



Love Is Best Practices: Marketing Your Heart Out NOTES

1/13/2021 10-11AM

COUNT DOWN DAY VIDEOS

Theme: Olympics- The Hurdles

Each agency is tasked with counting down on their respective day, to include their chosen pandemic obstacle/ with the following overarching themes integrated

- Despite the obstacle of the pandemic, we are all committed to coming together to continue to serve teens here in OC - Join Us On Feb 10 for our LOVE IS Collaborative Giving Day!
- \$ raised that day will support healthy teen relationships in OC
- 24 hours of giving, 10 orgs
- Countdown video should be 45 seconds -1 minute tops
- Post your Video to your Social media sites
- Recognize your Countdown day ' Day x '
- Be sure to tag all 9 additional agencies and the Love Is Event Page
- Send video to Sarah Rha at communications@wtlc.org by **January 31, 2021** so she can make a compilation video we can share on 2/10/2021.
- Countdown Video Example [this is a little longer than the recommended time]: https://www.youtube.com/watch?v=fdy4cZs-fwg&ab_channel=SarahRha

Assigned Days and Chosen themes [Highlighted= Need to Choose Theme]:

1. February 9- Priority Center
2. February 8- Find Your Anchor
3. February 7- Casa de la Familia
4. February 6- UCI, Stacy- Toilet Paper
5. February 5- OCFJCF- Distance Learning
6. February 4- PPOSBC- Face Mask- Foggy Glasses
7. February 3- OC Pride- Dog walking
8. February 2- Laura's House- Tik Tok
9. February 1- LGBTQ Center OC- Zoom
10. January 31- WTLC- Sweatpants- Working from Home style- Business on the top,

Hurdle Ideas

Here is a list of hurdles the group came up with, if you do not see a hurdle that you connect with, then please add.

- NO Flour to make Sourdough Bread
- Sanitizing
- Closing, Opening, Closing
- Lines outside of stores
- Constant snacking, trying yoga for the day
- Wi-Fi Access
- Power outages and internet outages
- Temperature Checks
- Restricted hours of shopping
- ~~Excessing Dog walking~~
- ~~6-7 children Distance Learning~~
- ~~Sweatpants- Working from Home style- Business on the top,~~
- ~~Face Mask- breathing and fogging~~
- ~~Zoom- virtual platform- how to get on zoom~~
- ~~Toilet Paper~~
- ~~Tik Tok~~

HERO'S JOURNEY STORY- SAMPLE

Sarah reached out on our textline asking a question about her partner and his desire to have access to their social media. We asked Sarah if she would like to speak with a staff member who could help her process her questions. After a couple of sessions of conversations, Sarah was able to have a conversation with her partner and set boundaries. Because of your commitment, Sarah now is better equipped for her relationships and making sure they are healthy.

COLLECTIVE MARKETING PIECES

1. Local Bloggers- The Top 8 OC Bloggers [research]- Griere Guyre Wilder- WTLC, OC Pride, LGBTQ Center OC
2. Press Release- Laura's House
3. Instagram Live
4. Teen Influencers
5. Virtual Launch Party Mixer

TALENT, CONNECTIONS, AND RESOURCES

What connections do you have that we as a collaboration could use? Share with the group on in the table.

- Software/ Subscriptions
- Writers/ Designers/ Video Makers
- Musicians
- Journalist/Bloggers
- Anchors
- Influencers/ Celebrities
- Close Caption abilities? Esp. other Languages

Agency	Talent	Software/ Subscriptions	Connections
WTLC	Sarah Rha- Design	Biteable- Video Maker Platform https://biteable.com	

TALENT, CONNECTIONS, AND RESOURCES TABLE