks.org/giving-guide>

<https://www.stlmag.com/sponsored-content/give-local>

<https://sbi.net/stories/giving-guide.65322>

<https://podcasts.apple.com/gb/podcast/sensory-matters/id1362011085>

<https://podcasts.apple.com/gb/podcast/sensory-matters/id1362011085>

<https://podcasts.apple.com/gb/podcast/1800-seconds-on-autism/id1444057570>

<https://podcasts.apple.com/gb/podcast/word-of-mouth/id869276405>

<https://podcasts.apple.com/gb/podcast/aspergers-autism-1-podcast-the-aspie->

<https://podcasts.apple.com/gb/podcast/not-neurotypical-w-laura-zdan/id1479197664>

<https://podcasts.apple.com/gb/podcast/the-autistic-life/id1553939689>

<https://podcasts.apple.com/gb/podcast/autistic-girl-world/id1525244090>

<https://podcasts.apple.com/gb/podcast/autism-by-autistics/id1475351672>

<https://podcasts.apple.com/us/podcast/the-one-percent/id1445217646>

<https://www.autismgoestocollege.org/licensing-page/>

## Notes

KC has a regional Community Foundation, but no specific regional giving day

Last event March 24, 2021 and in previous years. Unsure if ongoing.

Host of GiveSTLDay

5/10/2023 (early giving begins 4/10)

# THOMPSON FOUNDATION DIGITAL MARK

Call-outs

Post Types

Quote (Sharable/Inspiration) Tes Resource Download Podcast

Audiences

Families

Legislators

Core Message Filters/Theme

Hashtags

Weekly Notes

Week of

1/2/2023

1/2

MONDAY

1/3

TUESDAY

Calendar Activities

Theme

Image

Caption/CTA

@hitlist

#hashtags

Channels

Week of

1/9/2023

1/9

MONDAY

1/10

TUESDAY

Calendar Activities

Theme

Image

Caption/CTA

@hitlist

#hashtags

Channels

Week of

1/16/2023

1/16

MONDAY

1/17

TUESDAY

Calendar Activities

Theme

Image

Caption/CTA

@hitlist

#hashtags  
Channels

Week of  
1/23/2023

1/23  
MONDAY

1/24  
TUESDAY

Calendar Activities

Theme

Image

Caption/CTA

@hitlist

#hashtags

Channels

Week of  
1/30/2023

1/30  
MONDAY

1/31  
TUESDAY

Calendar Activities

Theme

Image

Caption/CTA

@hitlist

#hashtags

Channels



# ETING CONTENT CALENDAR

Blog Post Q&A

Autism Inclusion Policy

Infographic Meet the Team/B

Donors/Supporters

Clinicians/Medical Staff

Media

1/4  
WEDNESDAY

1/5  
THURSDAY

1/6  
FRIDAY

1/11  
WEDNESDAY

1/12  
THURSDAY

1/13  
FRIDAY

Grand Opening

Grand Opening/DS Clinic P Brand Refresh

[Pic from ribbon cutting](#)

Canva Design

A New Year's Resolution:  
Commit to tuning in this  
year to issues impacting  
autism &  
neurodevelopment! Follow  
us as we have big plans in  
steps this year

IG, FB, TW, LI

IG, FB, TW, LI

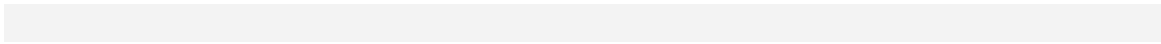
1/18  
WEDNESDAY

1/19  
THURSDAY

1/20  
FRIDAY

DS Clinic

[RY graphic](#)



1/25  
WEDNESDAY

1/26  
THURSDAY

1/27  
FRIDAY

Meet the Team/Board

[RY graphic](#)

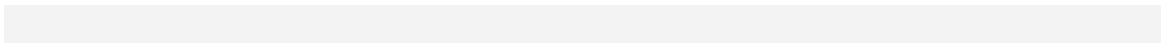
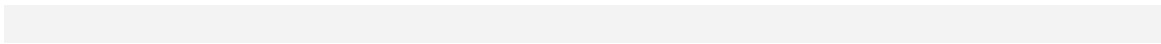
Bill & Nancy



2/1  
WEDNESDAY

2/2  
THURSDAY

2/3  
FRIDAY



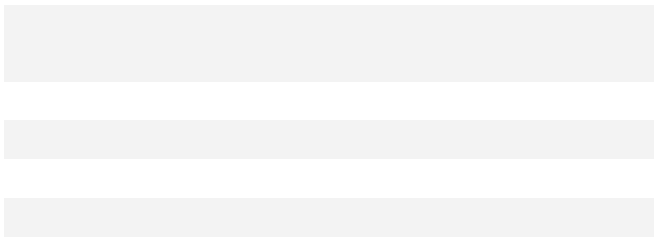
Shared ContentCore Bran Statistic

Community at large

Staff

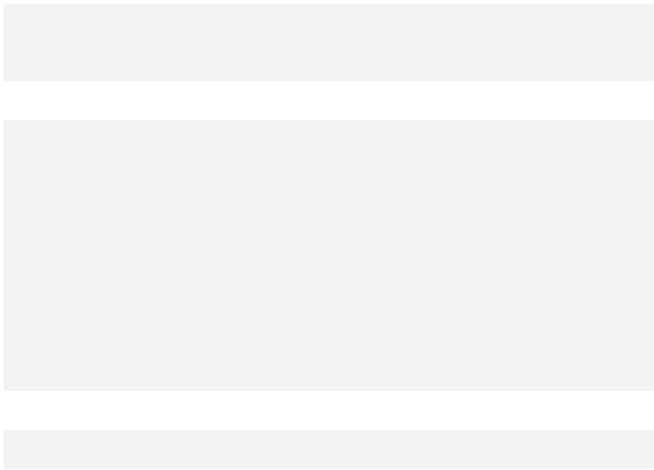
1/7  
SATURDAY

1/8  
SUNDAY



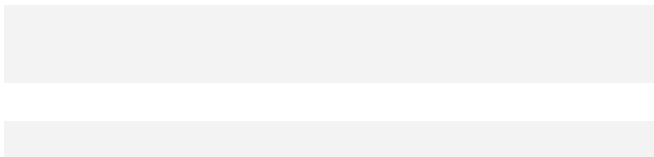
1/14  
SATURDAY

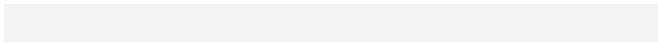
1/15  
SUNDAY



1/21  
SATURDAY

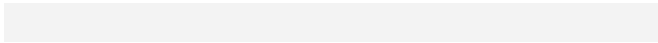
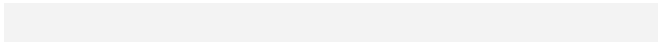
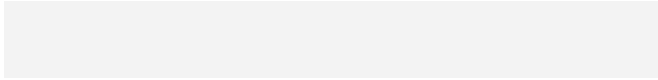
1/22  
SUNDAY





1/28  
SATURDAY

1/29  
SUNDAY



2/4  
SATURDAY

2/5  
SUNDAY

