



Dorchester Food Co-op
 Rebrand Launch Plan
 January 11, 2017

The Dorchester Food Co-op (DFC) rebrand has the potential to excite members while building recognition in the community and ultimately increasing participation and member growth. The new brand represents DFC’s commitment to their community, members and mission. It will be important to demonstrate to existing members the consideration of their vision that was part of the rebranding process. As part of the launch, I am recommending DFC host a community-wide spring event in celebration of new beginnings with several engagement opportunities. This will also serve as an opportunity to distribute newly branded items and signs that the community can display around their neighborhoods. Below are tables that outline important steps that should be done before the launch, day of the launch, and throughout the first month of the launch.

Pre-Launch

	High Priority	Additional Recommendations
Website	Replace new logo throughout website and update messaging.	Full overhaul: colors, fonts, images, messaging, flow/layout through entire website. Start a monthly blog to keep the community informed about the co-op. Consider writing about issues important to members and mission (e.g. food issues, community issues, other co-ops, worker-owned business). Note: updating the website frequently causes the site to show up faster and more often in google searches.
Social Media	Revamp all social media platforms, replace old logo with new logo and update any other messaging and secondary images (e.g. FB cover image). Set a budget for paid FB engagement.	Create messaging to share starting two weeks out to build excitement and awareness about the rebrand (e.g. sneak peeks). Increase utilization of all social media platforms including Instagram and pay for engagement.
E-Newsletter	Create a new template to match new brand.	

Setting Goals	<p>Set co-op engagement goals (e.g. 10 new FB likes per week, 5 new website visits per day, 15 new member signups a month).</p> <p>Implement Google Analytics into reporting to track progress on website visits.</p>	<p>Look for correlations—if DFC shares a page from the website on social media check to see if there was an increase in visits to that page via Google Analytics.</p>
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March 1 – Launch

	High Priority	Additional Recommendation
Email Announcement to Members	<p>Send out an email announcement that DFC has a new logo! Share the story behind the new visual identity.</p> <p>Include announcement and invite to upcoming spring event.</p>	<p>Have infographic diagram of new logo that breaks down the reason behind the logo choices to demonstrate and share in the email.</p>
Social Media	<p>Create posts announcing the new logo and what it means for DFC and the community; pay to boost these posts.</p>	
Website	<p>Big announcement about new logo on homepage.</p>	<p>Post a blog about new direction and DFC’s commitment to the project.</p>

Month of March

	High Priority	Additional Recommendation
Member rebrand participation opportunities	<p>Create more opportunities for members to be a part of the rebrand.</p>	<p>Member chosen official DFC tagline: Darnell, the board and/or marketing committee should develop two to three taglines they really like and leave the final vote to members.</p> <p>Taglines should be compelling and concise with a single core message in mind. Taglines are about four to six words but can be shorter. Because taglines should be simplistic (more versatile) it’s best do the bulk of this work with a small group, then present the favorites to members.</p>

<p>Spring Party</p>	<p>Host a party in March to celebrate the new direction; it's a big and exciting step for a business to rebrand!</p> <p>Invite the whole community and encourage non-members to come, make it clear this party is for EVERYONE. Incentivize members to bring a non-member!</p> <p>Engagement opportunities:</p> <ul style="list-style-type: none"> • Passive activity – Have a banner with the new logo and include a lot of blank space for owners to write with what DFC means to them (e.g. variety of sharpie colors) • Volunteer run activity – Laminate new logo and attach to mid-size dry erase board and ask members write “what excites me most about DFC”. Then TAKE PHOTOS! Make sure this station is well lit and has a clean or pleasing background. • Member chosen official DFC tagline vote – a board member or Darnell should lead this activity (e.g. have final two/three taglines covered at the start of the party, consider having a presentation portion of the party during which the taglines are revealed. Give members a single sticker to place by their favorite tagline. 	<p>Give out boldly branded signage to everyone that attends — encourage the community to display signage in their windows or on their doors (e.g. laminated 11”x17” posters).</p> <p>Giveaway grocery tote bags with new logo to all members, and if a new member joins they receive a tote bag too, and promote this!</p> <p>Gather exciting raffle prizes! All guests receive raffle tickets – give additional tickets to members that bring non-members.</p> <p>Provide a food incentive and promote this! Free food, dessert, appetizers, drinks can draw a crowd. Ask for a well-loved local restaurant to donate or give a special offer/discount in return for heavy promotion of their business.</p>
<p>Logoed Gear</p>	<p>In addition to branded gear for the spring party, develop a t-shirt with the new logo that board members and volunteers may</p>	<p>Sell t-shirts (logo item) at the party, as well as promoting DFC this transaction will allow the community to think of DFC as a market place.</p>

	wear at the party and around town.	
Social Media	Plan a series of posts throughout the month about the new logo and brand in relation to DFC mission and set a budget for paid engagement. Share “what excites me most about DFC” photos from the party all month long.	Develop a series of infographics that demonstrates aspects of the new brand that represents the community.
Website	Write a blog post recapping the party.	
Goals	Measure engagement on social media, website traffic and event attendance	Report to marketing committee weekly on these numbers

Next Steps

Member drives

Be a force in the community!

- Attend events
- Event kit
- Volunteer training
- Partner with community organizations; sponsor

Host events and present at community meetings

- Create a presentation