

MEJO 332 Public Relations Writing

APPLES Client Portfolio

Note in the Pocket

Jack Cusick, Caroline Barker, Darcy Hall, Grace Douglas, Lilly Whitaker, Ben Hollifield

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Communication Audit

Background:

Note in the Pocket is a nonprofit organization based in Raleigh, North Carolina that aims to foster change through the donation of clothing. Note in the Pocket revolves around addressing the issue of clothing insecurity by providing clothing for impoverished children and families. The organization expresses that children should be able to see themselves as valuable, capable of learning, successful, and worthy of love. Through donations and volunteers, Note in the Pocket believes this mission can be achieved.

Note in the Pocket was envisioned by Dallas Bonavita in 2012. Dallas saw the local ministry requesting coat donations which sparked the idea for continuous donations with outgoing packages. In 2013, Note in the Pocket was granted nonprofit status in which Dallas became the Executive Director. The nonprofit status was made possible by the potential for donors to receive tax benefits and children to receive clothing assistance.

Through the help of Dallas Bonavita as well as supporting staff, Note in the Pocket grew at a fast rate. What started as one employee turned into 12 employees. Since the nonprofit status in 2013, Note in the Pocket has delivered approximately 770,000 items of clothing. The success led to becoming a Triangle region-wide serving agency in 2023.

Note in the Pocket is not only growing, but expanding to another location in Durham, North Carolina. The second location originated after the effects of COVID-19. Families and children took a big hit with prices of clothing soaring. Note in the Pocket's efforts with COVID-19 jump-started another location. Even with extraneous factors throughout the years, the mission of Note in the Pocket consistently persists so that no child has to worry about clothing insecurity.

The organization provides year-round service opportunities for volunteers to assist in collection and distribution of clothing, allowing volunteers to contribute to a change in their local communities. Having clothed over 47,000 individuals, the organization is persistent in limiting the number of children who face educational and social development issues due to a lack of clothing.

SWOT Analysis:

Strengths:

- The organization's [Facebook](#) presence is engaging, posts regularly and effectively communicates events and fundraisers.
- The [Instagram](#) has virtually accessible links to donate, sign up for newsletters, hosting a drive, etc.

- The Instagram is active and posts daily. The posts and captions are informative and showcase achievements, goals and upcoming events.
- The [website](#) is easy to navigate and has an aesthetic and attractive design. The home page serves as a great snapshot of the company. It also includes the financial reports.
- The website has informative tabs and pages, displaying their achievements, goals, community impact, upcoming events and opportunities to get involved.
- The printed materials achieve recognition by consistently employing the brand's designated colors and fonts as specified in the brand kit.

Weaknesses:

- The Instagram is not connecting well with younger audiences. The posts are informative, but not interactive or visually pleasing, which is what entices many young generations.
- The Instagram lacks reels and interactive videos. The story posts in the highlights section are old and not updated.
- There is not much information on the Durham expansion.
- The Facebook overuses some of the same images when posting about certain events, as well as using stock photos rather than images of the events or people at those events.
- The Facebook also has posts where they have sponsors who may come and help, but they don't tag these sponsors in their posts.
- Some of the website's pages are wordy, such as the "Referral Program" page. Usually people won't read pages that are too wordy.
- There is no uniformity with the photos on the "Our Team" page, which could be a nice touch.

- The “Insights” subpage under the News page is blank. This should be updated or removed.
- The organization lacks a diverse range of print materials, especially for their annual events. The information presented in the materials they do have, is not clearly articulated, making it less engaging for audiences who are unfamiliar with the organization.
- Not active on [Tik Tok](#) , only 1 post with 2 followers

Opportunities:

- The company could better utilize the biography section on their social media pages by adding in more information about the company, a link to their website, their locations and emojis to make the page more visually pleasing.
- The Instagram could do “take-overs” where a different staff member or volunteer “takes over” the instagram for a day and shows what they are doing for the company, whether it is sorting clothes or hosting a clothing drive. They could do this by posting reels and videos, and possibly use their Ambassadors or Teen Board to connect with younger audiences.
- The company could host online giveaways or competitions to boost their presence and community interaction with the company.
- Making social media presence more known is a wonderful advantage. The social media is only listed at the bottom of their website and is not very noticeable. Making this more accessible would be a great use of space on the website.
- Making the local presence more known would be very beneficial. Showcasing that their organization is helping children in the local community is a great way for people to see where their donations are going.
- The Facebook and Instagram could be more specific about where and when events are being held, and more specific about how things are done at those events.
- Reels and interactive videos and posts could visually entice and inform followers of event details.

- Annual events could greatly improve their overall visual appeal by incorporating graphics or images that are relevant to the event. These visuals should also include essential information about the event, such as the date, location, purpose, and significance.
- It's possible to enhance Note in the Pocket's event's accessibility and convenience by utilizing QR codes. These codes can be used to link attendees to sign-up sheets and other valuable information.

Threats:

- Tik Tok is becoming one of the most popular platforms, so the public may not be on Instagram as much. Additionally, Instagram ads are taking over the feeds, limiting the amount of people viewing and interacting with posts.
- Local competitors and nonprofits are a huge treat. Making sure that Note in the Pocket stands out as a viable donation and volunteer facility is highly important.
- Technological and regulatory changes pose a threat to the website. Being able to keep up with technological advancements is crucial to the success of the website. Changes to data privacy, online fundraising and nonprofit status could also pose a threat to the functionality of the website.
- For individuals who are not acquainted with the nonprofit organization, there may be little motivation to pay attention to the print materials they encounter in public spaces. As a result, it becomes imperative to design these materials in a visually engaging manner that effectively conveys the organization's objectives and mission.
- Print materials often tend to be disregarded, largely due to the extensive reach and popularity of social media as a marketing tool.
- On the Facebook page, there have been some instances where people have asked questions in the comments that never got a response. People aren't going to continue following and engaging with the page if they feel their questions are being overlooked.

- Captions on some social media posts are too long, posing a threat to viewership and follower engagement. With attention spans decreasing, the public may not take the time to read a lengthy caption when scrolling through their social media.

Recommendations:

Overall, Note in the Pocket could benefit most by expanding its online presence to reach a larger local audience, specifically Durham. The organization has an accumulation of social media pages, however, they are not being used as efficiently as possible.

The organization is in the final process of opening a new location in Durham, so consistent and creative promotion of this additional location is key to reaching this new audience. The expansion to Durham allows thousands of people to have easier access to a donation and volunteer center. Note in the Pocket should focus their online advertising efforts on this expansion by creating consistent posts on social media platforms and adding it to their biography sections. There are no recent posts regarding the expansion, so it is important that the organization continues to boost its online presence in order to maximize donations and volunteers interacting with the company.

The organization could also benefit by catering the marketing to younger audiences. Tik Tok is a commonly used app for younger generations, and the Note in the Pocket Tik Tok is very inactive with only one out-dated post and two followers. Tik Tok videos and Instagram reels could interest a younger audience in the organization and allow people to have an insightful view of what the company does and how it operates.

Note in the Pocket could also increase presence by partnering with small local businesses in the new expanded area. When people see that an organization is sincerely helping their local community, they are more likely to invest in it. In addition, location and accessibility are extreme factors in how people perceive threats and crises, and the more that people are aware of these issues affecting children locally, the more likely they are to donate. By partnering with local groups in the Durham community and posting these collaborations online, the company can grow its audience and increase exposure. For example, local schools, grocery stores, religious groups and sports organizations could partner with the organization to do clothing drives and get the organization's name out.

Lastly, the organization could benefit by developing a broader range of print materials, especially for annual events. This should include brochures, flyers, posters and banners, each tailored to specific purposes and target audiences. The organization should revise the content of print materials to ensure it effectively conveys the organization's mission and goals, making it accessible and appealing to those unfamiliar with the organization. Note in the Pocket should also implement a stringent policy for logo placement and branding across all print materials to ensure consistency and strengthen brand recognition. This could be further emphasized through the utilization of the organization's brand colors and fonts as specified in the brand kit. The organization could also incorporate QR codes in print materials to seamlessly connect audiences with additional information, sign-up sheets, and social media, bridging the gap between print and digital marketing efforts.