

Sample #1:

MEMORANDUM

SUBJECT: Old Colony YMCA PR

TO: Old Colony YMCA

FROM: Seven Letter

RE: End of Summer Promotion, Before and After School Programs

DATE: June 13, 2023

I. ORGANIC FACEBOOK CAMPAIGN

A series of organic posts generated by parents of children in Old Colony YMCA's Before and After School Programs. Seven Letter to write content for parents to post on specified Facebook Pages targeting new parents and guardians to sign up for before and after-school care.

OCY to connect Seven Letter to current parents and guardians interested in being a spokesperson for OCY and speak about their experience with the programs.

Targets

Facebook Groups

- [Stoughton Moms](#)
- [Brockton Moms](#)
- [Mama Bears of Plymouth](#)

Facebook Pages

- [Plymouth MA Community Forum](#)
- [OCY Social](#)
- [OCY Plymouth Social](#)
- [OCY Stoughton Social](#)
- [Stoughton MA Community Bulletin Board](#)

Process

Each post will have the same look and tone of voice to provide awareness and create continuity within the overall campaign.

Example:

Headline: *Old Colony YMCA Parent Experience:*

Photo of children and parent or guardian, if applicable a photo from the programs.

Short paragraph on personal experience with the program: The YMCA before and after school programming has provided an opportunity for my child to grow and learn in a familiar setting where they can be safe, active, and engaged during their time out of school. It has been a pleasure to watch their progress both academically and socially, and this extra time has allowed me to fully dedicate myself to my own job as well. As fall registration opens, I am eager to sign up my child as I know another year with the YMCA programming is another year of growth!

Inquire today:

<https://customervoice.microsoft.com/Pages/ResponsePage.aspx?id=utqOvh6hhEWMfa7VHba35KJcXY0cw9JNn9gR8zqziRhUMENDSjhYOFJGR1g4S0VEWIk5RTVVTFQ0TS4u>

An anecdote from their child in the program.

I love spending time at the YMCA, I get to be with my friends and work on skills that help me be a better student. I always look forward to going, and never look forward to leaving.

Sample #2:

MEMORANDUM

SUBJECT: Massachusetts Beverage Association

FROM: Seven Letter

RE: End of Summer Promotion

DATE: July 20, 2023

I. ORGANIC TWITTER/LINKEDIN CAMPAIGN

A series of organic posts to be posted as the association. Seven Letter to write content to post on Massachusetts Beverage Association page aiming to spread awareness and educate following on Mass Bev campaigns and initiatives, etc.

Mass Bev Twitter

- <https://twitter.com/MABeverage>

Process

Each post will have the same look and tone of voice to provide awareness and create continuity within the overall campaign.

More day-to-day engagement and tracking. Liking, commenting, engaging with similar accounts and brands.

10 posts covering Mass Bev/American Bev topics to be dispersed throughout the month including reposting National association content and engaging with brands.

1. BalanceUS
2. Recycling
3. American Bev Repost
4. Job/Economy
5. Sustainable Solutions
6. Consumer Choice
7. Sip and Savor Blog/Newsletter
8. Policies and Research
9. Back to School/Holiday of the month
10. Coca-Cola, Keurig, Dr Pepper, Pepsi Co repost

Example:

1. Sustainable Solutions

Always remember to recycle our recyclable cans and bottles curbside, at work, or in public spaces. America's beverage companies are working to strengthen recycling programs so that this can be even easier. Learn more at www.everybottleback.org #InvestInOurPlanet

See Mass Bev August Social Doc