

AKARAMA FOUNDATION, INC.
DIRECTOR OF MARKETING & COMMUNICATIONS REPORT
October 6, 2016

The Director of Marketing & Communications has been working vigorously this year promoting the activities of the AKArama Foundation, Inc. program committees to increase awareness and attendance. Year to date, that includes:

- Developing souvenir journal ads for the Central Regional conference, NPHC-Chicago 2016 Sankofa Awards Gala and the St. Sabina 100th Anniversary
- A “photography/video release” poster to use at all programs
- Creation of a Grants Committee logo
- Signs for the AKArama Foundation, Inc. street naming ceremony
- Flyers and promotional materials to support program chairs for their events:
 - Poster for the Community Partnerships & Collaborations Urban Prep Academies annual event in April
 - Health Promotion - Pink Goes Red Heart Health Day in February, National Impact Day : “The Longest Day” on June 20 and September Health Fair
 - Family Strengthening Committee – Can Food Drive in February, youth summer feeding program in July and Childhood Hunger National Impact Day in October.
- The Street Team was launched this year to provide targeted neighborhood marketing support and increase community participation for our programs. A presentation on the importance of consistent branding and utilization of the street team was given to the Program Committee chairman on May 5. The team has been activated for:
 - NAMI Mental Health Community Impact Day on April 9
 - Family Strengthening Committee youth summer feeding program
 - Health Fair in September
- The Marketing & Communications Director is also part of the Media Excellence team whose key event was Media Day on September 17. An updated AKArama Foundation, Inc. history document was created for inclusion on the jump drive distributed to the media.
- Lastly, work is in process to update the AKArama, Foundation, Inc. logo as it appears faded and dated on our printed marketing materials. Preliminary designs have been received and a final design will soon be presented to the Executive Committee for alignment to present to our members for implementation.

Submitted:

Tonya Mattox

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Director of Marketing & Communications