

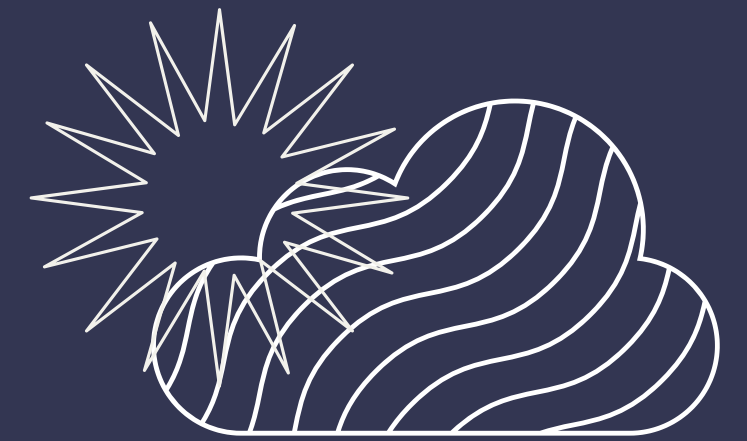


LEAD AGENCY:
FRIENDS AT MAFUNDI
STRATEGIC PLAN!

APRIL 24, 2024

THE TEAM

POWER. UNITY. LOVE. PEACE. **LEAD.**



STEPHANIE LAM



WENDI LU



MRISHA SHARMA



MIKE DI



KABARI NSAIN



ANNA VELYCHKO

OUR FOCUS

- Position FAM as the **leading cultural and community improvement hub for Watts.**
- Capitalize on FAM's **pioneering role** through advocacy, media relations, influencer engagement, and community outreach.
- Promote Watts' cultural heritage, such as its roots in rap, to **enhance community awareness and support.**
- **Build goodwill and foster relationships with key stakeholders** including municipal, conservancy, and community groups.
- **Boost fundraising through campaigns** linked to FAM's reputation and cultural programming.

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LEGACY

FAM LEGACY

- Friends At Mafundi has a strong legacy in Watts with members who have been involved with the community for generations
- FAM has saved the Mafundi Building from demolition, preserving an essential part of the community



WATTS LEGACY

- Following the 1965 uprising, Watts became a breeding ground for artists, with the rise of groups such as the Mafundi Institute, Watts Prophets, and others
- Watts was considered many to be the Harlem of Los Angeles
- Few people outside of the community today see Watts' artistic legacy, defining the neighborhood by the violence instead



MISSION

CURRENT MISSION STATEMENT

“Friends At Mafundi (FAM) is a coalition formed to sustain the history, culture, and traditions of Watts.”

EMPHASIS POINTS

- Dedication to preserving the Mafundi Building
- Fostering artists through cultural programs
- Coalition of community members of Watts -- "By us, for us"



PROPOSED MISSION STATEMENT

Originally formed to save the historic Mafundi Building from demolition, FAM is a coalition of Watts community members dedicated to preserving the culture of Watts and fostering the creativity of the next generation of Watts artists.

THE OPPORTUNITY

By establishing itself as a **champion for preserving heritage and fostering creativity**, FAM can lead a transformative initiative that revitalizes the spirit of the Watts community, **celebrating its past achievements and artistic legacy** while addressing **the negative perception surrounding the community** within Los Angeles.

OUR PROCESS

RESEARCH GOALS

- Assess the current perception of Watts
 - Community Insiders
 - Outsiders with a general understanding of Watts Community
- To narrow the gap between FAM's current state of being and what the audience perceives as an “ideal organization” that serves under-served communities



RESEARCH METHODS

PRIMARY

SURVEY

People who are familiar with Watts Community.

FOCUS GROUP/IN-DEPTH INTERVIEW

Selectively interview people who are affiliated with Friends at Mafundi

SECONDARY

Competitor analysis: The Watts Towers Arts Center

Models of Ideal Community Organizations

PRIMARY RESEARCH

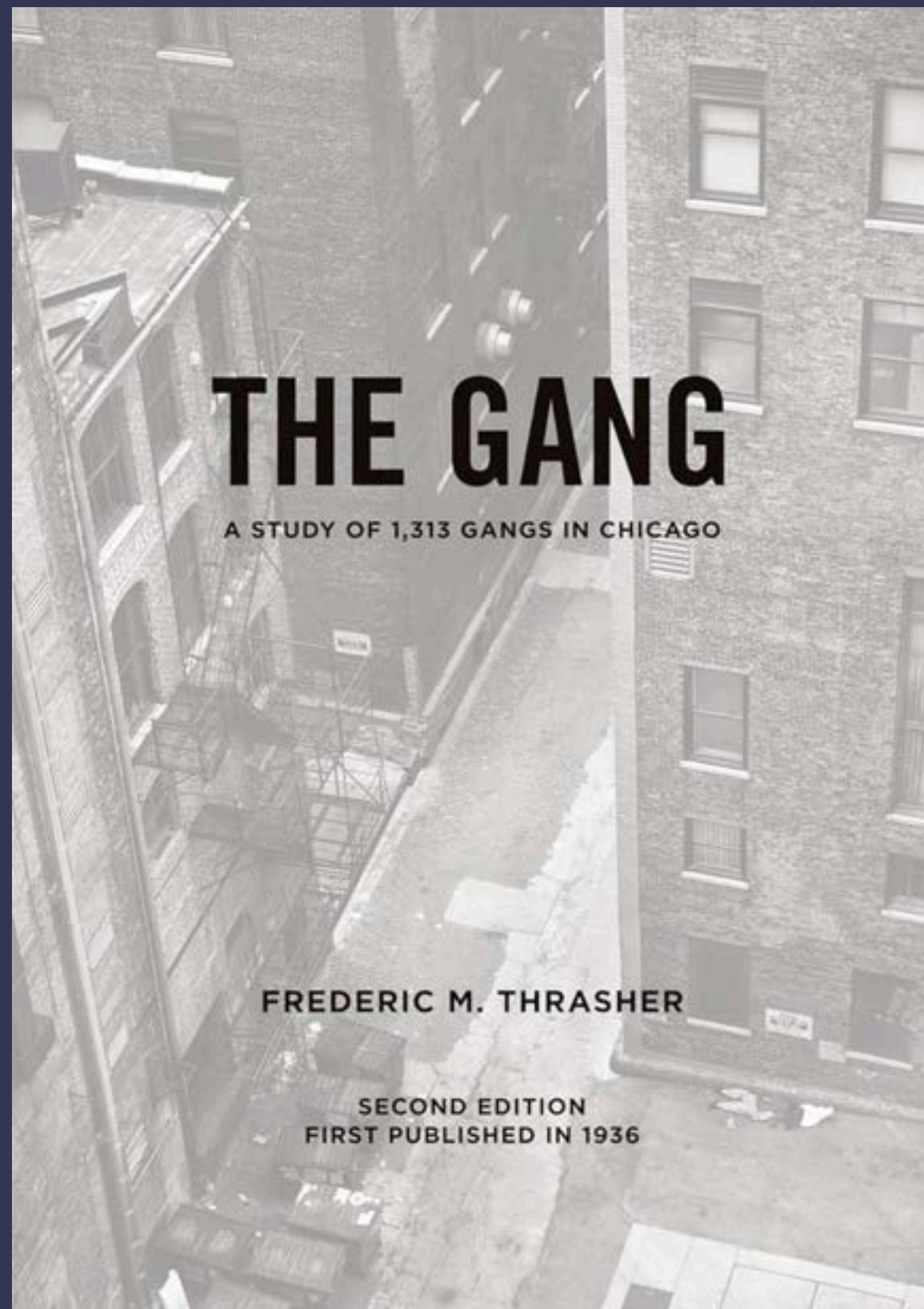
What comes to mind when you think of Watts?

Racial discrimination, unsafe tight-knit, old-fashioned, expressive

Q12 - What barriers, if any, prevent you from supporting FAM? (Select all that apply)	Count
Lack of information	5
Financial constraints	1
Time constraints	4
Not sure how to get involved	3
Other (please specify)	0



What type of content would you be interested in seeing from FAM?

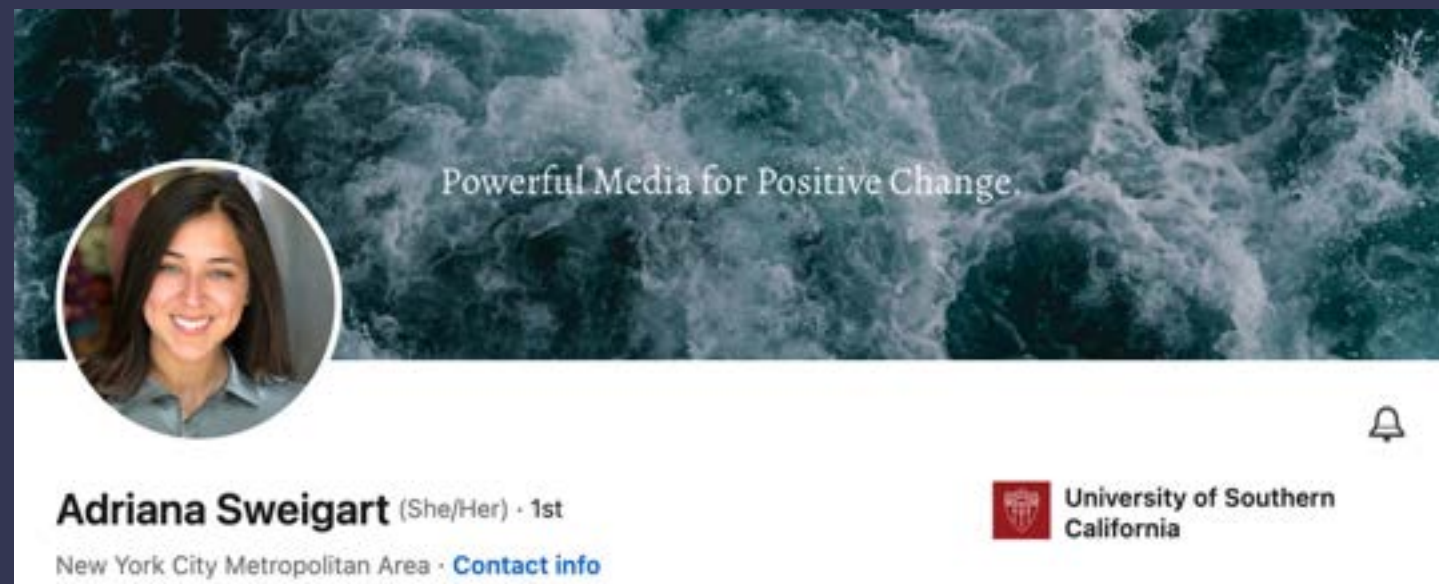


“

Gang communities took shape at the intersection of youth **lacking conventional outlets for their creative energies** and the allure of the wastelands, scrapheaps, and ruins of the modern city in which they expended those creative energies, reinventing the world around them.

”

MISSION STATEMENT



“

They're not interested in college. They won't research about it, but if you bring someone like USC students into the area. they will feel empowered to get out of the underprivileged neighborhood.”

“It'd be cool to instill a sense of pride in a community where it's maybe needed.”

”



COMPETITOR ANALYSIS

- **Watts Tower Arts Center**
 - **Strength:** more established, thus access to more artists
 - **Opportunity:** directed toward an “outsider” audience instead of “insiders”
- **HOLA**
 - **Strength:** clear mission statement & measurement, consistent, community involvement, established volunteer system
- **Emily Shane Foundation**
 - **Strength:** provides a safety net for students who otherwise choose drugs, gangs, and violence



SITUATION ANALYSIS (SWOT)

STRENGTHS

- Diverse FAM team strengthens Watts' cultural preservation
- FAM uniquely engages the Watts community, fostering identity and celebrating heritage

WEAKNESSES

- No centralized narrative with outdated/inconsistent information
- Lack of resources
- Lack of activity leading to minimal media coverage

OPPORTUNITIES

- Fill gap in local cultural arts programs for Black community
- FAM has the opportunity to become a safe space for the youth of Watts
- Inspire community involvement, advocate inclusivity & diversity fosters an equitable environment for artistic expression in Watts.

THREATS

- Potential for Mafundi Building demolition reconsideration
- Watts Coffee House closure (Huge ally within the community)



INSIGHTS



FAM's **core team is the embodiment of its mission** -- individuals from diverse backgrounds and interests with a shared love for the Watts community coming together to build that community up.

The absence of a cohesive narrative from FAM concerning its initiatives with the Mafundi Building **leaves its stakeholders uninformed** of the good work the organization is doing.

FAM's program offerings, tied to Watts history, represent the community, attract visitors, and **foster cultural exchange, education, and partnerships for development.**



PLANNING

1.

COMMUNICATION GOALS

Establish FAM as the leading organization in overseeing the preservation, restoration, and revitalization of the Mafundi Building, positioning it as the central hub for cultural arts and community improvement in Watts.



2. COMMUNICATION GOALS

Protect, promote, and celebrate cultural heritage while actively engaging stakeholders, fostering community involvement, and securing resources for long-term preservation and cultural enrichment initiatives.



COMMUNICATION OBJECTIVES

IN 12 MONTHS...

OBJECTIVE #1

Improve FAM's social media presence by achieving 500 followers on Instagram, and 100 followers on both TikTok and X (formerly Twitter).

OBJECTIVE #2

Secure at least three (3) media placements per quarter discussing FAM and the organization's journey thus far.

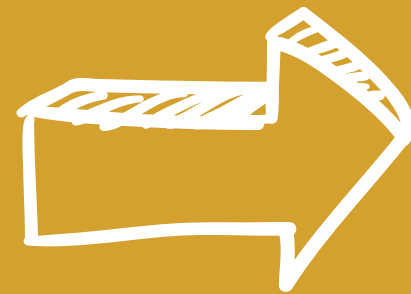
OBJECTIVE #3

Achieve community engagement through consistent event scheduling. FAM will successfully host one event per quarter (four events in 12 months).

AUDIENCE BRAND PERCEPTION

CURRENT

Within the Watts community, FAM is not widely recognized for its commitment to protecting the Mafundi Building and preserving the history, culture, and traditions of the community. The organization has very limited influence outside of the area.



DESIRED

FAM establishes itself as the leader in returning the Mafundi Building as the hub of cultural arts and in fostering community growth for Watts.

FAM'S TARGET AUDIENCES



WATTS STUDENTS

- 6-12th grade
- Reach them in school or on social media
- Includes parent outreach



CITY OFFICIALS

- Specifically those involved with the Mafundi Building
- FAM already has a relationship



VOLUNTEERS

- High School students from Watts and LAUSD
- Help with Social Media
- Act as ambassadors for FAM

KEY MESSAGE MAPPING

The Mafundi Building is the place where you and your friends can be yourselves & meet peers with similar interests.

WATTS STUDENTS

CITY OFFICIALS

FAM's deep community roots and demonstrated diligence make them strongly qualified to manage the cultural arts programming in Mafundi Building.

FAM provides opportunities for learning, mentorship, and career growth.

VOLUNTEERS

CREATIVE PLATFORM

BRAND (FAM)

- Rich cultural heritages
- Sense of community

AUDIENCE

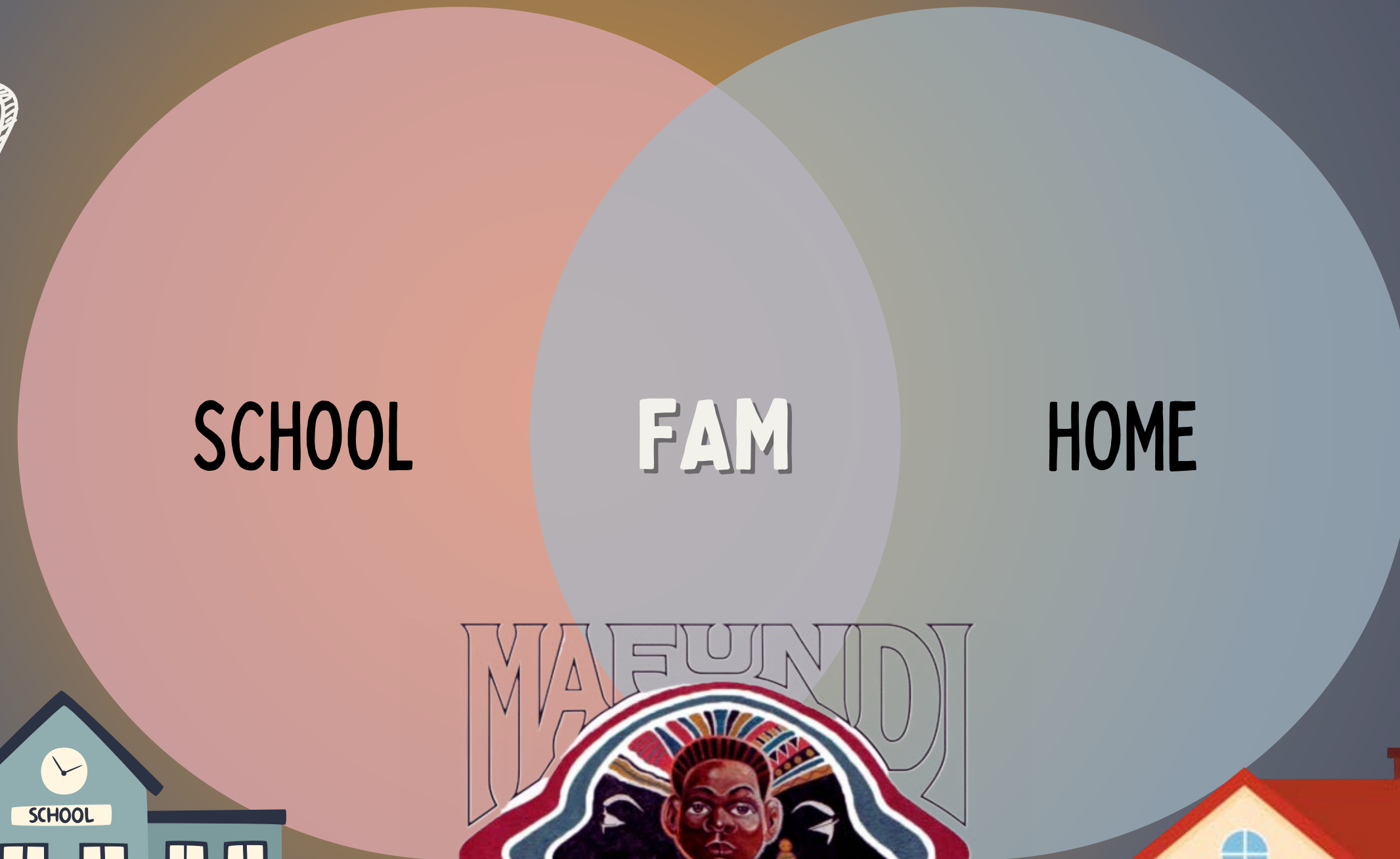
- “Insider” and “Outsider”

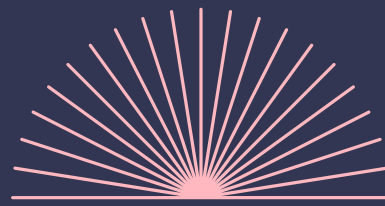
CULTURE

- Social contact - community engagement
- Failure of traditional art education -
Combining History with Art (Mentorship)

OUR CONCEPT:

COMMON GROUND?





STRATEGIES

- Raise outside awareness about FAM's story by partnering with influencers and involving FAM members to speak about the cause.
- Recruit volunteers from the community to be hands-on with maintaining FAM's website and social media platforms.
- Build trust and support within the community and promote a sense of belonging.



**LET'S MAKE IT
HAPPEN!**

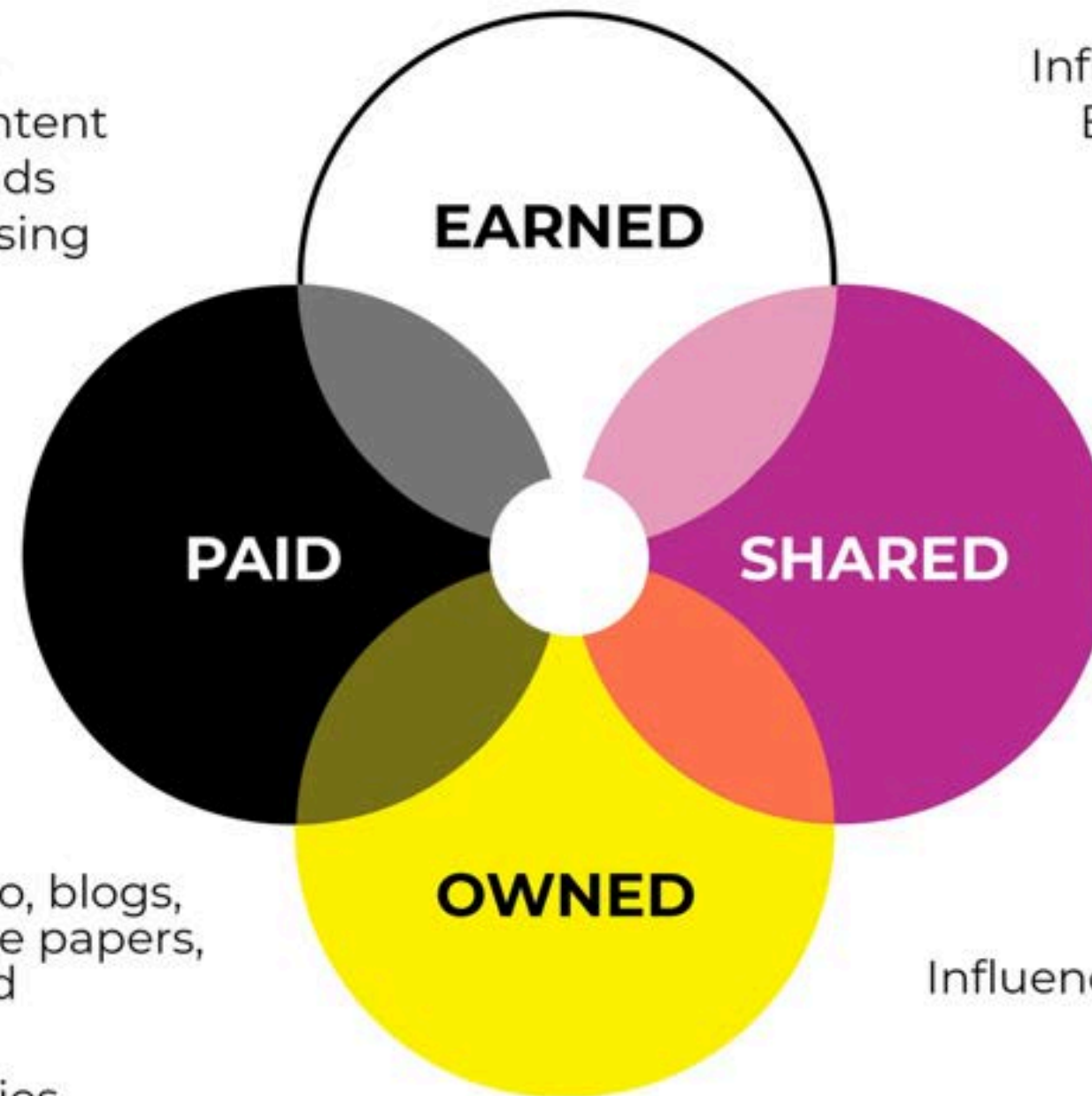
PESO MODEL

PAID

Advertorials
Boosted posts
Sponsored content
Social media ads
Digital advertising

EARNED

Media relations
Influencer relations
Blogger relations
Word of mouth
Link building



OWNED

Website
Content – video, blogs,
podcasts, white papers,
user generated
Newsletter
Employee stories
Case studies

SHARED

Social media
Influencer engagement
Partnerships
Charity links
Sponsorship

INFLUENCERS

EARNED MEDIA

★ Taylor Cassidy: 2.2M Tik Tok following

- Creates content dedicated to informing the public about important figures and events in Black American history that is under discussed in traditional textbook curriculums and media.
- Fast Black History.

★ MORE CREATORS!

- **Mr. Ernest Crim III: 406K** TikTok followers
 - **Garrison Hayes: 372K** TikTok followers
- + more



"MAFUNDI'S FRIENDS"

EARNED MEDIA

IDEA

A dedicated virtual wall
and/or physical wall



FAM's website, featuring
stories from both local
residents and visitors who
have experienced life in
Watts.



THE PURPOSE OF "MAFUNDI'S FRIENDS"

TRIBUTE TO WATTS

Encourage a feeling of connection and belonging among the Watts community through the Mafundi Building by inviting them to share their experiences and stories.

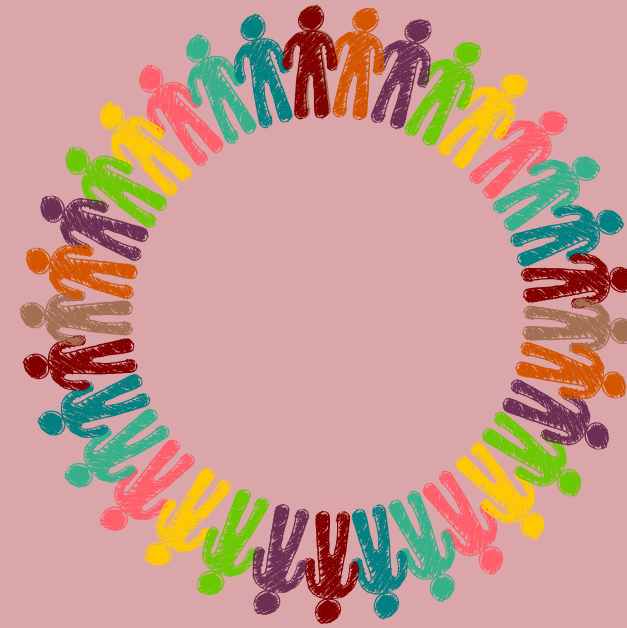
Notes can be transformed into stories, creating a significant piece of written documentation that will be included in the history of Watts.

Each note, with just a few lines, will contribute to developing a narrative over the years and will serve as a collective journal, capturing the essence of Watts .

MAFUNDI'S FRIENDS

HOW

Wall will be virtual and/or in the parking lot



- A dedicated page on the FAM Website to display and allow contributions



- Google Forms for people to share their stories



- Fliers to promote the event locally
- Media outreach -- inviting local media to the event -- draft sample emails
- Media outreach list -- 5 placement options

GOOGLE FORM

MAFUNDI'S FRIENDS

Mafundi's Friends Digital Gallery & Comments

Help us build a 'Home Away from Home' wall at the FAM building. It is designed to strengthen the Watts community bonds by showcasing the diverse backgrounds, cultures, and memorable experiences of Watts residents.

Share your photos, stories, and thoughts to be featured on our digital wall on our website and help us create a space that truly represents all of us. Your submissions will not only add to a world map highlighting our collective heritage but also help us remember the influential figures and moments in our community. Whether it's a fond memory from high school, a shoutout to someone who inspired you, or a snapshot of daily life, your contributions will help paint a fuller picture of Watts!

- Full Name
- Email Address
- Uploading your memories
- Story & Comments
- Suggestions for the Watts Community Space
- Consent to Display Name

TACTICS

OP-ED

EARNED MEDIA

- Op-ed from the perspective of a spokesperson
- Key messages
 - Teens need an outlet
 - Legacy of art bringing people together
 - Friends At Mafundi provides a Common Ground



TACTICS

ANNIVERSARY

EARNED MEDIA

- Media coverage on the anniversary of the Mafundi Building being placed on the National Register of Historic Places (October 27th)
- Highlights FAM's legitimacy and capabilities
- Sample press release



TACTICS

MEDIA OUTREACH LIST



LOCAL

- **Danny Blackwell** at the *Los Angeles Sentinel*
- **Brennon Dixson** at the *Los Angeles Times*
- **Maya Packer** at USC Annenberg Media's *Black.*
- KTLA -- "LA Unscripted segment" -- **Saturne Tchabong**

NATIONAL

- **Parker Collins** at Spectrum News
- **Taylor Torregano** at Spectrum News

SPECTRUM
NEWS

Los Angeles Times

LOS ANGELES
SENTINEL

USC **Annenberg Media**

KTLA
5

TACTICS

VOLUNTEER CAMPAIGN -- HS INTERNSHIP

OWNED MEDIA



The flyer features a logo for 'Friends At Mafundi' with a portrait of a man. Below the logo is a photograph of a young boy in a white shirt, focused on coloring a picture on a table. The table is cluttered with various colored markers and papers. The flyer is divided into several sections with text and bullet points.

High School Arts Internship

Are you...

- A junior or senior in a LAUSD school?
- Interested in arts, dance, or music?
- Interested in learning about social media marketing?

Join Friends At Mafundi to...

- Use Instagram, Twitter, and TikTok to promote a good cause.
- Learn about the cool history of Watts.
- Get the opportunity to connect with incredible mentors!

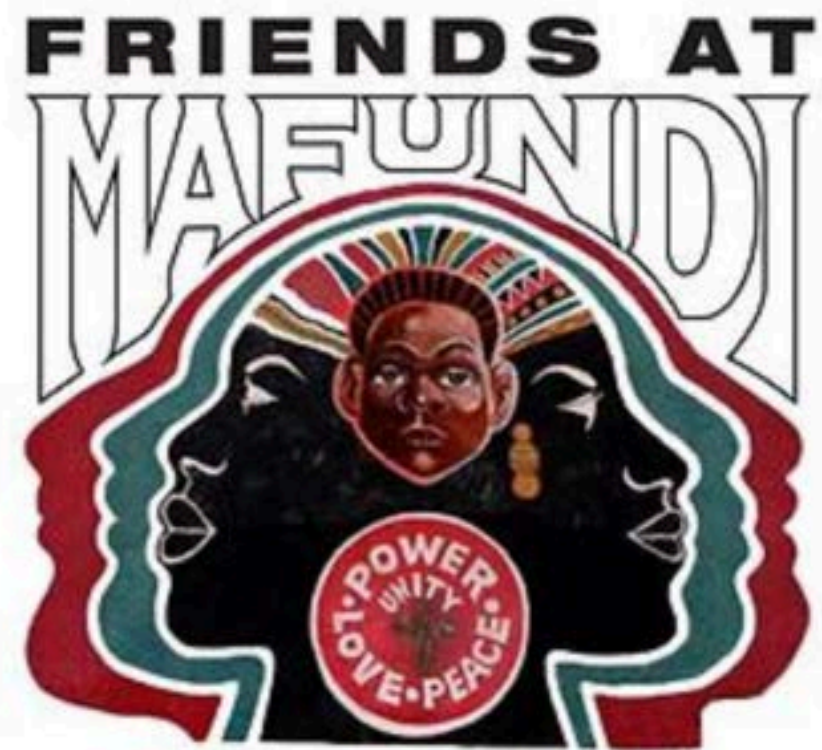
Benefits:

- School credit
- Mentorship
- Real-world experience
- Graphic design and content creation skills

Save The Date!
Deadline for submitting application
Sep 15, 2024

Learn more and apply at: <https://www.friendsatmafundi.org/>

- High School school year or summer intern for FAM to work on social media content and outreach.
- Giving opportunities back to the community rather than outside colleges/high schools.
- Gives students opportunities to be mentored.



**READY TO SHINE AS A SOCIAL MEDIA STAR?
LET'S BLEND CREATIVITY AND STRATEGY!
JOIN FRIENDS AT MAFUNDI AND WORK WITH
US!**



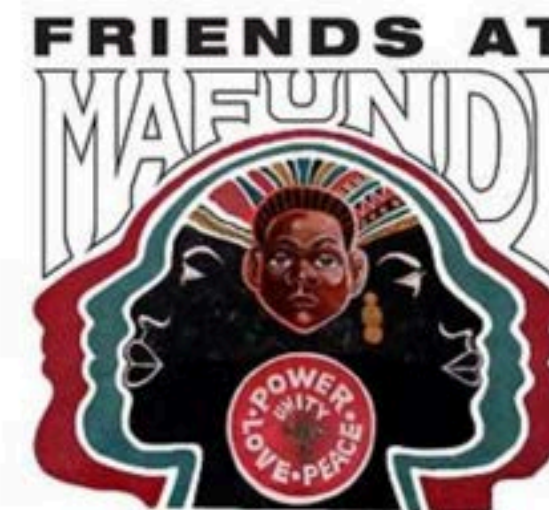
INSTAGRAM STORY OR SOCIAL MEDIA POST



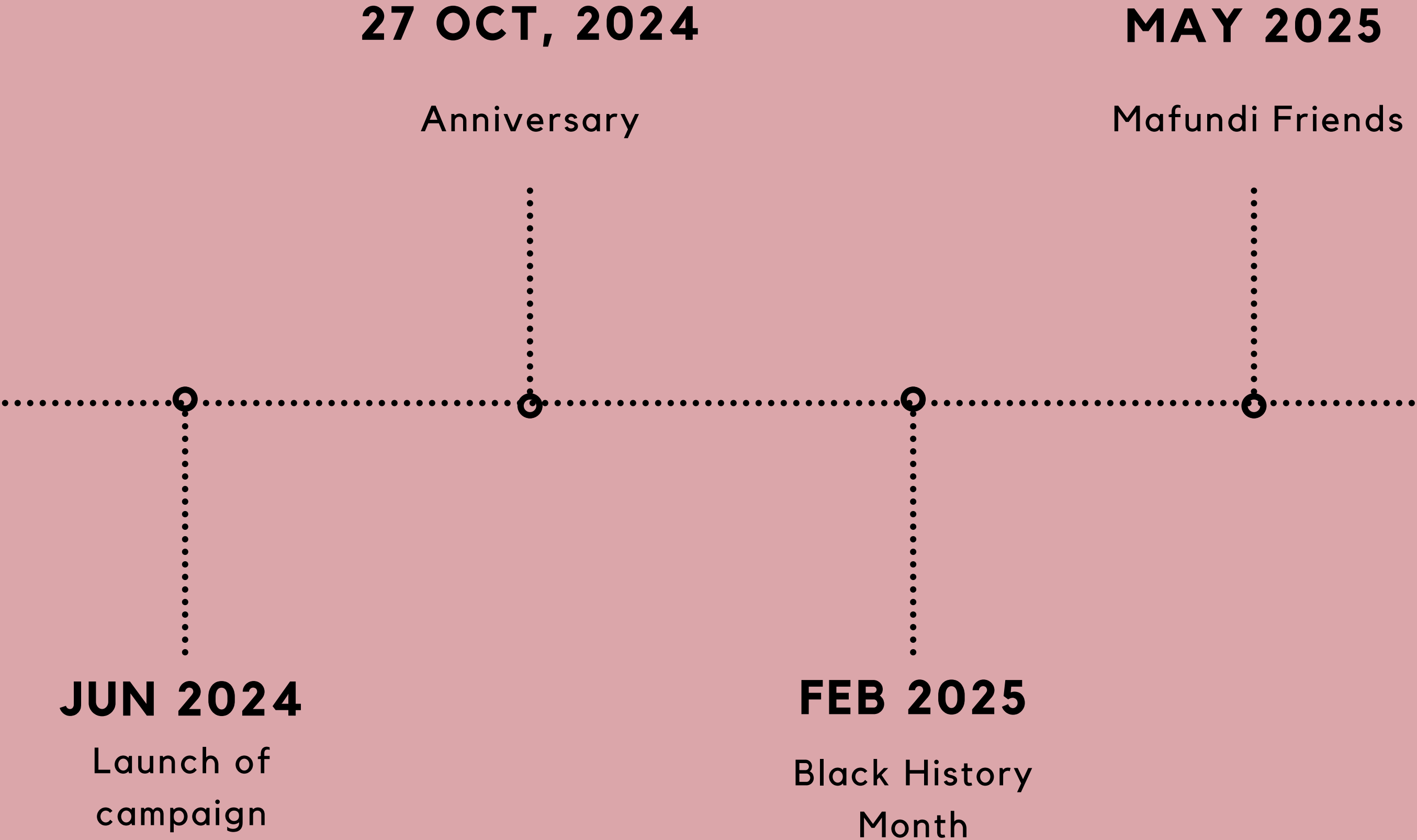
☀️ Calling all LAUSD juniors and seniors! 🎓

**Are you into arts, dance, or music? Want to
dive into social media marketing?**

Let's blend creativity and strategy!



TIMELINE



MEASURING CAMPAIGN SUCCESS

OBJECTIVE #1



Build FAM's online presence

- Increase FAM's brand awareness by 15%. Measure by tracking influencers' engagement data using Social Media Analytics or Google Analytics 4 on Instagram and TikTok.
- Increase FAM's web traffic by 10% across the span of the one-year campaign.

OBJECTIVE #2



Media placements

- In one year, 12 media placements are published in publications.
- 15% increase in click-through rate for articles on the FAM website.

OBJECTIVE #3



Consistent event scheduling.

- Throughout the four quarters, each event should reach at least 50 students to participate in the Mafundi's Friends initiative within LA area.
- For each event, there should be an increase in donor growth rate by at least 5%.

The background features a large, colorful mural of a Black man with a rainbow halo. Below the man's face is a red circular sign with the text 'POWER TO THE PEOPLE' and a star. At the bottom of the image, a group of six people are standing, some wearing face masks. The entire image is overlaid with a semi-transparent grey layer and white wavy lines.

THANK YOU!