

## Community Engagement Update – September 2019

### Summer Social Media Initiatives

#### “10 Reasons to Choose Mediation”

- 10 “boosted” Facebook/Instagram posts from mid-June through August
- Sharing by social media “champions” (including Board members)
- Total campaign reach: 5,637 Impressions, 128 Likes, 84 Shares
- Traffic driven to 10 Reasons landing page on website – 1,946 Impressions (2<sup>nd</sup> most visited page on DRC website June-Aug.)

#### Legislative Code of Conduct Work

- Single post had a reach of 1,129 “organic” impressions, due to positive comments and Shares (14)

#### “Is There an Elephant in Your Office?”

- Aug. 20 - Launch of promotion for Oct. 22<sup>nd</sup> Workplace Conflict Workshop
- Reach: 3,893 Impressions, 10 Shares
- One of many marketing efforts to increase awareness of the DRC as a resource to employers (private and public sector) as a resource for training, facilitation and workplace mediation (including on-going promotion of ResWA DES workplace mediation contract to public employees). All three of these services have a very positive impact on earned revenue.

#### Harvesting Likes

- Previous non-followers reached via shares who, in-turn, Liked posts, were invited to follow the DRC. 45 new followers added since June. Total Facebook following: 535.

#### Community Partner Linking

- Key community partners (other non-profits, faith communities, media, etc.) were Liked by the DRC, with the goal of reciprocal following and sharing of our posts. We have connected with 30 new organizations over the summer.

### Mediation Marketing – Goals and Metrics

- A key strategic goal has been increasing diversification of the case mix for 2-party mediations, which has been primarily made up of court-referred Family (parenting plan/divorce) cases. This diversity also provides mediators with a “change of pace”.
- Marketing efforts have been focused on raising awareness of the DRC as a resource for other types of conflict, such as workplace, business-customer, landlord-tenant, neighbor, etc. These cases have a positive impact on earned revenue from mediation client fees, as the clients’ ability to pay is often higher.

- Metrics we are now tracking monthly to help measure progress in these efforts include:
  - Percentage of non-court referred incoming calls, which has averaged 41% for 2019 to-date.
  - Percentage of non-family 2-party cases, which has averaged 9%\* for 2019 to-date.  
\*The disparity of percentage of calls to cases is due to the much lower proportion of calls that result in face-to-face mediation. This is due to a number of factors, such as issues being resolved over the phone by our volunteer conciliators and the lack of the additional leverage related to court referrals.
  - Average revenue per case. For Non-court Referred Mediations client fee revenue averaged \$309 per case for 2019 to-date (increased to \$358 for June-July) vs. \$190 per case average for Access & Visitation (parenting plan) Mediations (including DSHS grant subsidy).

## **Other Outreach/PR/Fundraising Activities**

### **PR re Volunteer Needs and Opportunities (Conflict Resolution Month)**

- PSAs on KGY, KAYO, KXXO (MIXX 96), KRXY (ROXY) & KAOS
- Blurbs in The Olympian, Thurston Talk, Works in Progress, Senior News, etc.
- Blurbs re volunteer needs and opportunities sent to 25 area churches for congregation newsletters/e-newsletters to run in Oct.
- E-mail and social media re Conflict Resolution Month, including Governor's and County Commissioners' proclamations.

### **Business Outreach**

- "Is There an Elephant in Your Office" – Half-page ad in October edition of "Voice", the Thurston County Chamber of Commerce magazine distributed to 2,800 area businesses and organizations, promoting DRC services to businesses and Oct. 22<sup>nd</sup> workshop. This follows the full-page "advertorial" article on the DRC's expanding resources to employers that ran in the September issue.
- "Preventing & Resolving Workplace Conflict" Breakfast Workshop, October 22<sup>nd</sup> at SPSCC Lacey Campus.
- Addition of new mailing and e-mail lists for - and mailings to - state agency and private business human resources managers, industry associations and lobbyists.
- Visibility for workplace conflict workshop, other trainings and DRC services to businesses also generated through TC Chamber, Thurston Economic Development Council and Society for Human Resource Management member e-communication.

### **WA State Combined Fund Drive**

- Proactive e-mailing and Facebook posts targeting state employees and retirees (including current DRC volunteers and training participants) encouraging designating CFD pledges to the DRC. Timed to coincide with CFD kick-off campaign Oct. 1<sup>st</sup>.