



2024

OUTREACH

OUTLINE

MI SILC



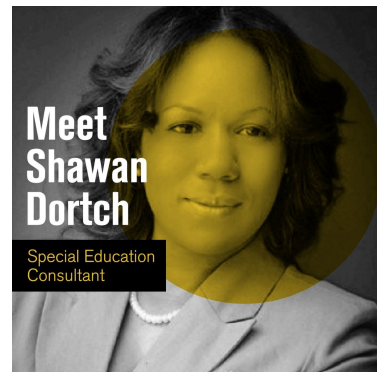
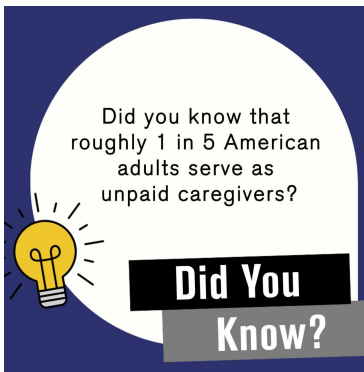
IDEA39

THE CONCEPT + HOW IT'S COME TO LIFE

Shine A Light On Who's Leading Us Forward

SILC shines a light to guide people with disabilities and their families toward resources, advocacy, and community. This year, we featured even more advocates, communities, and achievements to show what's possible in a world that is inclusive and accessible to all.

In 2024, we want to pivot this concept to recognize the leaders effecting change at every level. From individuals with disabilities serving as community advocates, to family members helping loved ones live independently, to community and state-level leaders making inclusion a priority, we're shining a light on the people making a difference for the disability community.



CURRENT MEDIA SWOT

As SILC's outreach strategists, we want to help the organization lean into what it does well, improve what it doesn't, harness its potential, and defend against its challenges and competitors.

Strengths

- Significant increase in followers and engagement through regular social posting
- Good response to newsletters and existing communications
- Active network of CILs to create content for cross-posting
- Demonstrated ability to inspire participation with in-person and online events or roundtables
- Tested mini campaign in a targeted area

Weaknesses

- Have to reach a broad audience with limited resources and media restrictions
- MiSILC structure means limited benefit from partnerships with CILs, since CILs are the direct service providers
- Limited non-digital outreach

Opportunities

- Identify new Calls to Action (CTAs) for followers to increase engagement
- Expand thought leadership by leveraging expert knowledge among board members, CIL staff, and others
- Incorporate targeted themes / phases to appeal to new audience segments
- Improve search rankings with additional content and SEM

Threats

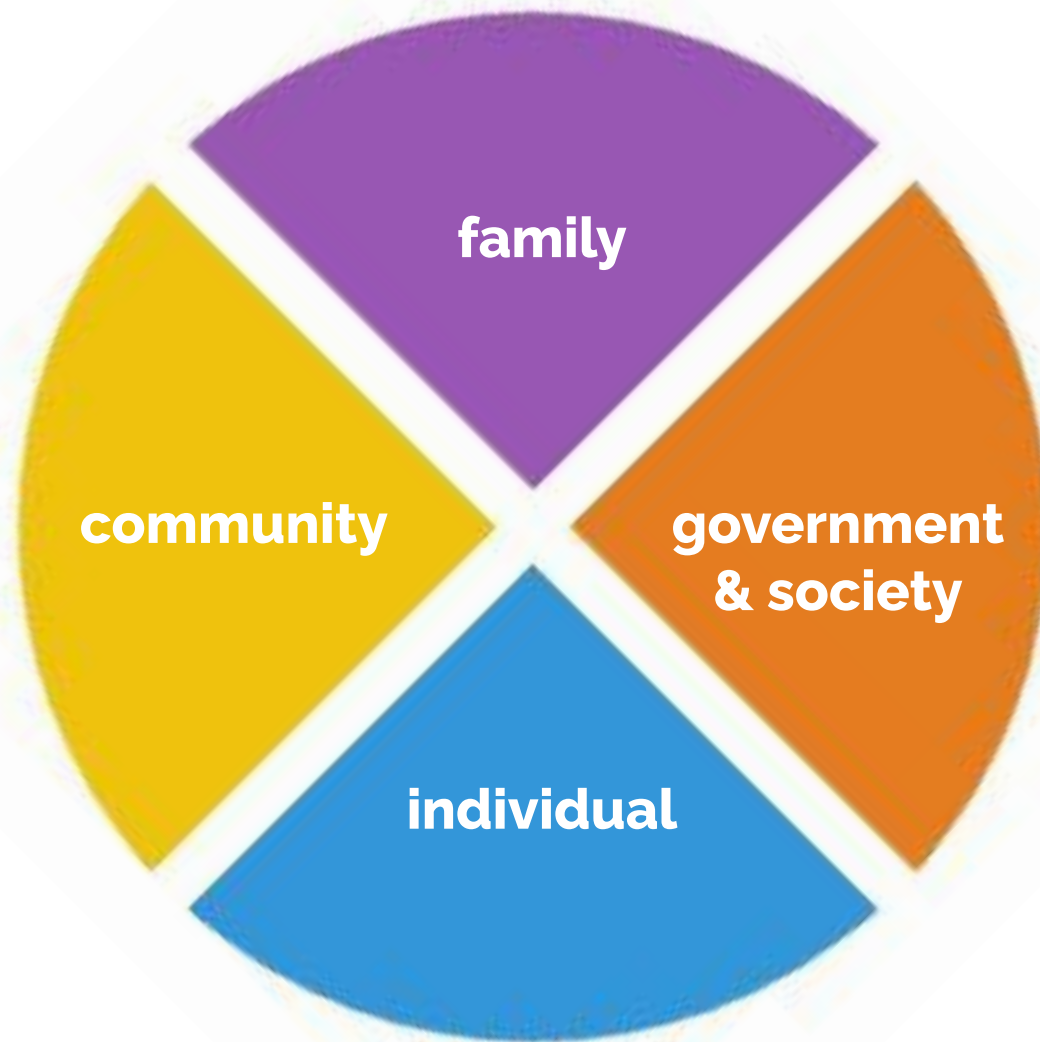
- Other non-affiliated resources:
 - City, county, or federal gov't resources
 - Online private resources
 - Nonprofits
- Individual CIL and Disability Network outreach confusing participants or duplicating efforts
- Nature of MiSILC organization as an advocacy resource vs. direct service provider



PHASES OVERVIEW

We've developed this outreach plan to evolve the "Shine a Light" message into a phased campaign focusing on themes and messaging that resonate with people with disabilities and their families. Each phase narrows the target audience and refines tactics to maximize engagement.

Our overall theme for this plan is "Shining a Light on Leadership." We are exploring the various ways that people with disabilities, their families and friends, their communities, and our greater society act as leaders and advocates for the disability community. From providing the necessary caregiving to facilitate independent living to ensuring our neighborhoods are accessible and inclusive. In the next few pages, we will explore the strategies and tactics for each phase of the campaign.



PHASE 1: NOV 23 - JAN 24

Our Families as Leaders and Allies

This phase focuses on **leadership and advocacy within the family**, shining a light on family caregivers and support people who provide vital assistance to people with disabilities.

In this phase, we answer the question **“What role do families play in promoting access and inclusion and uplifting the disability community?”** by sharing resources, perspectives, and achievements relevant to family members.

November: Family Caregivers' Month recognizing the importance of family caregivers and the need for societal support

December: Addressing family/companionship challenges and loneliness during the holidays and advocating for our needs

January: Identifying and pursuing new services and goals for a new year



PHASE 2: FEB 24 - MAY 24

Individuals Advocating for Themselves and their Communities

This phase focuses on the individual as a leader, exercising autonomy, knowing his or her needs best, and pursuing independent living.

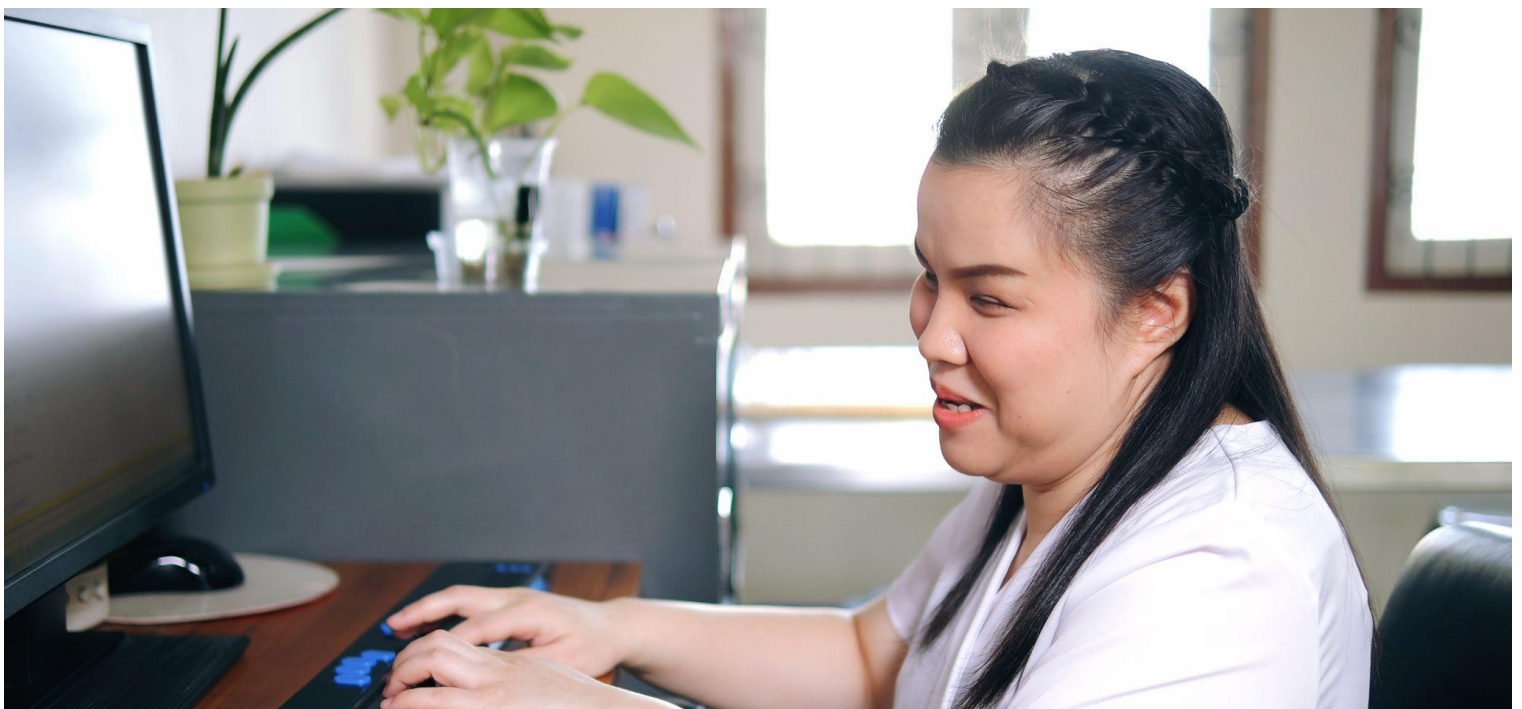
This phase answers the question “what does “independent living” mean, and what does it look like for different people?” It will also uplift the voices of people with disabilities as authority figures in their own lives and in their communities.

February: Asks and answers “What is independent living and what does it mean for people with disabilities?”

March: Asks and answers “What does independent living look like in practice?” Also kicks off a “Podcast Push” promoting MiSILC’s participation on relevant podcasts

April: Features the Podcast Push and a mini-campaign focused on older adults

May: Spotlights resources and support for individuals with disabilities, including testimonials or personal stories from people within the disability community



PHASE 3: JUN 24 - SEPT 24

Our Communities hold the Key to Access & Inclusion

This phase focuses on **leadership and advocacy within the community**, shining a light on advocates, municipal officials, and others who work to make our communities more accessible and inclusive. In this phase, we answer the question “What role does our community play in promoting, access, inclusion, and independent living?”

June: Focused on neighbors, friends, and potential allies of people with disabilities to educate and mobilize them

July: Messaging around Disability Pride Month and targeting the disability community to change perceptions of disability

August: Highlighting and connecting with nonprofit and community organizations improving access for people with disabilities to raise awareness and inspire action

September: Targeting other community members who impact access & inclusion—municipal leaders, employers, etc.-- to educate and promote allyship



PHASE 4: OCT 24 - DEC 24

Educating Voters and Elected Officials

This phase focuses on voting rights and working at every level of government to promote access and enhance disability awareness. This phase addresses the question “What are my rights as a voter, and how do I help make disability rights a priority no matter who is in office?”

September/October: Raising awareness about voter rights and issues, including access & inclusion at the polls

November: Educating new elected officials about the needs and wants of the disability community

December: Helping elected officials and allies plan to become disability advocates in the new year.



A woman with dark hair, wearing a vibrant red, textured, off-the-shoulder dress and a pearl necklace, is laughing heartily with her head tilted back and eyes closed. Her hair is blowing in the wind. The background is a solid, bright red color. The overall mood is one of pure joy and celebration.

2024

“SHINE A LIGHT”

TACTICS

Website

Updates Overview:

- Continued "Shining a Light" blog featuring relevant regional and national topics
- Began posting monthly newsletter online
- Increased overall traffic by 93% over 2022 nearly doubling our unique visitors
- Increased email list sign up by 4% over 2022 with 116 email signups

Social Media

Overview: Facebook + Instagram

- Facebook: 953 followers, 20+ posts per month on news, events, and featured resources
- Instagram: 157 followers, 498 total posts, following 502 pages
- 4 Facebook roundtables featuring nationally recognized artists & musicians plus disability advocates across Michigan that have reached over 2k accounts.

Search Results

Overview: when searching MI SILC...

- Current website is first result
- Mention on Michigan.gov is second
- Facebook page is fourth
- Mention on Disability Network is sixth

When searching keywords like "disability resources Michigan, adults with disabilities Michigan," etc:

- 58th result on first page
- Included on some partners' pages that rank higher, including several CILs
- We will continue to refine keywords with our SEM expert to improve search results



What We Did

We highlighted the broad spectrum of disability advocacy work and progress happening in Michigan and beyond, and launched new tactics to uplift the voices of people with disabilities and unite our communities.

- Hosted four Facebook roundtable discussions with prominent disability advocates
- Posted 3+ times per week on social media platforms
- Boosted posts on topics of interest
- Worked with partner organizations to cross-share content

In 2024, we'll...

- Launch a targeted mini campaign on LinkedIn and Nextdoor to increase engagement among older adults, including boosted posts or paid ads
- Encourage board members or MiSILC staff to create video content to share on Facebook, Instagram, and TikTok in their areas of expertise
- Align posts with monthly theme to create consistency and allow for a deeper dive into important issues
- Plan and execute six Facebook Roundtable events with disability advocates

What We Did

We continued sending our “Shine a Light” newsletter and blog to a growing list of email recipients

- Highlighted key staff, resources, and program outcomes
- Recapped events and other topics covered on social media
- Featured important work and achievements in disability rights and advocacy
- Chose a blog theme and topic based on monthly observances and key disability rights issues

How It Performed

- Open rates averaging 26%
- Grew subscriber list by 4% and added 116 email subscribers

In 2024, we'll...

- Continue to share disability news across the state and nation
- Shine a light on the people throughout the disability community who are making a difference, especially those informal and official “leaders”
- Create blogs and newsletter content that aligns with each monthly theme
- Use keywords and prominent topics to improve the website's search performance
- Email the blog for another monthly touch point

MINI CAMPAIGN

What We Did

MiSILC and Disability Network Southwest Michigan collaborated on a mini campaign targeting rural audiences within DNSWM's catchment area. The campaign paired uplifting imagery of people with disabilities paired with statements that challenged perceptions of disability and people with disabilities. Tactics included:

- Two billboards located in Van Buren County for a 3 week period from September 15 - October 15
- Fold-out mailers featuring the imagery and statements plus information about MiSILC, DNSWM, independent living, and available services
- Emails and text messages that encouraged engagement with MiSILC.org and DNSWM.org
- QR code to DNSW MI landing page
- Meta ads that drove traffic to the website and the survey

How It Performed

- Texts reached 2024 people
- The mailer went to 2200 mailboxes
- Billboards made over 243k impressions
- Email opened by 132 people
- QR Code was scanned 5 times
- Meta ads received 279 clicks, added 42 likes to the page, and reached 9496 accounts



In 2024, we'll...

- Launch two similar campaigns in a targeted areas using the same model as this mini campaign for the UP and Northern Michigan
- Leverage our blog and social media posts to complement this mini campaign

EXPERIENTIAL



What We Did

Overview: Hosted a Disability Pride Art Event featuring artists across Michigan.

- Solicited artist submissions for a large-scale work and smaller gallery display
- Selected an artist submission to be created by members of the local community
- Held an event for 75+ people to create a community-driven mural and enjoy food and activities

In 2024, we'll...

Partner with municipalities and organizations in the Capital area to create a "Shine a Light" themed, disability pride-focused event during the month of July.

- Ask members of the disability community across the state to participate in a communal event with an art or other focus
 - Could pursue another art event created by residents and attendees, a community musical performance with accessible instruments, an adaptive recreation event in partnership with stakeholders, etc.
- Capture video and photography to use for future marketing
- Leverage PR, social, digital, email to spread the word and launch the actual community-wide project for Disability Pride Month

What We Did

We hosted four Facebook roundtables, arranged for SILC leaders to be featured on The Disability Matters Podcast with Joyce Bender, and created several op/ed and letter to the editor pieces targeting geographic areas around the state. We also wrote 9 releases for EIN Newswire that were picked up by [The Lansing News Reporter](#), [Wood NBC 8 Grand Rapids](#), and others.

In 2024, we'll...

- Establish a more robust PR plan with new tactics for garnering media attention
- Work with Bridge Michigan and other prominent nonpartisan publications to identify opportunities to feature SILC thought leadership
- Get board members interviewed on at least [6 podcasts](#) that discuss a range of topics
- Conduct 6 Facebook roundtables
- Use another experiential event to drive more PR interest from publications
- Discuss launching MiSILC podcast in 2025



2023 METRICS



2023 WEBSITE TRAFFIC

+71%

over previous year

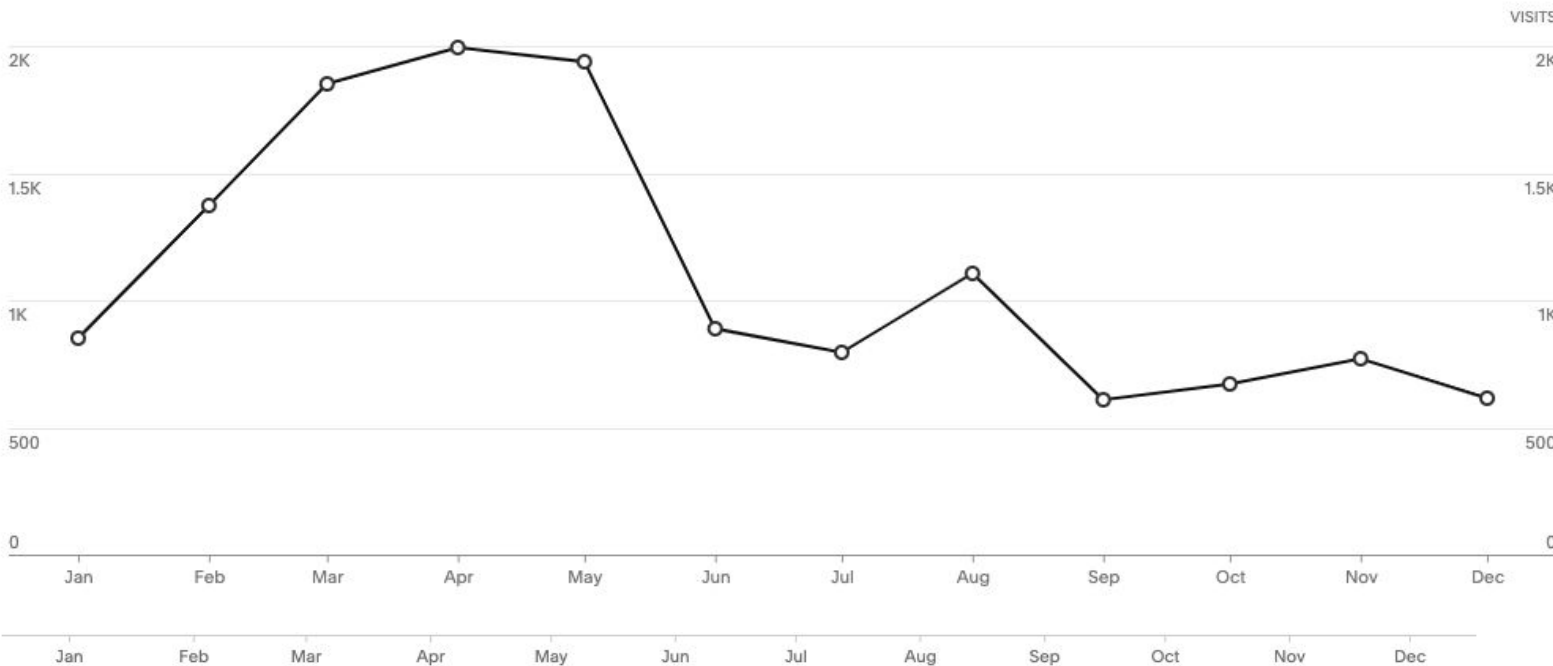
12k

unique visitors

Visits

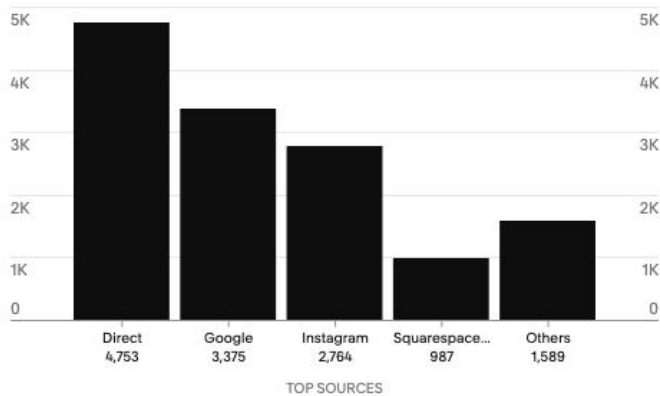
Jan 1–Dec 31, 2023 • 13,468 Total +71% yr/yr

Monthly

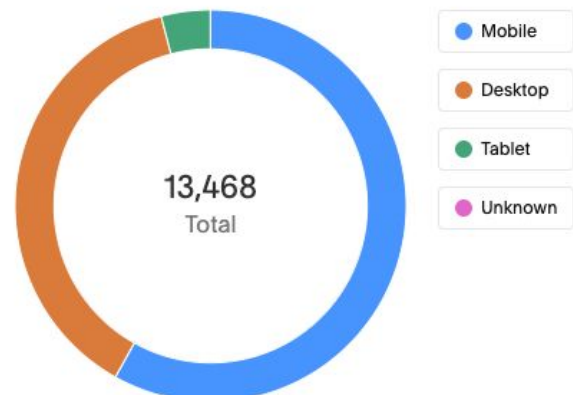


Top Sources by Visits

VIEW SOURCES



Top Devices by Visits

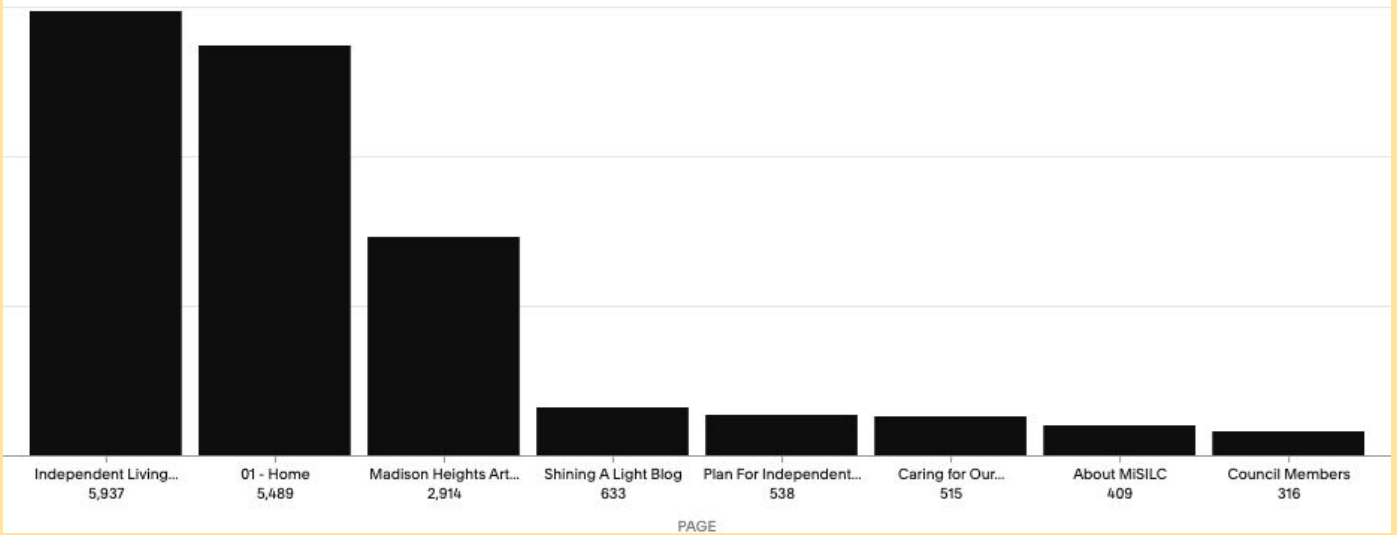


2022 WEBSITE TRAFFIC

Pageviews (?)

Jan 1-Dec 31, 2023 • 87% of 19,178 Pageviews +38% yr/yr

PAGEVIEWS



All Pages with Views

Jan 1-Dec 31, 2023 • 19,178 Total +38% yr/yr

Page	Views	Time on Page	Bounce Rate	Exit Rate
Independent Living Resources /independent-living-resources	5,937	00:03:22	88.48%	79.67%
01 - Home /	5,489	00:01:04	50.03%	50.45%
Madison Heights Art Entry /madison-heights-art	2,914	00:01:34	89.89%	89.7%
Shining A Light Blog /shining-a-light-blog	633	00:00:23	65.14%	72.83%
Plan For Independent Living /state-plan-for-independent-living	538	00:02:07	67.35%	61.71%
Caring for Our Caregivers /shining-a-light-blog/caring-for-our-caregivers	515	00:02:11	93.08%	93.01%

2022 WEBSITE TRAFFIC

1. Detroit
2. "Others"
3. Lansing
4. Southfield
5. Grand Rapids
6. Sterling Heights
7. Plymouth
8. Warren
9. Clinton Township
10. Ann Arbor



2023 EMAIL METRICS

21

Number of Emails Sent

26%

Average open rate

116

New subscribers

84

Clicks thru to Social Media

1,302

Clicks thru to other sites

15,172

Total Subscribers

2022 EMAIL METRICS

New Endeavors in the New Year

Sent on Dec 29 at 8:00am



Recipient Lists

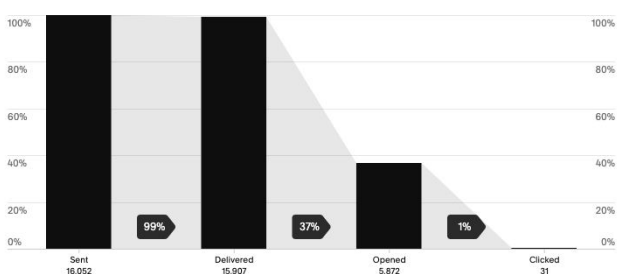
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Unique Recipients

16052

Sender Profile

MISILC.org



#1 Performing Email by Open Rate Celebrating and Reflecting on our History!

Organic Subscriber Growth

Total Subscribers

262

Organic Growth

123

Unsubscribed

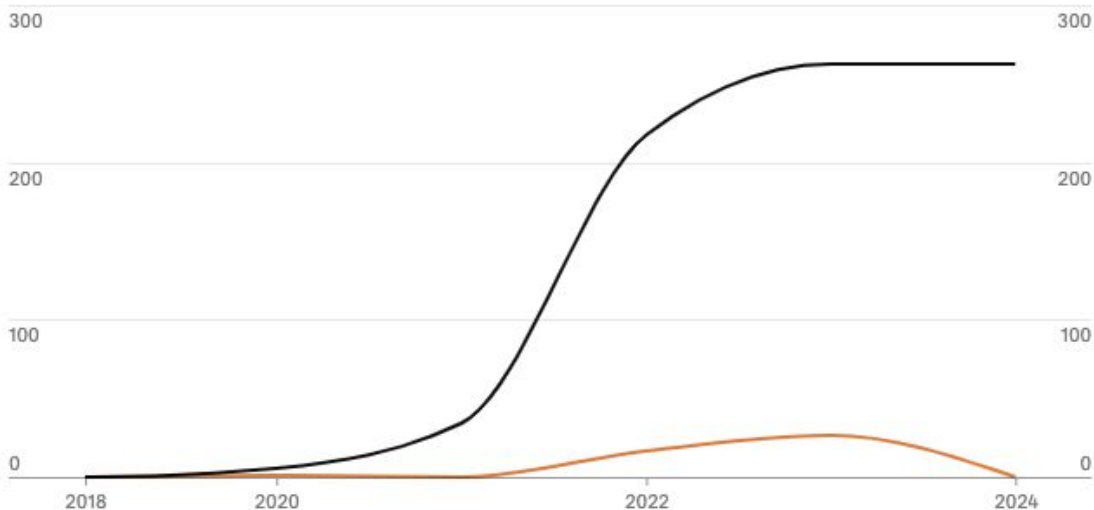
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Growth

All Time



By Year





51k+ reach

An increase of 13% from 2022

916 followers

An increase of 214 new fans from 2022

11k+ interactions

Total engagement in likes, comments, shares, and reactions. An increase of 120% from 2023

45-54

Average age of women who engage with the page

Top Cities

1. Detroit
2. Lansing
3. Midland
4. Grand Rapids
5. Kalamazoo
6. Battle Creek
7. Canton
8. Holt



6.6k+ reach

An increase of 128% from 2022

157 followers

An increase of 21% over
new fans from 2022

1.3k+ interactions

Total engagement in likes,
comments, shares, and reactions. An
increase of 173% from 2022

35-44

Average age of women who
engage with the page

Top Cities

1. Midland
2. Detroit
3. Grand Rapids
4. Kalamazoo
5. Ann Arbor
6. Canton



**THANK
YOU**

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