



HOUNDING HEARTS PR

Public Relations • Communications • Marketing
4501 N. Charles Street
Baltimore, MD 21210

Home for Good: Building a Strong Public Relations Foundation for Years to Come Philemon Ministry and Hounding Hearts PR

Prepared for:
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CM-404-01: Senior Public Relations Capstone
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“Home for Good: Building a Strong Public Relations Foundation for Years to Come”

Philemon Ministry and Hounding Hearts PR, Spring 2020

SUMMARY

Prior to the spring 2020 semester, Pastor Antoine Payne of the Philemon Ministry met with Tania Rosas-Moreno, Ph.D., of Loyola University Maryland to discuss the opportunity to work alongside the public relations capstone course as a community partner. Beginning on Jan. 15, 2020, the Hounding Hearts PR team worked with Pastor Antoine to create a strong PR campaign for the worthy nonprofit organization. By utilizing a variety of tactics, Hounding Hearts PR’s four-person team was able to build credibility for the ministry by establishing a social media presence, craft content to highlight the nonprofit’s initiatives associated with its mission, raise awareness of the nonprofit’s needs and efficiently manage messages communicated online, as well as with the media. The team worked to prepare Pastor Antoine for engaging with key media contacts through media training. This included following key journalists on their social media accounts, reaching out through messaging and email communication and commenting on their stories. After working alongside Pastor Antoine, the team overcame numerous obstacles, including distance learning challenges brought on by the COVID-19 pandemic, to produce successful deliverables and provide the Philemon Ministry with a strong foundation for a long-lasting PR and social media campaign after the conclusion of the spring 2020 semester.

SITUATION ANALYSIS

The prison system within the United States allows thousands of men to enter into a vicious cycle of incarceration. Research put forth by a 2018 report from the Bureau of Justice Statistics estimates that 83% of released prisoners are re-incarcerated within nine years of their initial release. The Philemon Ministry, a nonprofit organization based in Baltimore, Md., dedicates itself to preventing recidivism through its four pillars of spiritual formation, Christian community, accountability and meaningful acts of service. It currently houses 15 formerly incarcerated men, while providing them with the Christ-focused, four-step program to help them to smoothly transition back into life after prison. Over the past decade, the Philemon Ministry has assisted approximately 300 men and their families seek stability in their lives after prison.

Although the Philemon Ministry does incredible work, it remains largely invisible to potential donors and other key stakeholders, having yet to establish a presence within the community and online. Hounding Hearts PR partnered with the Philemon Ministry to help raise awareness about the organization and provide the foundation that will allow the organization to thrive for years to come. Hounding Hearts PR worked to increase the Baltimore community’s understanding of the ministry’s commitment to mentorship and service through active social media engagement and encourage key publics to support the ministry financially. It developed a strategic and aggressive social media plan designed to attract a strong social media following for the Philemon Ministry. Hounding Hearts PR also provided the organization with a media list as well as evergreen press materials that can be utilized in the future for media outreach.

RESEARCH

Secondary Research

According to an April 2014 special report from the U.S. Department of Justice, “Recidivism of Prisoners Released in 30 States in 2005: Patterns from 2005 to 2010,” males had a higher likelihood of being rearrested within five years of their initial release. The most serious of these arrests were related to violent offenses, property offenses, drug offenses and public order offenses.

Relying upon this data, the Hounding Hearts PR team reviewed the comprehensive research that the DOJ conducted to better understand the pertinent role that the Philemon Ministry plays in establishing a mentoring community for recently released prisoners in the Baltimore area.

Primary Research

To gain a deeper understanding of the impact of recidivism in the U.S., as well as the positive role the Philemon Ministry plays in preventing rearrests on a local scale, Hounding Hearts PR visited the organization’s webpages and met with the ministry’s executive director, Pastor Antoine. Hounding Hearts PR also attended an on-site visit to the Philemon Ministry’s location members to better understand the external environment, challenges and opportunities surrounding the ministry’s ability to engage with the Baltimore community.

Hounding Hearts PR found that the Philemon Ministry had no social media accounts established. The team also found that the Philemon Ministry had struggled to gain momentum by attracting new donors, volunteers and media, as a result of the limited social media presence. After an interview with executive board members, Jack Weber and Pastor Antoine, Hounding Hearts PR discovered the major challenge facing the ministry was the lack of social media credibility, limited organization and minimal content for storytelling.

PLANNING

Our goals for the campaign, based on our research, were to gain media exposure for the Philemon Ministry by establishing a strong social media presence, generating engaging social media content and preparing Pastor Antoine for pitching the media, connecting with journalists and disseminating information about the organization’s mission.

Objectives - The COVID-19 pandemic posed a challenge to both the Hounding Hearts PR team and the Philemon Ministry. After consultation with Rosas-Moreno and Pastor Antoine, Hounding Hearts PR was able to establish the following objectives to create a strong social media campaign during a 12-week period:

1. Utilize social media to increase awareness about the ministry with young, urban adults between the ages of 18-35 through Twitter and older, urban adults between the ages of 40-80 on Facebook by 10% on social media by May 1, 2020.
2. Spread the messages of the ministry to reach approximately 20 community influencers, including journalists, companies, other religious organizations and nonprofit organizations on Twitter and Facebook.
3. Provide Pastor Antoine with 16 samples of drafted content through an organized, online editorial calendar for each social media platform that would enable him to have enough content to continue using social media between May 18, 2020 and Sept. 5, 2020.

Key Publics

- Adults between the ages of 40-80 in Baltimore City
- Young adults between ages of 18-40 in Baltimore City
- Religious organizations, service-based organizations, Baltimore churches
- Volunteer and charity organizations
- Students at Loyola University Maryland
- Local high schools and churches in Baltimore City
- Public and private schools in Baltimore seeking service opportunities for students
- Nonprofit organizations in Baltimore
- Prison chaplains and case managers

Key Messages

We tailored our social media content to specifically appeal to the pathos of our identified publics:

- Philemon Ministry is a mentoring community that supports men from incarceration into stable living.
- Philemon Ministry helps men come home for good.
- Philemon Ministry aims to encourage Christ-like behavior in men as they navigate the pitfalls of reentry after release from prison.
- The ministry creates a place of community for the Philemon men where they can focus on spiritual health, decompression, healthy relationships, acts of service and financial peace.
- Philemon Ministry helps men find stability in their lives after prison release.
- Philemon men are active members of the community looking to serve through acts of kindness.

Challenges

The COVID-19 pandemic posed a challenge to both the Hounding Hearts PR team and the Philemon Ministry. Both Hounding Hearts PR and the Philemon Ministry were confronted with unique challenges regarding the community outreach program during the global pandemic.

The pandemic forced the Hounding Hearts PR team to leave the Baltimore area and return to their respective hometowns. As a result, the originally proposed deliverables needed to be altered to account for the virtual work the team would be completing for the remaining five weeks of the campaign. The Hounding Hearts PR team created an addendum in order to move forward during the extenuating circumstances. The addendum created room for both parties to modify meetings, deliverables and timelines during the unprecedented time. The addendum highlighted the importance of establishing an online presence as a worldwide pandemic forced millions of people to remain physically apart.

As the pandemic continued, many state prison systems began releasing non-violent ex-offenders. This meant the Philemon Ministry's social media outreach program became even more important within the community and furthered the need to build a strong online presence for the organization.

Strategies & Tactics

First, Hounding Hearts PR established a social media presence for the Philemon Ministry over the course of a 12-week PR campaign. Tactics included creating a Twitter account to provide key publics with a platform to learn about the ministry and share its messages, creating a Facebook account to spread information about the ministry's goals and creating a LinkedIn account to update key publics about upcoming events, success stories and networking opportunities. Additionally, Hounding Hearts PR drafted and finalized a social media analysis and plan to provide the Philemon Ministry with guidance on managing social media accounts.

Second, over the course of four weeks, Hounding Hearts PR composed social media content for the Philemon Ministry's accounts for Pastor Antoine to regularly post during the summer 2020 months. Tactics included drafting and finalizing 16 tweets for the ministry's Twitter, LinkedIn and Facebook accounts.

Third, Hounding Hearts PR connected the Philemon Ministry to key journalists and provided the organization with the means to speak with the media about the organization's mission from May 18, 2020 until Sept. 5, 2020. Tactics included utilizing Cision database to research key journalists in the Baltimore area, drafting and finalizing tier A, with four journalists, and tier B, with eight journalists, media lists, creating and finalizing a drafted news release template for the ministry to produce in response to future media inquiries. Finally, the team composed and revised story ideas and talking points for Pastor Antoine or his designated spokesperson to prepare them for speaking with the media.

EXECUTION

At the initial planning meeting with Pastor Antoine, Hounding Hearts PR learned that his primary goal for the partnership was to achieve relevant exposure for the Philemon Ministry. The PR team encouraged the organization to establish an online presence for itself through a social media campaign before beginning to

contact the media or create fundraising events. The Hounding Hearts team members met with Rosas-Moreno on several occasions to discuss their plans for the Philemon Ministry. After conducting a situation analysis and comprehensive research, it was decided that a social media outreach campaign would be the strongest method of increasing the organization's credibility with key publics in the Baltimore area. Beginning on week four of the 12-week campaign, the Hounding Hearts PR team created Twitter, LinkedIn and Facebook accounts for the Philemon Ministry, as well as a comprehensive social media analysis plan and a social media policy.

During weeks six and seven of the campaign, the team worked to create drafted content for the Philemon Ministry's social media accounts. For each account, Hounding Hearts PR produced 16 posts. The team created a calendar through Airtable and Google Docs for the Philemon Ministry's social media manager to remain organized during the summer 2020 months. Enough content was produced to enable the organization to post on specified days between May 18 and Sept. 5, 2020. Twitter posts were scheduled for every Monday, LinkedIn posts were scheduled for every Wednesday, and Facebook posts were scheduled for every Friday.

The team was cognizant of future opportunities and threats surrounding the organization. Hounding Hearts PR was aware of the potential impact that the COVID-19 pandemic would have on the ministry. In a time when nonprofits and small businesses were faced with future peril, Hounding Hearts PR was proactive in creating social media messages to appeal to several key publics that would serve as potential donors, including churches, charity organizations and adults between the ages of 18 and 65+ in the Baltimore area. To reach out to the key publics, the team followed key organizations, public figures and other Baltimore locals on social networking sites. Creative hashtags, such as “#Home4Good,” “#VolunteerMaryland” and “#LivetoServe” were added to the endings of each social media message to attract additional key publics, such as volunteers, charities and service-oriented organizations.

During weeks eight through 10 of the campaign, the team began its media strategy. The media strategy involved a multi-tiered approach that focused on local journalists in the Baltimore area. The team compiled a media list of four tier-A and eight tier-B journalists who worked for major print, television and radio news stations in the greater Baltimore area. Tier-A journalists were pinpointed because of their previous reporting on topics related to the Philemon Ministry, such as social justice issues, public affairs and community stories. Tier-B journalists were identified as journalists who previously reported on more general topics impacting the Baltimore area.

By April 2020, the team found that the organization was not ready to approach the media during the spring 2020 months. However, Hounding Hearts PR created materials for the Philemon Ministry to use in the future after the social media campaign had concluded. While the primary goal of the Hounding Hearts PR team was to gain relevant exposure for the organization through building an online presence, the team worked to create the architecture for strong media outreach campaigns in the future. During the final two weeks of the campaign, Hounding Hearts PR created a news release template, as well as step-by-step instructions for writing a news release. The team also produced comprehensive talking points and story ideas for Pastor Antoine, or his designated spokesperson, to use when eventually approaching the media.

Throughout the campaign, the Hounding Hearts PR team learned several valuable lessons while working with the Philemon Ministry. First, due to the nature of the ministry, precautions were taken to ensure that the team members were sensitive to the men and organization they were serving. It was pertinent that the team was compassionate to the Philemon men's situations and respected their privacy. While the majority of the PR campaign relied upon social media usage, it was important to remain respectful of the messaging that was being produced.

It was also pertinent for the Hounding Hearts PR team to uphold core ethical practices of PR throughout the 12-week campaign, including advocacy, honesty and objectivity. Throughout the campaign, the team was faced with internal and external challenges that arose from the Philemon Ministry's limited marketing and communication resources, as well as the COVID-19 pandemic. It was pertinent to remain honest with the community partner, the Philemon Ministry, about the progress of the team's deliverables. Overall, the team

worked to promote an honest and objective relationship with the Philemon Ministry while advocating for its needs through a strategic social media campaign.

EVALUATION

In the 12-week campaign, Hounding Hearts PR achieved the goal of creating a strong architecture for a long-lasting PR campaign by:

1. Establishing a social media presence for the organization on Twitter, Facebook and LinkedIn.
2. Producing a comprehensive social media analysis and plan, as well as a formal social media policy for the Philemon Ministry.
3. Providing Pastor Antoine with relevant social media content in the form of 16 tweets, 16 LinkedIn posts and 16 Facebook posts scheduled to be shared during the summer 2020 months.
4. Generating a news release template, instructions for producing a news release, story ideas and talking points for Pastor Antoine to use when approaching the media in the fall.

Knowing that the main goal of the Philemon Ministry was to gain media exposure, Hounding Hearts PR took the appropriate steps to build the foundation for the Philemon Ministry by creating a presence across various social media platforms to assist the ministry in securing future media coverage.

After working closely alongside the Philemon Ministry, the Hounding Hearts PR team was able to successfully produce the proposed deliverables by the May 6 deadline. In total, 17 deliverables were created and shared with Pastor Antoine. These deliverables were created to serve as the catalyst for a PR campaign that will continue during the fall 2020 months. By achieving these initial goals, the team was able to demonstrate that the campaign had a positive impact on the organization by building a portfolio of marketing and communication tools for the Philemon Ministry.

The Hounding Hearts PR team's partnership with the Philemon Ministry was mutually beneficial. In working with the organization, the Hounding Hearts PR team members were able to strengthen their communication abilities and establish a sense of professionalism while serving a worthy nonprofit organization. Additionally, the Philemon Ministry benefitted from the partnership, because Hounding Hearts PR provided the organization with the necessary tools to begin establishing an online presence and credible reputation with the media.

To generate an online presence, Hounding Hearts PR equipped the Philemon Ministry with the necessary tools to successfully operate its Facebook, Twitter and LinkedIn social media accounts. Hounding Hearts PR created a social media plan and analysis as well as a social media policy. These documents provided the Philemon Ministry with in-depth instructions on how to best manage its social media accounts. Additionally, Hounding Hearts PR drafted and scheduled content to be posted on the Philemon Ministry's Facebook, Twitter and LinkedIn accounts from May 18 through Sept. 5, 2020, by creating a social media calendar and Airtable account.

Another success that resulted from the campaign was the implementation of the initial steps needed to secure future media coverage for the ministry. The Hounding Hearts PR team drafted materials for the Philemon Ministry to use once the organization has established a strong social media presence and credibility with key publics and local journalists. Hounding Hearts PR created a news release template and a reference sheet with step-by-step instructions on how to write an effective press release. These documents, along with the media list of tier-A and tier-B journalists, were created with the intention of enabling the Philemon Ministry to successfully navigate the initial stages of securing media coverage. Finally, the Hounding Hearts PR team assisted Pastor Antoine through media training. The team provided him with tools that will help prepare him to engage with key media contacts. In doing this, Hounding Hearts PR explained the importance of following key journalists, reaching out to them through social networking and commenting on their recent stories through social media engagements.

If the Hounding Hearts PR team was to complete this 12-week campaign again, the team would have been more practical about realistic deliverables. The Philemon Ministry is an amazing organization that could benefit from

various types of PR campaigns and projects, all of which the Hounding Hearts PR team initially wanted to take on. The team agreed to produce many different deliverables, such as a completed media kit and the sending of press releases to various journalists and news publications. Upon reevaluation of the practicality of the projects the team was committing to, the Hounding Hearts PR team members realized they needed to scale back and focus on a more specific, direct approach. With that in mind, the team decided it was best to focus most of its efforts towards initiating the Philemon Ministry's social media presence in order to establish credibility for the organization. This approach will allow future capstone groups to build off of the foundation put into place by Hounding Hearts PR. Overall, the partnership with the Philemon Ministry provided the Hounding Hearts PR team with an incredible opportunity to learn and serve during the spring 2020 semester.





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Maggie Mildrew (Team Lead). Maggie Mildrew was born and raised in Alexandria, Va. After volunteering for a number of nonprofits as a fundraising and events coordinator in high school, she chose to attend Loyola University Maryland because of the university's focus on service for others. She will be graduating in May 2020 with a degree in communication with a specialization in public relations and advertising and a marketing minor. Maggie has spent the past three years working in the fields of communication, public relations and marketing. In 2017, she served as a fundraising intern for the ALIVE! House in Alexandria, where she raised over \$3,000 for children's school supplies. In 2018, she served as a business development and marketing specialist at The Carlyle Club, a family-owned events venue in her hometown. There, she led a social media campaign on Facebook and Instagram for over 20 new events and special offerings, which brought in additional revenue for the business. Currently, Maggie is working as an outreach and marketing intern at the U.S. General Services Administration in Washington, D.C. Aside from her courses and work experience, Maggie is a member of Loyola's chapter of Lambda Pi Eta, the National Communication Association's official honor society, and she is an English teacher at the Esperanza Center in Baltimore, where she enjoys using her communication skills to help Marylanders become confident in their ability to speak English.



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Elisabeth Lutz. Born in Doylestown, Pa., Elisabeth Lutz is a senior at Loyola University Maryland studying Spanish and communication with a concentration in advertising and public relations. In 2018, Elisabeth interned for The Celebrity Cafe, an online entertainment magazine based out of New York City. In the summer of 2019, Elisabeth completed a co-op program at Abington Jefferson Health, located in Abington, Pa. Elisabeth currently serves as a public relations intern for PROFILES PR, a communications agency located in Baltimore, Md. Elisabeth has worked as an office assistant in Loyola's Office of Student Life since September 2016. She is also a mentor to students who participate in Loyola's Student Leadership Corps, and she is a member of Omicron Delta Kappa, which is the National Leadership Honor Society.

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Maggie Haley. Born in Denville, N.J., Maggie Haley is a senior at Loyola University Maryland. As a communication major with a specialization in advertising and public relations and a writing minor, Maggie has extensive experience in multi-media and social media campaigns. In 2017, Maggie worked as a social media coordinator and student marketing affiliate for Loyola's Apprentice House Press. For the past two summers, Maggie has worked with CCS Fundraising, a fundraising consultant that partners with nonprofits for transformational change. Since working in the Manhattan office, she has had a wide array of exposure to nonprofit marketing campaigns, prospect research and the solicitation process. In particular, she has worked to create a development workshop for her team leader to give to the Diocese of Brooklyn advancement team. This past summer, Maggie led and organized an internal office fundraiser for Operation Backpack® that raised over \$7,000. Her experience in the nonprofit fundraising world has ignited a passion for storytelling and a multifaceted skill set. Now as chair of Loyola's Student Philanthropy Council, Maggie encourages Loyola students to give to the Evergreen Fund and educates the student body as a whole on the importance of philanthropy. Maggie is also a member of Loyola's chapter of Lambda Pi Eta.



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Taylor Fluehr. Born in Harleysville, Pa., Taylor Fluehr is a senior at Loyola University Maryland focusing on a degree in communication with a specialization in public relations and advertising and a theatre minor. On campus, she works as a tutor in Loyola's Writing Center, where she assists other students in understanding writing prompts and perfecting finalized essays. During her tutor training, she participated in the Bridges program, where she mentored a local Baltimore high school student weekly and helped with homework and projects. Additionally, Taylor currently works as an intern in Loyola's Office of Undergraduate Admissions and serves as a training coordinator for the Greyhound Ambassadors, the university's tour guides. Taylor is also an active participant in Loyola's theater company, the Evergreen Players. In January 2019, she directed "Doubt: A Parable." Aside from casting and staging this production, she also created schedules for the cast, crew and designers, advertised the performances and fundraised for the National Alliance on Mental Illness. Recently, she recorded voice-overs for videos highlighting Loyola's dining options and a commercial promoting the university. Taylor is also a member of Loyola's chapter of Lambda Pi Eta, the National Communication Association's official honor society, as well as Loyola's chapter of the Public Relations Student Society of America.

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Pastor Antoine Payne
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Dear Pastor Antoine,

As you know, the prison system within the United States allows thousands of men to enter into a vicious cycle of incarceration. In other words, thousands of men are released from prison only to be incarcerated again within a matter of years. According to a 2018 update on prisoner recidivism published by the Bureau of Justice Statistics, an estimated 68% of released prisoners were re-arrested within three years after their initial release. Even more disheartening, the report found 79% of those released were later reincarcerated within six years and 83% within nine years. This means: Upon release, it is pertinent that men find structure and purpose within their daily lives. This structure will work to halt the cycle of incarceration by leading them to find success in their lives after prison.

The Philemon Ministry, who we hope to offer our services and guidance to this semester, is a nonprofit organization and mentoring community that works to encourage Christ-like behavior in men who are navigating life after prison. The Philemon Ministry houses 15 recently incarcerated men at the ministry's house and assists over 300 men and their families as they seek stability in their lives after prison. The ministry provides the men with resources aimed to support their spiritual and mental health. The ministry also provides the men with opportunities to decompress while serving others in the community through acts of service. As the ministry is a nonprofit organization, it relies upon the funding of generous donors to continue its mission. However, with limited methods of contacting donors, it has been difficult to raise awareness about the ministry. The Philemon Ministry wishes to achieve increased exposure throughout the next several weeks. This will be accomplished through a variety of social media, fundraising and other traditional public relations tactics.

As students of Loyola University Maryland, we have spent the past three years developing a keen passion for service. Through our combined service experience, work experience and education, the Hounding Hearts PR team is confident that we will be able to provide the Philemon Ministry with the public relations tools needed to achieve relevant exposure in the community. We believe that our experience has enabled us to:

- Plan, produce and execute successful events
- Generate press releases, pitch letters, bio sheets and extensive media kits
- Manage various social media accounts with thousands of followers
- Raise over \$10,000 combined through fundraising efforts
- Utilize storytelling abilities to produce compelling content for various news outlets, webpages, newsletters and social media pages

Through various internships at numerous organizations, including The U.S. General Services Administration, The Celebrity Cafe, CCS Fundraising, National Alliance on Mental Illness, The Carlyle Club, PROFILES PR and Apprentice House Press the Hounding Hearts PR team will be able to utilize our different perspectives and communication techniques to create a successful campaign for the Philemon Ministry. Skilled in professional social media management, fundraising, public relations, event management and business development, we are extremely excited to achieve exposure and build the Philemon Ministry's presence in the state of Maryland and beyond.

Our goals for the next 12 weeks include:

- Establishing a strong social media presence on Instagram, Twitter, Facebook and LinkedIn
- Creating compelling and eye-catching promotional material, including monthly newsletters to highlight current board members and tell the men's stories
- Create informational brochures about the ministry for prisons, case managers and prison chaplains in Maryland
- Utilizing fundraising efforts to increase regular donations for the Philemon Ministry
- Establishing an alumni network with the men through LinkedIn, monthly newsletters and increased social events
- Gaining media exposure for the Philemon Ministry by pitching to the media to achieve appropriate media coverage for the organization

To meet our goals in a timely and effective manner, we ask for:

- Weekly Friday calls at 3:30 p.m. to discuss our current progress and provide us with feedback
- Two site visits: one visit will occur on Saturday, Feb. 15, at 8 a.m., and a second visit will be scheduled later this semester
- Final confirmation that you are an authorized decision-maker for the Philemon Ministry who can implement the plans we propose

Thank you so much for taking the time to partner with us over the next several months. We look forward to hearing your feedback on our proposal. Please reach out to us if you have any questions or comments. We will be in touch again soon.

Sincerely,



Maggie Mildrew
Team Lead

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Feb. 14, 2020

Dear Pastor Antoine:

Hounding Hearts PR would like to thank you for being willing to partner with our company over the next 11 weeks. We are committed to serving the Philemon Ministry and providing your organization with all of the work needed to ensure that the goals of the organization are met and that proper exposure for the organization is secured.

- Contact
 - Both parties agree that Maggie Mildrew, team lead, and Pastor Antoine Payne, executive director of the Philemon Ministry, will have direct responsibility for all communication exchanged between both parties. While all team members will be copied on all sent communication, Mildrew is to be considered the direct contact for Hounding Hearts PR. Any direct electronic communication necessary for all team members to receive will be forwarded to the team by the team lead.
- Project timeline and deliverables
 - Both parties agree to fulfill project deadlines by the established dates in the timeline below for the remaining 11 weeks of the semester. All tasks must be completed by May 1.

<i>Deliverables</i>	<i>Deadlines</i>
Meetings	
Initial meeting with Pastor Antoine Payne at 7 p.m.	Jan 22
First in-person meeting with Pastor Antoine Payne at Loyola Starbucks	Apr 3
Second in-person meeting with Pastor Antoine Payne at Philemon Ministry	Apr 24
First on-site visit to the Philemon Ministry at 8 a.m.	Feb 15
Social Media Presence	
Create Twitter account	Feb 19

Create Facebook account	Feb 26
Create LinkedIn account	Feb 26
Draft social media plan	Mar 9
Finalize social media plan	Mar 13
Draft social media policy	Mar 16
Finalize social media policy	Mar 20
Fundraising and Networking	
Draft audit of current donation system	Mar 23
Finalize audit of current donation submission system	Mar 27
Draft donation submission form	Mar 30
Finalize donation submission form	Apr 3
Draft audit of stakeholder outreach	Apr 6
Finalize audit of stakeholder outreach	Apr 14
Media	
Draft tier A and tier B media lists, with minimum of 9 journalists	Apr 17
Finalize tier A and tier B media lists, with minimum of 9 journalists	Apr 20
Draft media kit to include: <ul style="list-style-type: none"> • Drafted news release template • Drafted story ideas for Pastor Antoine Payne or his designated spokesman • Drafted media pitch sheet • Drafted talking points for Pastor Antoine Payne or his designated spokesman • Drafted executive bio featuring Pastor Antoine Payne 	Apr 24
Finalize media kit to include: <ul style="list-style-type: none"> • Finalized news release template • Finalized story ideas for Pastor Antoine Payne or his designated spokesman • Finalized media pitch sheet • Finalized talking points for Pastor Antoine Payne or his designated spokesman • Finalized executive bio featuring Pastor Antoine Payne 	May 1
Final Presentation	
Deliver final presentation at 7 p.m.	May 6

- Orientation and Guidance
 - Both parties – HH and Pastor Antoine Payne – met for a brief informational meeting on Wednesday, Jan. 22, during class time.

- Hounding Hearts PR intends to visit Philemon Ministries on-site on Saturday, Feb. 15, under the supervision and guidance of Pastor Antoine Payne.
 - Both parties – HH and Pastor Antoine Payne – agree to at least two in-person meetings over the course of the semester.
 - Both parties – HH and Pastor Antoine Payne – agree to either meet briefly in person or converse on the telephone once per week on Fridays at 3:30 p.m.
 - Both parties – HH and Pastor Antoine Payne – will give direct feedback as promptly as possible.
 - All work will be conducted in accordance with required safety precautions and procedures.
- Evaluation
 - Both parties – HH and Pastor Antoine Payne – agree to provide written feedback to our faculty representative, Dr. Tania Rosas-Moreno, at the project's completion regarding our performance and effectiveness in meeting the needs of the Philemon Ministry. The client evaluation form will be provided during the final weeks of the semester and submitted to Rosas-Moreno upon completion.
 - Intellectual Property
 - We agree that the creative materials will be implemented only with the permission and consent of all parties involved.

Once again, we would like to express our gratitude for the pivotal opportunity to work closely with the Philemon Ministry over the next several weeks.

Sincerely,



Maggie Mildrew
Team Lead

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Hounding Hearts PR

HOUNDING HEARTS PR

Public Relations • Communications • Marketing
4501 N. Charles Street
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Pastor Antoine Payne
Executive Director
The Philemon Ministry
4421 Frankford Avenue
Baltimore, MD 21206
443-759-1635
pastorantoinepayne@gmail.com

March 22, 2020

Dear Pastor Antoine:

The Hounding Hearts PR team is sincerely grateful for the opportunity to continue to work with you to accomplish the Philemon Ministry's public relations, marketing and social media needs.

Following our email communication on Feb. 15, 2020, and given the current COVID-19 pandemic plus its many ramifications, our team saw the need to adjust our deliverables and timeline to best meet your and our needs. Our priority remains providing the Philemon Ministry with relevant exposure. Although we are no longer on Loyola's campus as a result of COVID-19, we are still committed to serving you and the Philemon Ministry throughout the remainder of the semester.

After our team meeting on Wednesday evening, we have collectively agreed to focus on providing the Philemon Ministry with powerful social media content. Our hope is to provide you and the Philemon Ministry with 48 social media post drafts by April 17. These drafts will consist of 16 posts each for the ministry's Twitter, LinkedIn and Facebook accounts. The drafts for each account will allow the Philemon Ministry to post once a week on each account for the next 16 weeks beginning the first week of May. This will provide the ministry with enough content to last until the first week of September.

We believe that providing the Philemon Ministry with finalized social media content in an editorial calendar format will enable the ministry to begin building a strong presence online during the summer months. This will enable the ministry to be in a position to contact journalists in the fall. While we wanted to be able to provide the Philemon Ministry with audits of its current donation system and stakeholders, we believe it will be more valuable at the present time to begin establishing a strong social media presence online.

We would like to propose a modified deliverable schedule from the original outlined in the Prospectus Stage Two document. Here are the adjusted deliverables and their respective deadlines:

<i>Deliverables</i>	<i>Deadlines</i>
Meetings	
Initial meeting with Pastor Antoine Payne at 7 p.m.	Jan 22

First on-site visit to the Philemon Ministry at 8 a.m.	Feb 15
First virtual in-person meeting with Pastor Antoine Payne via Zoom	Apr 3
Second virtual in-person meeting with Pastor Antoine Payne via Zoom	Apr 24
Social Media Presence	
Create Twitter account, sharing all necessary log-in information with Pastor Antoine	Feb 19
Create Facebook account, sharing all necessary log-in information with Pastor Antoine	Feb 26
Create LinkedIn account, sharing all necessary log-in information with Pastor Antoine	Feb 26
Draft social media plan	Mar 9
Finalize social media plan	Mar 13
Draft social media policy	Mar 16
Finalize social media policy	Mar 20
Social Media Content	
Draft 16 tweets for Twitter	Mar 27
Finalize 16 tweets for Twitter	Mar 30
Draft 16 posts for LinkedIn	Apr 3
Finalize 16 posts for LinkedIn	Apr 6
Draft 16 posts for Facebook	Apr 14
Finalize 16 posts for Facebook	Apr 17
Media	
Draft tier A, with four journalists, and tier B, with a minimum of eight journalists, media lists	Apr 20
Finalize tier A, with four journalists, and tier B, with a minimum of eight journalists, media lists	Apr 22
Draft media kit to include: <ul style="list-style-type: none"> • Drafted news release template • Drafted story ideas for Pastor Antoine Payne or his designated spokesman • Drafted media pitch sheet • Drafted talking points for Pastor Antoine Payne or his designated spokesman • Drafted executive bio featuring Pastor Antoine Payne 	Apr 24
Finalize media kit to include: <ul style="list-style-type: none"> • Finalized news release template 	May 1

<ul style="list-style-type: none"> • Finalized story ideas for Pastor Antoine Payne or his designated spokesman • Finalized media pitch sheet • Finalized talking points for Pastor Antoine Payne or his designated spokesman • Finalized executive bio featuring Pastor Antoine Payne 	
Final Presentation	
Deliver final virtual presentation beginning at 7 p.m.	May 6

Thank you for reviewing the revised deliverables and deadlines. Again, we would like to reiterate that these dates replace the former calendar. In this unprecedented time, we recognize the need for flexibility and adaptability. We hope these deliverables and dates work better to complete this project by May 1 and provide you with enough content to keep the Philemon Ministry's social media accounts updated until September.

Please let us know if you would like to adjust or revise this list and timeline. We welcome your needed input!

If you have any questions, concerns or feedback, please contact Maggie Mildrew at mfmildrew@loyola.edu or any other member of the Hounding Hearts PR team. Again, we are grateful for your understanding and flexibility.

Sincerely,



Maggie Mildrew
Team Lead

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April 7, 2020

Dear Pastor Antoine:

The Hounding Hearts PR team is sincerely grateful for the opportunity to continue to work with you to accomplish the Philemon Ministry's public relations, marketing and social media needs.

Following our email communication on March 22, 2020, and given the ongoing COVID-19 pandemic plus its many ramifications, our team saw the additional need to adjust our final deliverables and timeline to best meet your and our needs. Our priority remains providing the Philemon Ministry with relevant exposure and strong messaging. Although four weeks remain in our semester, we are still committed to serving you and the Philemon Ministry throughout the remainder of the semester.

After our team meeting on Wednesday evening, we have collectively decided to remove the media kit and replace it with three pieces of supplemental material. By May 3, our team will have completed a news release template, talking points and story ideas for the Philemon Ministry. This will provide the ministry with material that will be sufficient in preparing either you, or a designated spokesperson, to response to media inquiries or approach the media. Additionally, we have provided the ministry with a social media overview, calendar overview, account login information and reference sheet for the Philemon Ministry's recently created Twitter, LinkedIn Facebook accounts.

We would like to propose a modified deliverable schedule from the original outlined in the most recent Prospectus Stage Two addendum. Here are the adjusted deliverables and their respective deadlines:

<i>Deliverables</i>	<i>Deadlines</i>
Meetings	
Initial meeting with Pastor Antoine Payne at 7 p.m.	Jan 22
First on-site visit to the Philemon Ministry at 8 a.m.	Feb 15
First virtual in-person meeting with Pastor Antoine Payne via Zoom	Apr 3
Second virtual in-person meeting with Pastor Antoine Payne via Zoom	Apr 24

Social Media Presence	
Create Twitter account, sharing all necessary login information with Pastor Antoine	Feb 19
Create Facebook account, sharing all necessary login information with Pastor Antoine	Feb 26
Create LinkedIn account, sharing all necessary login information with Pastor Antoine	Feb 26
Draft social media plan	Mar 9
Finalize social media plan	Mar 13
Draft social media policy	Mar 16
Finalize social media policy	Mar 20
Draft social media overview, calendar overview, account login information and reference sheet	Apr 5
Finalize social media overview, calendar overview, account login information and reference sheet	Apr 7
Social Media Content	
Draft 16 tweets for Twitter	Mar 27
Finalize 16 tweets for Twitter	Mar 30
Draft 16 posts for LinkedIn	Apr 3
Finalize 16 posts for LinkedIn	Apr 5
Draft 16 posts for Facebook	Apr 14
Finalize 16 posts for Facebook	Apr 17
Media	
Draft tier A, with four journalists, and tier B, with a minimum of eight journalists, media lists	Apr 20
Finalize tier A, with four journalists, and tier B, with a minimum of eight journalists, media lists	Apr 22
Draft news release template and reference sheet	Apr 24
Draft story ideas for Pastor Antoine Payne or his designated spokesman	Apr 25
Draft talking points for Pastor Antoine Payne or his designated spokesman	Apr 26
Finalize news release template and reference sheet	May 1
Finalize story ideas for Pastor Antoine Payne or his designated spokesman	May 2
Finalize talking points for Pastor Antoine Payne or his designated spokesman	May 3

Final Presentation	
Deliver final virtual presentation beginning at 7 p.m.	May 6

Thank you for reviewing the revised deliverables and deadlines. Again, we would like to reiterate that these dates replace the former calendar. We hope these deliverables and dates work better to complete this project by May 3 and provide you with strong content that will enable you to feel confident speaking to the media about the Philemon Ministry.

Please let us know if you would like to adjust or revise this list and timeline. We welcome your needed input!

If you have any questions, concerns or feedback, please contact Maggie Mildrew at mfmildrew@loyola.edu or any other member of the Hounding Hearts PR team. Again, we are grateful for your understanding and flexibility.

Sincerely,



Maggie Mildrew
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Philemon Ministry Social Media Analysis

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Executive Summary

The goal of the Philemon Ministry's social media plan will be to tell the story of the organization and communicate with key shareholders through social media. The Philemon Ministry is a nonprofit organization and mentoring community that works to encourage Christ-like behavior in men who are navigating life after prison. The Philemon Ministry houses 15 recently incarcerated men at the ministry's house and has assisted approximately 300 men and their families as they seek stability in their lives after prison. The ministry provides the men with resources aimed to support their spiritual and mental health. The ministry also provides the men with opportunities to decompress while serving others in the community through acts of service. As the ministry is a 501(c)3 nonprofit organization, it relies upon the funding of generous donors to continue its mission. However, with limited methods of contacting donors, it has been difficult to raise awareness about the ministry. The Philemon Ministry wishes to achieve increased exposure throughout the next several weeks. To do this, the Hounding Hearts PR team has implemented a social media plan that will aim to achieve exposure through LinkedIn, Facebook and Twitter social media channels.

Currently, the organization does not have any social media accounts. Our team, Hounding Hearts PR, has worked with Pastor Antoine Payne to devise a strategy for creating several social media platforms. We will be creating these accounts with the intent to deliver all account information to Pastor Antoine and the next PR Capstone group that will work with the organization during the fall 2020 semester. Although we are not planning on producing a social media campaign this semester, we are aiming to build the architecture for a campaign by establishing credibility through a social media presence.

The Philemon Ministry's Facebook page will be the center of information for future social media campaigns. While Facebook attracts an older demographic, we believe that the platform allows the organization to share in-depth information and stories through its posting capabilities. Additionally, Generation X and the baby-boomer generation have more discretionary income that can be allocated to assist in fundraising than younger generations. Both Gen-X and baby-boomers are crucial audience members who have the ability to donate to the Philemon Ministry. On Facebook, content is not limited to a specific number of characters, and the Philemon Ministry will have the ability to share videos, photos, stories and other content with its followers. Facebook will also allow the organization to connect with the community, which will allow the organization to expand its reach and tell its stories to a large audience.

The Philemon Ministry's Twitter page will be used to target those whose ages range between 18-35. We will be targeting users who live in the urban areas of Baltimore City, including students, community members and church members. Twitter will allow the Philemon Ministry's content to be delivered through clear and concise messages, as the platform allows for tweets with a maximum of 280 characters. Storytelling through Twitter will allow the Philemon Ministry to reach large audiences because of the platform's ability to utilize hashtags, tagging and trends. We aim to connect with audience members within the younger demographic who will share the ministry's messages through retweets. We hope this target demographic will be interested in volunteering, donating and raising awareness about a worthy nonprofit. We also hope that the organization's Twitter account will eventually help the media connect with the ministry. As part of our Twitter strategy, we are also recommending the Philemon Ministry follow journalists covering relevant topics, such as formerly incarcerated men and women and their successes. By May 1, our team will compile a list of journalists in the Baltimore area who cover these topics for Pastor Antoine. After following these reporters and establishing content on Twitter, we are recommending that these specific reporters are tagged in tweets. Reporters tagged will likely follow the Philemon Ministry back and start viewing the organization's content and stories.

The Philemon Ministry's LinkedIn page will be used to create an alumni network between the men who have graduated from the organization and the men who are currently living in the house. After speaking with Pastor Antoine, he expressed to us that he would appreciate this platform because it will allow for the men to connect with one another, share their stories and find ways of continuing to assist another through networking opportunities.

Through social media, the Philemon Ministry hopes to achieve two main goals. First, the ministry hopes to gain credibility through the established pages. With an online presence, the ministry will be able to share its messages through digital storytelling while connecting with various target audiences. By establishing credibility for itself, the ministry will be more likely to attract key shareholders and target audiences, including the media. Our goal is to create plans for the creation of strong social media messaging that will obtain relevant exposure for the organization. Second, we hope to educate the community about the Philemon Ministry. We hope to spread messages about the organization's accomplishments and goals. Through the social media pages, we aim to raise awareness about what the community can do to help the organization through fundraising efforts and volunteering. Our comprehensive social media plan will define our social media channels, explain our goals, objectives, strategies and tactics, and provide the Philemon Ministry with recommendations for creating content in the future.

SWOT Analysis

STRENGTHS <ul style="list-style-type: none">• Inspirational story to tell• Relevant topic in today's news• Target audience active on social media• Unique opportunities for the men to serve the community	WEAKNESSES <ul style="list-style-type: none">• No social media presence• No online credibility as an organization• Community has limited knowledge about the organization• No one within the ministry is currently available to take over social media accounts• Pastor Antoine has a heavy workload and may not be able to fully focus on running social media accounts• Not taking advantage of social media accounts
OPPORTUNITIES <ul style="list-style-type: none">• Teaching Philemon men to manage social media accounts• Providing men with "work" experience in the fields of social media and communication• Creating architecture of a strong social media campaign for Fall 2020 PR Capstone class• Becoming a well-known nonprofit organization in Baltimore City• Become an organization that Baltimore citizens associate with empowerment, service, charity and forgiveness• Work with Loyola's CCSJ or Communication Department to establish a social media internship	THREATS <ul style="list-style-type: none">• Inability to attract and retain followers• Failure to continue social media growth• Target audiences not interested in sharing the message of the Philemon Ministry• No one is available or ready to take over the account after May 2020• Target audiences not engaging with accounts• Inappropriate comments from public or spam• Failure to plan for a social media crisis

Strengths

Everyone loves an inspirational story and the Philemon Ministry has at least a dozen it's able to tell. These stories can highlight a new individual every time and provides men with unique opportunities to serve their community. With content and a mission that is relevant to our world today, the Philemon Ministry has advantages to attract public attention. Also, the publics this organization wishes to attract is very active on social media, creating a potential for this organization's topics to be viewed and shared by a massive amount of people.

Weaknesses

The main weakness is the Philemon Ministry's lack of online presence. Aside from having no prior social media presence, this organization has little-to-no online credibility. The community has limited information about this organization and the lack of activity on social media is preventing community members from learning more.

Furthermore, once these social media accounts are established, there is a large concern about whether or not the accounts can be maintained. No one is currently available at the Philemon Ministry to take over the accounts, and Pastor Antoine is in charge of other matters and may not be able to devote as much attention as necessary towards social media.

Threats

While social media has an incredible amount of benefits, online presence can also be a gamble based on public responses to posts. The American public has conflicting views about prison, the justice system, and formerly incarcerated men and women. There is of course, a risk that anything The Philemon Ministry posts could be under fire or criticized by the public, harming the reputation of the organization. However, with the proper protocol and tactics, negative comments can be mitigated. Social media presence highly legitimizes any organization and therefore the benefits far outweigh the possible disadvantages.

Opportunities

The Philemon Ministry has an excellent opportunity to connect with its various publics through online presence via social media. With the right social media plans and policies, The Philemon Ministry can properly connect with its publics as well as circulate its name throughout the community. Social media legitimacy will also open doors in terms of connecting with future media outlets, furthering the organization's reach in terms of an audience.

Finally, under our "recommendations" on page 11, we will go into more depth regarding the creation of a social media internship for a Loyola student. This internship would be mutually beneficial for both the Philemon Ministry and the Loyola intern. The ministry would be able to trust the Loyola student to work independently to maintain and manage the Philemon Ministry social media accounts for Pastor Antoine. The student would be able to receive course credit for their internship while gaining experience and building his or her resume.

Goals, Objectives, Strategies, Tactics

Goal: To tell the story of the Philemon Ministry and connect with key shareholders

- Objective # 1: To increase awareness about the ministry with young, urban adults between the ages of 18-35 through Twitter and older, urban adults between the ages of 40-80 through Facebook by 100 people on social media over the next 4 months
 - Strategy # 1 - To increase Facebook awareness
 - Tactics #1
 - Post “10-year Anniversary” video
 - Engage with more users on Facebook
 - Share videos and images on Facebook
 - Draft content for future Facebook posts
 - Connect with more community accounts on Facebook through “likes”
 - Optimize SEO to have the ministry’s social media sites appear in Google searches
 - Add additional contact information to the Facebook page
 - Connect the Facebook account to the Philemon Ministry’s home page through the use of the anniversary video
 - Tactics #2
 - Follow accounts on Twitter
 - Follow local schools, business and government on Twitter
 - Add additional information to the description of the Twitter page to make the account more complete
 - Draft content for future Twitter posts
 - Strategy #2: To expand social media presence
 - Tactics:
 - Utilize Facebook and Twitter as storytelling platforms
 - Create posts emphasizing personal anecdotes of the men who live at the house
 - Post “10-Year Anniversary” video on Facebook
 - Post link to the video on Twitter
 - Post photos of the Philemon Ministry on Facebook and Twitter
 - Optimize analytics tools to view the click-rate, impressions and mentions of the organization on Facebook and Twitter
 - Strategy #2: Emphasize “Home for Good”
 - Tactics:
 - Create hashtags (#HomeforGood, #PhilemonBaltimore) on Twitter and LinkedIn to use at the end of each post
 - Draft content that will create an online discussion about the ministry’s goals and accomplishments
 - Draft content that emphasizes the ministry’s focus on service and works of kindness within the community
 - Review other nonprofit organizations in Baltimore to understand social media best practices and find what content is best suited for audiences in the Baltimore area
- Objective #3: To provide Pastor Antoine with 48 samples of drafted content through an organized, online editorial calendar for each social media platform
 - Strategy #1: Draft 16 sample messages for Facebook, Twitter and LinkedIn through Airtable.com
 - Tactics:
 - Utilize <https://airtable.com/tbl4LOJIHRrBz3Lkw/viwMyB8lgVLXEW3YM?blocks=hide>
 - We have provided the organization with the free version of Airtable.

- There are “Plus” and “Pro” versions of Airtable which would allow the social media team to have more storage options and analytics tools for analyzing the public’s engagement with the Philemon Ministry’s social media accounts.
- “Plus” version is available for \$10/month
- “Pro” version is available for \$20/month
 - However, we believe the free version is suitable at the present time for editing and tracking social media posts.
- Draft content for each social account to highlight events, stories, announcements, videos, pictures and networking opportunities
- Set deadlines for the tweets
- Create hashtags, find accounts to retweet and post about community engagement

Social Channels

Facebook

- Target Audiences:
 - Adults between the ages of 40-80 in Baltimore City
 - Young adults between ages of 18-40 in Baltimore City
 - Religious organizations
 - Service-based organizations
 - Volunteer organizations
 - Students at Loyola University Maryland
 - Local high schools and churches in Baltimore City
 - Private schools in Baltimore seeking service opportunities for students
 - Public schools in Baltimore seeking service opportunities for students
 - Nonprofit organizations in Baltimore
 - Prison chaplains and case managers
- Key Messages:
 - Philemon Ministry is a mentoring community that supports men from incarceration into stable living.
 - Philemon Ministry helps men come home for good.
 - Philemon Ministry aims to encourage Christlike behavior in men as they navigate the pitfalls of reentry after release from prison.
 - The ministry creates a place of community for the Philemon men where they can focus on spiritual health, decompression, healthy relationships, acts of service and financial peace.
 - The Philemon Ministry's Facebook page is a place where you can learn about the ministry's goals, needs and positive impact it is making on the community.
- Content:
 - Paragraph-length posts
 - Sharing relevant articles related to recidivism in the U.S., Maryland and Baltimore
 - Links from Philemon Ministry's Twitter and LinkedIn posts
 - Videos and pictures
 - Personal stories and anecdotes of the Philemon men

Twitter

- Target Audiences:
 - Urban millennials (Ages 18-35)
 - Audience members who prefer clear and concise messaging
 - People who are looking to learn about volunteering and fundraising opportunities in Baltimore
 - Religious organizations
 - Service-based organizations
 - Students, teachers and school systems seeking service opportunities
 - Volunteer groups
 - Nonprofit organizations in Baltimore
 - Prison chaplains and case managers
- Key Messages:
 - Emphasizing #HomeforGood
 - Spreading messages about positive impact of the Philemon Ministry
 - Philemon Ministry helps men find stability in their lives after prison release
 - Philemon men are active members of the community looking to serve through acts of kindness
 - The Philemon Ministry Twitter page is a place where audience members can learn about the ministry and feel empowered by helping the organization share its messages including through retweeting
- Content:

- Short facts about ministry, prison system in U.S., recidivism and other relevant topics
- Photos
- Links to Facebook, fundraising information or upcoming events
- Telling stories about the men through one-liners and appropriate pictures
- Retweeting similar organizations' content
- Using trending hashtags

LinkedIn

- Target Audiences:
 - Current and previous members of the Philemon Ministry
 - Local Baltimore businesses, churches and schools
 - Local Baltimore charity organizations
- Key Messages
 - Philemon Ministry allows for networking opportunities among its members
 - Philemon Ministry aims to create connections between its members
 - Philemon Ministry exists to create a place of community and mentorship among its members
 - Philemon Ministry's LinkedIn page is a place where people can come to learn about upcoming events, success stories and networking opportunities
- Content
 - Philemon men success stories
 - Updates on Philemon Ministry events and volunteering opportunities within the community
 - Photos from events and information about networking
 - Sharing relevant news articles about recidivism, incarceration rates, and prison system in the U.S.

Measurements

- Objective # 1: To increase awareness about the ministry with young, urban adults between the ages of 18-35 through Twitter and older, urban adults between the ages of 40-80 through Facebook by 10% on social media over the next 2 months
 - Use Facebook and Twitter analytics tools to measure social media site traffic increase and searches
 - Measure increase of engagement on Facebook and Twitter by comparing previous amounts of shares, mentions, tags and direct messages to amounts after the plan has been put into place
 - Measure the increase of likes and followers on all social platforms
- Objective #2: To spread the messages of the Philemon Ministry to reach approximately 50 community influencers, including journalists, companies, other religious organization and nonprofit organizations on Twitter and Facebook.
 - Use Facebook, Twitter and LinkedIn insights, posts and tweets look for trending topics like recidivism in Baltimore and community service opportunities in Baltimore
 - View increase of likes and engagement on social media posts related to the Philemon Ministry's story
 - Compile a list of journalists and organizations in the Baltimore area who are engaged in topics related to recidivism, U.S. prison system and religious/mentoring communities
- Objective #3: To provide Pastor Antoine with 16 samples of drafted content through an organized, online editorial calendar for each social media platform.
 - Utilize Airtable.com to add to the social media editorial tracker
 - Create a calendar to plan for upcoming content and reveal when drafts are to be posted
 - Draft 16 posts for LinkedIn
 - Draft 16 posts for Twitter
 - Draft 16 posts for Facebook
 - There will be 48 drafted posts for the organization's LinkedIn, Twitter and Facebook accounts.
 - We will draft 16 posts for each account.
 - This will allow us to draft enough posts for Pastor Antoine to post between April 2020 and September 2020.

Research: Social Media Audit

Social Network	Target Demographic	Content	Who will react and how?
Twitter	18-40-year-old urban millennials Males and females Influences within schools, volunteer groups, nonprofits and charity organizations	Short facts Photos Links to Facebook, fundraising information or upcoming events Telling stories about the men through one-liners and pictures	Likes and retweets Positively Negatively Commentary Twitter is used to create awareness, and using short, poignant facts will be key to connecting with the audience
Facebook	40-80-year-old urban adults Males and females Influencers within community: Church officials, school officials, business owners	Paragraph-length posts Sharing relevant articles related to recidivism in the U.S., Maryland and Baltimore Links from Philemon Ministry's Twitter and LinkedIn posts Videos and pictures Personal stories and anecdotes of the Philemon men	Likes (reactions) and reposts/sharing Positively Negatively Commentary Facebook is great for human interest stories and sharing relevant, longer articles to grab attention
LinkedIn	Current and previous members of the Philemon Ministry Men between the ages of 20-70+ Local Baltimore businesses, churches and schools Local Baltimore charity organizations	Philemon men success stories Updates on Philemon Ministry events and volunteering opportunities within the community Photos from events and information about networking Sharing relevant news articles about recidivism, incarceration rates and prison system in the U.S.	Likes and sharing Positively Negatively Commentary LinkedIn provides networking opportunities that go both ways, which creates a culture surrounding community service and mentorship. Highlighting opportunities to engage with the Philemon Men will be key.

Philemon Ministry Social Network	Account name (@)	URL	Owner	Mission	Followers
Twitter	@philemon_min	https://twitter.com/philemon_min	Philemon Ministry philemonministrysocial@gmail.com	Sharing concise messages about the Philemon men's positive impact in society through one-liners, stories and links to Facebook posts	3
Facebook	Philemon Ministry	https://www.facebook.com/Philemon-Ministry-100509694909635/?modal=admin_todo_tour	Philemon Ministry ADMIN: John Philemon philemonministrysocial@gmail.com	Sharing comprehensive content through storytelling, visual content and engagement with the community.	1
LinkedIn	Philemon Ministry	www.linkedin.com/company/philemon-ministry	Philemon Ministry ADMIN: John Philemon philemonministrysocial@gmail.com	Providing current and previous Philemon men with an alumni network to connect without another and expand the mentoring community	1

Social Network	Recommendation
Twitter	<ul style="list-style-type: none"> • One-liners • Photos with captions • Links to interesting/relevant articles • Following local Baltimore millennials, schools, universities and churches • Follow 20 relevant accounts and obtain 20 followers by Sept. 1
Facebook	<ul style="list-style-type: none"> • Paragraphs • “Humans of New York” styled content • Increased storytelling • Sharing relevant articles • Connecting with Baltimore schools, universities, churches and community centers • Obtain 20 relevant followers by Sept. 1

LinkedIn	<ul style="list-style-type: none"> • Sharing relevant information about U.S. prison system and recidivism • Links to interesting/relevant articles • Storytelling and success stories of the men • Teaching Philemon men about LinkedIn • Follow 20 relevant accounts and obtain 10 followers by Sept. 1
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Recommendations

Twitter

With Twitter, you are only given 280 characters to deliver a message. Therefore, Twitter is a wonderful platform to perfect one-liners and convey a message or story clearly and immediately. Because of this character limit, an entire article cannot be placed in a single tweet. By tweeting a brief response or teaser to the article's main argument then that article's link instead, interesting resources can still effectively be shared with followers. Also, Twitter is a platform where it is appropriate to let an image do a majority of the talking. A caption explaining the image would be a benefit, but it is acceptable if the image occasionally takes priority. By having a mixture of text, images and links, Twitter provides an effectively balanced social media presence for an organization.

Twitter is a platform that a majority of media users utilize, especially millennials. Because of its popularity, Twitter is a great tool to reach a vast array of potential audience members, such as local Baltimore schools and churches. The more users on a platform, the more likely it becomes for an organization's message to be seen. Then, as the message continues to spread, more people become interested in the organization and follow the account.

Facebook

Facebook is a platform that is primarily about storytelling or updates. With Facebook, a user can post paragraphs, allowing more details and events to be included, without worrying about exceeding a character limit. The idea behind these Facebook posts is to mimic "[Humans of New York](#)." "Humans of New York" is a popular account that highlights various New Yorkers and their deeds or activities. An example follows in the Appendix. Using this content structure has a model, the Philemon Ministry can highlight various activities and service events that the Philemon men have participated in. Facebook also allows users to share articles with followers, offering a combination of personal stories and additional outside resources.

With its popularity in storytelling, Facebook attracts various users. Through this wide range of attraction, different audience groups are reached and messages are able to spread faster due to word of mouth. It is a common occurrence to see someone show another person a post they saw on Facebook. Facebook is a shareable site, and you do not necessarily need an account to be informed, meaning that anyone and everyone will eventually hear a message.

LinkedIn

One could say that LinkedIn's purpose is to showcase one's success. Through a LinkedIn account, the Philemon Ministry can market its success as an organization and the successes of its men. It can be another storytelling tool, but just focuses on the positives. Relevant articles can still be shared, but LinkedIn allows an organization to shine on its own merits.

LinkedIn is also a wonderful platform to promote information. On top of promoting itself, the Philemon Ministry can educate its audience members on the prison system in the United States and the main ideas of recidivism. Once the basics behind this platform are understood, LinkedIn can become an effective connecting tool.

Social Media Intern

Finally, we strongly recommend Pastor Antoine connects with Loyola University Maryland's CCSJ and Communication Department to create an internship opportunity for a Loyola student. His point of contact at the Communication Department will be Professor Veronica "Ronnie" Gunnerson (vgunnerson@loyola.edu). We encourage Pastor Antoine to work with CCSJ and Professor Gunnerson to set up the process for a social media intern to assist the Philemon Ministry in managing the organization's various social media accounts.

The intern would be answerable directly to Pastor Antoine and social media savvy enough to manage the accounts almost independently. It would be an incredible opportunity for the Philemon Ministry to offer an unpaid or paid, for-credit internship to a Loyola student. It would also be a great resume builder for a communication student. The opportunity would be mutually beneficial.

Conclusion

Initiating and implementing a social media plan for a nonprofit organization that has no prior social media exposure is an endeavor that comes with both advantages and challenges. The benefit to creating a social media plan for an organization without a significant following is that the Philemon Ministry can start fresh and utilize necessary social media platforms to tell the organization's story in the way that the organization desires to. However, the disadvantage to drafting a social media plan for an organization without an established presence is that it becomes an extremely difficult task to build up an organization that does not already have an audience and a strong following. At this point in time, the goal is to publish content that will capture the attention of target audiences and provide them with the desire to follow along with the Philemon Ministry and the work that the organization does.

There are many different moving parts that comprise the Philemon Ministry, meaning that each social media platform can be used strategically to disseminate the appropriate information about the organization to the correct people in an effort to fully capture the work done at the Philemon Ministry. When used effectively, Twitter will allow the Philemon Ministry to deliver content that is engaging and to the point, accompanied by graphics that can really drive home the intended message. Facebook can be utilized for lengthier posts that can better highlight the mission of the ministry or provide information about any upcoming events or news within the organization. LinkedIn can be utilized to showcase the men who currently live or who have lived in the house by telling their success stories. Overall, if the Philemon Ministry dedicates itself to continually posting informational and captivating content across all social media platforms, a social media presence will inevitably become an essential aspect of the Philemon Ministry as a whole.

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Appendix with Sample content

Example 1:

- Showcasing men, telling stories and raising awareness
- Similar to “Humans of New York” Instagram page



humansofny • Follow



humansofny • “I just want to live under the same roof with my son and his mom. We’re living apart right now while I look for a place we can afford. But it’s been over two years now. It’s hard on our relationship. I hardly ever get to see my son. I work at the post office. That’s the ‘US Government.’ You think I’d be able to find a place for us to live. But you go to a handful of apartments, and you realize it’s all the same. They want credit this. Background that. But that’s not even the issue for me. It’s the rent. They expect your salary to be ten times the price of rent. It’s like c’mon, man. Only a certain class of people can afford that. You’re telling me who you want. And it’s not me. I tried to go the



Liked by **eleanorkelley** and **302,292 others**

2 DAYS AGO

Add a comment...

Post



humansofny • Follow



humansofny "I'm running for congress. I'm actually on the way right now to meet with some union representatives to ask for their endorsement. The whole experience has been a whirlwind. I've been working as a special education teacher for the past eight years, so all of this is new to me. Fundraising is definitely more soul-sucking than I expected it to be. I don't have many millionaires in my network, so it involves making thousands of cold calls. Sometimes I can spend four hours on the phone without making a single connection. I'm running against an entrenched incumbent. And he's been in power for over thirty years, so he collects \$2800 checks without even asking. My only real chance is to



Liked by molly_canning and 255,705 others

JANUARY 8

Add a comment...

Post

Example 2:

- Sample of "crisis communications" tweet
- How to respond in a transparent, honest and professional tone





Example 3:

- Airtable Editorial Tracker sample:

Philemon Ministry Editorial Tracker							
Table 1		<div> <div>Grid view</div> <div> <div>Hide fields</div> <div>Filter</div> <div>Group</div> <div>Sort</div> <div>Color</div> </div> </div>					
<input type="checkbox"/>	Social Post	Social Network	Content Type	Date	Ready to Publish	Character Count	
<input checked="" type="checkbox"/>	This is a sample tweet for the Philemon Ministry account.	Twitter	Announcement	2/20/2020 12:00pm	<input checked="" type="checkbox"/>	58	
2						0	
3						0	

Example 4:

- How to handle a crisis:
 - Ensure all copyright guidelines, privacy guidelines, confidentiality guidelines and brand voice guidelines are adhered to. These guidelines are explained in the [Philemon Ministry social media policy](#).

- If a social media post has gained negative attention from the audience, begin by stopping scheduled posts. Next, the crisis must be addressed. Social listening will allow the social media manager for the organization to understand what the issue or problem was. After the problem has been identified, Pastor Antoine should be immediately notified about the problem.
- If the post has offended audience members, then a formal apology should be issued. The account manager should also reach out to this individual via direct messaging to ensure the issue has been resolved with the individual.
- The post should be deleted.
- A follow-up post should be sent addressing the issue and working to find a way to repair the organization's brand image with the public.
- All responses should be professional in tone.

This is an example of how to address an issue that an individual has with your organization, product or service:



Hello there. We understand your concerns about the headlines you've been seeing, and we want to put your mind at ease – our talc is safe. We are committed to the highest safety and quality standards in every Johnson's product. Please visit factsabouttalc.com to learn more.



Safety

factsabouttalc.com



As a member of the nonprofit organization community, the Philemon Ministry understands the value and importance of social media for establishing an online presence. We recognize the influence of social media and its scope in today's world. The Philemon Ministry has implemented the following social media policy to assist its members in understanding and adhering to responsible social media practices created to protect employees, house members and the Philemon Ministry as a whole.

General Guidelines

- In any content posted and created by an employee, volunteer or affiliate of the Philemon Ministry, it should not contain any offensive, vulgar, pornographic, defaming or personal material.
- Content that is shared from another source has to include a reference or citation to that source.
- Any content posted is a representation of the Philemon Ministry and should be edited and proofread carefully before posting.
- The person posting content takes sole responsibility for what he/she posts.
- Any posting of content that violates the guidelines will result in suspension or termination.
- Each member of the social media management team will be given the passwords and login information to access Facebook, Twitter and LinkedIn social media accounts.
- DO NOT share the social media passwords with anyone outside of Pastor Antoine, the Philemon Ministry executive board or social media intern(s)
- Stay neutral when discussing or responding to sensitive issues.
- If content posted causes negative feedback, consult with the Pastor Antoine, the Philemon Ministry executive board or social media intern(s) before responding to avoid a communications crisis.
- Do not mention other nonprofit organizations or organizations similar to the Philemon Ministry in a negative or derogatory way.
- Any rumors, slander or confidential information shared through social media channels may have a negative impact on this organization and its reputation. Legal action may be brought against the individual responsible for the publication of slanderous and false information.

Facebook

- All content posted should not contain any of the prohibited content mentioned in section one of the guidelines.
- When posting statuses and sharing photos, it must be expressed whether the content is original or curated from an outside source.
 - All outside sources must be given proper attribution through reference or citation.
 - All ideas shared through Facebook must not violate any terms of copyright.
- Do not include photos of house members without consent.
- When responding to comments, place initials next to the post to track who has posted the content.
- Private messages must not be deleted or shared under any circumstance without consent from the Pastor Antoine, the Philemon Ministry executive board or social media intern(s).

- Use common sense and do not post anything that is questionable or violates the general guidelines.
- Use the company's Airtable account and editorial calendar to track when content is to be posted.
- Sign off or log out of all devices that have access to the Philemon Ministry's Facebook, Twitter and LinkedIn accounts when not in use.

Twitter

- All content posted should not contain any of the prohibited content mentioned in section one of the guidelines.
- All information posted on the Philemon Ministry's Twitter (@philemon_min) becomes property of the Philemon Ministry.
- Provide an outside link or reference for all posts containing messages that need to be more than 280 characters.
- When responding to direct messages, sign your name or initials in the message.
- If hashtags that are specific to the Philemon Ministry are created, the hashtag should be related to the organization, such as #HomeforGood or #PhilemonBaltimore.
- No personal content should be posted on Twitter.
- Do not include photos of house members without written consent.
- Use the company's Airtable account and editorial calendar to track when content is to be posted.
- All tweets are to be proofread before posting. We recommend using an online proofreading tool, like Grammarly.com, to assist in editing grammar and sentence syntax.
- Fact-check the reputability and accuracy of external websites or articles before linking in tweets.
- Adhere to copyright standards and respect the intellectual property of others.

LinkedIn

- All content posted should not contain any of the prohibited content mentioned in section one of the guidelines.
- When posting statuses and sharing photos, it must be expressed whether the content is original or curated from an outside source.
 - All outside sources must be given proper attribution through reference or citation.
 - All ideas shared through LinkedIn must not violate any terms of copyright.
- Use the company's Airtable account and editorial calendar to track when content is to be posted.
- Do not include photos of house members without written consent.
- Provide an outside link or reference to external articles and websites.
- Fact-check the reputability and accuracy of external websites or articles before linking in posts.
- When responding to direct messages, sign your name or initials in the message.
- All posts are to be edited, reviewed and proofread before posting.
- If hashtags that are specific to the Philemon Ministry are created, the hashtag should be related to the organization, such as #HomeforGood or #PhilemonBaltimore.

Acceptance

I attest that I have read the Philemon Ministry's social media policy in its entirety and understand all policies contained within. I will uphold the standards expressed in this document and maintain appropriate and professional conduct when accessing the organization's social media accounts.

Name: _____

Signature: _____

Date: _____



Hounding Hearts PR

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Public Relations • Communications • Marketing
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Baltimore, MD 21210

M E M O R A N D U M

TO: Tania Cantrell Rosas-Moreno, Ph.D.
FROM: Hounding Hearts PR
DATE: March 25, 2020
RE: The Philemon Ministry Collaboration Updates

MESSAGE:

Hounding Hearts PR, or HHPR, is comprised of four graduating seniors, who have studied communication, marketing, advertising and public relations. HHPR works with the Philemon Ministry, or the PM, a nonprofit organization mentoring community that works to provide recently incarcerated men with resources aimed to support their spiritual and mental health. The Philemon Ministry's mission is to encourage Christ-like behavior in men who are navigating life after prison through opportunities to decompress while serving others in the community through acts of kindness.

As of today, we have completed the following:

- Created a team bio sheet
- Generated a team logo
- Participated in an information orientation with Pastor Antoine Payne, the PM executive director, at Loyola University Maryland
- Attended a service-learning orientation
- Participated in an on-site visit to the PM location
- Completed prospectus stage one
- Produced a prospectus stage two
- Established social media presence for the PM through the creation of Twitter, Facebook and LinkedIn accounts
- Produced a social media analysis and plan for the PM
- Finalized a comprehensive social media policy for the PM social media accounts

We are currently on target with our deadlines, including those for the PM deliverables and final exam presentation. Upcoming work and deadlines include:

- March 27: Compose 16 drafted tweets for the PM Twitter
- March 30: Review and finalize 16 tweets for the PM Twitter account

Contact: Maggie Mildrew, Team Lead | mfmildrew@loyola.edu | (703) 399-6599

- April 3: Produce 16 drafted posts for the PM LinkedIn account
- April 6: Review and finalize 16 LinkedIn account posts
- April 14: Draft 16 posts for the PM Facebook account
- April 17: Review and finalize 16 posts for the PM Facebook account
- April 20: Compile a list of tier A, with four journalists, and tier B, with a minimum of eight journalists, media lists
- April 22: Assess and finalize tier A and tier B media lists
- April 24: Draft media kit to include drafted news release template, story ideas, media pitch sheet, talking points and executive bio featuring Pastor Antoine
- May 1: Finalize comprehensive media kit
- May 6: Deliver virtual final presentation beginning at 7 p.m.

After consulting with the PM, the following tactics were removed from this campaign:

- March 27: Audit of the PM's current donation submission system
- April 3: Creation of a donation submission form
- April 14: Audit of the PM's stakeholder outreach

We understand that five weeks remain in our 12-week campaign. To finalize the remaining deliverables, we will honor the adjusted deadlines outlined above and review Rosas-Moreno's feedback from each of the respective drafts we submit. We will continue in our practice of regular weekly contact with Rosas-Moreno and Pastor Antoine regarding the finalization and approval of deliverables until May 1.





**The Philemon Ministry [Social Media Overview](#)
[Calendar Overview](#), [Account Login Information](#) and [Reference Sheet](#)**

Social Media Calendar

- We have created an actual calendar for the months of May, June, July and August
- We have entered Twitter, LinkedIn and Facebook content on each of the recommended days (mirroring the Airtable, but in calendar form)
 - Twitter content is in **blue** font color
 - LinkedIn content in **purple** font color
 - Facebook content is in **red** font color
- Feel free to use this calendar to copy the content from on the designated days and paste onto the social media accounts
 - All of this content is exactly the same as the content on the Airtable, but we wanted to make sure you had various means of accessing this content in case you had trouble logging into Airtable or if the site was down.

Account Log-in Information:

Account	Admin	Username	Password
Gmail		philemonministrysocial@gmail.com	philemon123
Twitter		@Philemon_min	philemon123
LinkedIn	John Philemon	Page connected to "John Philemon" account: philemonministrysocial@gmail.com	philemon123
Facebook	John Philemon	Page connected to "John Philemon" account: philemonministrysocial@gmail.com	philemon123
Airtable*		philemonministrysocial@gmail.com	philemon123

*Pastor Antoine has automatically been made a "Collaborator" on Airtable. However, in order for someone new to access the Airtable, s/he will have to be added as a collaborator or s/he will need to log in using the email and password.

Account Instructions:

Twitter

To tweet:

- Email account and password to access the account
- Home page → copy and paste content from Airtable, Twitter Content PDF or Editorial Calendar
 - Content has specific dates
 - Our recommendation is that tweets be sent out between 12 p.m. and 5 p.m. on Mondays
- After content and/or images have been proofread, click “Tweet”
- The tweet is now active and posted
 - (Tweets cannot be longer than **280** characters)

To see profile:

- Click the profile picture icon on the left corner of the home screen
- This icon is seven down from the Twitter logo on the top left corner
 - Clicking this profile icon will take you directly to your account
 - You can see who is following you and who you are following
 - You also can access all tweets

LinkedIn

To access account:

- Log in as “John Philemon” (email and password) → “John Philemon” is the admin account
- Click profile image labeled “Me” (6th icon on the top of screen)
- Scroll down list to “Manage”
 - Philemon Ministry page should appear
- Click Philemon Ministry and you can access the page as the “admin”

To post:

- As admin, you can edit posts, connect with other people/organizations and post your own content
 - Copy and paste content from Airtable, Twitter Content PDF OR Social Media Calendar
 - Content has specific dates
 - Our recommendation is that tweets be sent out between 12 p.m. and 5 p.m. on Wednesdays
 - After content and/or images have been proofread, click “Post”
 - The post is now active

Facebook

To access account:

- Log in as “John Philemon” (email and password)
- On the left side of the screen, you will see “Pages” with a flag icon under the heading “Explore”
 - Click “Pages”
 - This will bring you to “Your Pages” → Philemon Ministry’s page will appear when logged into the “John Philemon” personal account
 - Click on “Philemon Ministry”

To post:

- As admin, you can edit posts, connect with other people/organizations and post your own content
 - Copy and paste content from Airtable, Twitter Content PDF OR Social Media Calendar
 - Content has specific dates
 - Our recommendation is that tweets be sent out between 12 p.m. and 5 p.m. on Fridays
 - After content and/or images have been proofread, click “Write a Post”
 - After pasting the content, click “Post”
 - The post is now active

Airtable:

*Pastor Antoine has automatically been made a “Collaborator” on the Airtable. However, in order for someone new to access the Airtable, s/he will have to be added as a collaborator or s/he will need to log in using the email and password.

To access:

- Enter email and password from chart above
- OR if Pastor Antoine, he can access automatically through his personal email

To add content:

- Review headers on the table
- Align content with headers
 - Enter your content under “Social Post”
 - Select designated “Social Network” to describe whether content is for Twitter, LinkedIn or Facebook
 - Select “Content Type” based on what type of content you have created
 - (Anything relating to the Philemon Ministry, in general, is “Ministry Content”)
 - Select a desired time and date for post
 - Check box under “Ready to Publish” before you post online
 - Review character count to ensure all tweets are under 288 characters
 - Upload photos or videos under “Attachments”

To access content:

- When it is time to post, go to the Airtable, and copy the desired post from the “Social Post” section
- You can paste this content on the designated social media site

Best practice tip: ALWAYS proofread!



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Philemon Ministry Twitter Content

1. Have you heard the amazing news? The Philemon Ministry is a mentoring community that supports men from incarceration into stable living in Baltimore. #Home4Good #MarylandNonprofits #VolunteerMaryland #PhilemonMinistry Learn more here: <https://www.philemonministry.org/>
2. Are you looking to get involved, give back to the community and support your fellow neighbors? The Philemon Ministry is looking for YOU! #Home4Good #PhilemonMinistry #MarylandNonprofits #VolunteerMaryland #Volunteers #GetInvolved <https://www.philemonministry.org/get-involved>
3. The #Philemon Ministry believes a man's spiritual health is the barometer for the quality of the rest of his life. Rooted in Christian teachings, we strive for our men to come home to the community for good. #Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry
4. A staggering 68% of released prisoners are re-arrested within 3 years of release. #PhilemonMinistry works to halt reincarceration by leading men to success post prison. Learn more here: <https://www.philemonministry.org/> #Home4Good #MarylandPrisons #StoptheCycle #VolunteerMaryland
5. The Apostle Paul wrote to Philemon to advocate for his former slave, Onesimus, who was separated from his master so he could "return to do good." The ministry seeks to do the same: support men to return home and "do good." #Home4Good #MarylandNonprofits #PhilemonMinistry
6. The Philemon Ministry's 4 pillars to guide our men to be #Home4Good are Spiritual Formation, Christian Community, Accountability and Meaningful Acts of Service. Learn more about them at <https://www.philemonministry.org/> #StoptheCycle #MarylandNonprofits #PhilemonMinistry

7. This is Darryl S., a former member of the Philemon Ministry who is now #Home4Good. You can read more about Darryl's story at <https://www.philemonministry.org/stories/darryl-s> #StoptheCycle #MarylandPrisons #MarylandNonprofits #PhilemonMinistry



8. At the #PhilemonMinistry, we are always looking for additional helping hands! To learn more about the different ways you can volunteer, visit: <https://www.philemonministry.org/get-involved#encourage> #Home4Good #VolunteerMaryland #VolunteerBaltimore #PhilemonMinistry
9. "I pray that your partnership with us in the faith may be effective in deepening your understanding of every good thing we share for the sake of Christ." #Philemon1:6 #BrothersInChrist #Home4Good #PhilemonMinistry



10. The Philemon Ministry needs your support to continue serving the community! Please consider giving through our website donation page here: <https://www.philemonministry.org/get-involved#donate>. #PhilemonMinistrySupport #Donate #MarylandNonprofit #PhilemonMinistry
11. One of our biggest goals is to encourage men through the words and teachings of Christ. Reply with a Bible verse that has guided you through life! #BrothersInChrist #Philemon #BuildingEachOtherUp #Home4Good #PhilemonMinistry
12. Have you read our monthly newsletter? Click here to sign up for it to learn about what our men have done this month to better themselves and the community: <https://www.philemonministry.org/> #PhilemonNewsletter #Home4Good #PhilemonMinistry

13. We at the #PhilemonMinistry believe that everyone deserves a 2nd chance. That is why we welcome recently incarcerated men into our mentoring program with open arms to help them successfully reenter society after incarceration and stay. #Home4Good #PhilemonMinistry



14. A fundamental aspect of the #PhilemonMinistry is its annual fundraising event during which the community comes together to support our ministry's efforts, program and members. Contact a PM rep to give your time here: <https://www.philemonministry.org/contact>. #Home4Good
15. Good news – it's easier than ever to sign up to receive news, updates and prayer requests from the Philemon Ministry community. Just visit our website and enter your email to sign up! <https://www.philemonministry.org/about-us> #Home4Good #GetInvolved #PhilemonMinistry
16. Service is a crucial part of the #PhilemonMinistry, which is why the men who reside in our house come together to participate in a community service event once a month. #Home4Good #LiveToServe #PhilemonMinistry



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Philemon Ministry LinkedIn Drafts

1. Welcome! The Philemon Ministry is officially launching its LinkedIn account. Our LinkedIn page is a place where people can come together virtually to learn about upcoming events, success stories and networking opportunities. Through this page, we will provide current and previous members of the ministry with a platform to engage with and support one another. And, this page is not limited to only the Philemon men; we encourage local Baltimore businesses, churches, schools and charities to connect with us! #Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry



2. Are you looking for ways to get involved in your Baltimore community? At the Philemon Ministry, we're always looking for communal support! There are a number of ways you can help:
 - Serve as a mentor to one of our men
 - Take photos for our website and social media pages
 - Write about the successful and changed lives of our men
 - Gather and enter data to track the progress of our men
 - Introduce friends and family members who may want to partner with us
 - Get involved as an executive board member

Your support is what drives us to continue our mission. Whether you're volunteering or donating, we are so grateful to you. Please visit our website or contact us at

thephilemonministry@gmail.com.

#Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry

3. Did you know? A staggering 68% of released prisoners are rearrested within 3 years of release. This means: Upon release, it is extremely important for men to find structure and purpose in their lives.

The Philemon Ministry works to halt the cycle of reincarceration by leading its men to success after prison. Find out more here: <https://www.philemonministry.org/>. We are always accepting new volunteers and donations! Please visit our website to learn about how you can help your Baltimore neighbors!

#Home4Good #MarylandPrisonSystem #StoptheCycle #VolunteerMaryland #PhilemonMinistry

4. During these difficult times, Philemon Ministry needs your support to continue serving the community. With your financial support, we can help the men looking for a home. Please consider giving through our website donation page here: <https://www.philemonministry.org/get-involved#donate>.

#PhilemonMinistrySupport #donate #MarylandNonprofit

5. Are you looking for an opportunity to support others within the Baltimore community? We're currently seeking leaders within the community to serve as mentors for our men! If you are, or someone you is, looking for ways to lead, mentor and give back to the community, please contact us at thephilemonministry@gmail.com or send us a private message!

#Home4Good #VolunteerBaltimore #VolunteerMaryland #Mentors #PhilemonMinistry

6. The Apostle Paul wrote to Philemon and said Philemon's slave Onesimus was separated from his master so he could "return to do good" as a Christian. At the Philemon Ministry, we seek to do the same: support men to stand back up and "do good." We are an encouraging group and teach the true nature of Jesus Christ focusing his works of healing and redemption.

Interested in learning more or want to volunteer? Visit us at our website

<https://www.philemonministry.org/> or contact us at thephilemonministry@gmail.com.

#Home4Good #MarylandNonprofits #PhilemonMinistry

7. In the Philemon Ministry, the four pillars to guide our men to be #Home4Good are Spiritual Formation, Christian Community, Accountability and Meaningful Acts of Service. Each of these pillars is designed to help men make themselves well-rounded individuals and start their spiritual journeys. You can learn more about the pillars on our website: <https://www.philemonministry.org/>.

#StoptheCycle #MarylandNonprofits #PhilemonMinistry

8. Darryl S. is a former member of the Philemon Ministry who is now #Home4Good. When the state miscounted how much time he had served, he was assigned immediate release and found a place at the Philemon Ministry. You can read more about Darryl's story, as well as the stories of other members, at <https://www.philemonministry.org/stories/darryl-s>.

#StoptheCycle #MarylandPrisonSystem #MarylandNonprofits #PhilemonMinistry

9. Looking for a volunteering opportunity in Baltimore? At the Philemon Ministry, we are always looking for additional helping hands! You can help us by offering to be a mentor, inputting data so we can track each man's progress or even joining our board!

To learn more about volunteering with us, visit our website <https://www.philemonministry.org/get-involved> or email us at thephilemonministry@gmail.com.

#Home4Good #VolunteerMaryland #VolunteerBaltimore #PhilemonMinistry

10. "I pray that your partnership with us in the faith may be effective in deepening your understanding of every good thing we share for the sake of Christ. For I have derived much joy and comfort from your love, my brother, because the hearts of the saints have been refreshed through you." -Philemon 1:6-7

One of our biggest missions is to encourage men through the words and teachings of Christ. Reply with a Bible verse that has guided you through life!

#Philemon #BuildingEachOtherUp #Home4Good #Philemon1:6-7 #BrothersInChrist
#PhilemonMinistry

11. Please consider giving to the Philemon Ministry through our website donation page here: <https://www.philemonministry.org/get-involved#donate>. With your financial support, we can provide the men with a home at the ministry. No matter the amount, your contributions make a difference. Every dollar counts. #PhilemonMinistrySupport #Donate #MarylandNonprofit

Donate

Most men leave prison with virtually no money or job and immediately feel the pressure to "get cash." Philemon's House of Refuge is free, so men can breathe and get their personal lives in order first. Providing a home that is welcoming requires financial assistance.

- \$20 provides a special "Welcome Home" meal for a new resident.
- \$72 provides a Monthly Bus Pass for a man as he seeks employment.
- \$100 provides a "Welcome Kit" for new resident.
- \$250 provides one month housing for one resident.

Please consider donating online or by sending a gift to P.O. Box 3517, Baltimore, MD 21214.

DONATE VIA PAYPAL →

DONATE VIA BANK →

You can also shop via Amazon Smile, after designating Philemon Ministry as your charity of choice, and Amazon will donate at no extra cost to you.

GO TO AMAZON SMILE →

12. Check out this article from The Society for Human Resource Management (@SHRM) about putting formerly incarcerated men and women back to work. Philemon believes with the right tools, all formerly

incarcerated people can be a valuable asset not only to the community, but the workplace as well. Support those reentering the community and workforce!

<https://blog.shrm.org/blog/helping-ex-offenders-re-enter-the-workforce>

13. Have you read our monthly newsletter? Click here to read about what our men have done this month to better themselves and their community. #PhilemonNewsletter #Home4Good #PhilemonMinistry

A dark blue banner for Philemon Ministry. On the left, the text "Philemon Ministry" is in large white serif font, with "HELPING MEN COME HOME FOR GOOD" in smaller white sans-serif font below it. On the right, the text "Pray With Us" is in white serif font, with "Sign up to receive news, updates, and prayer requests." in smaller white sans-serif font below it. Below the text is a white rectangular input field labeled "Email Address" and a white rectangular button labeled "SIGN UP".

Philemon Ministry

HELPING MEN COME HOME FOR GOOD

Pray With Us

Sign up to receive news, updates, and prayer requests.

Email Address

SIGN UP

14. We at the Philemon Ministry believe that everyone is deserving of a second chance. That is why we welcome recently incarcerated men into our mentoring program with open arms to help them successfully reenter society after incarceration and stay #Home4Good. Visit our website to learn more about the work we do and the resources we provide our men with when they choose to participate in our program. <https://www.philemonministry.org/>
15. A fundamental aspect of the Philemon Ministry is its annual fundraising event during which the community comes together to support the efforts of our ministry and our program. If you are interested in learning more about our annual fundraising event, please visit <https://www.philemonministry.org/contact> to get in touch with a Philemon Ministry representative. We appreciate any and all support that can be given to our program so that we can provide our men with the very best resources possible to enable them to stay #Home4Good.
16. Good news – it's easier than ever to sign up to receive news, updates and prayer requests from the Philemon Ministry community. If you are interested in learning more about the Philemon Ministry and the opportunities we offer formerly incarcerated men, just visit our website and enter your email to sign up to receive updates and learn more about how you can become involved with the ministry! <https://www.philemonministry.org/about-us> #Home4Good #GetInvolved
17. Service is a crucial part of #ThePhilemonMinistry, because we believe in the importance of giving back to the community and encouraging our men to immerse themselves in service and collaboration with others. At the Philemon Ministry, the men who reside in our house and participate in our program come together to serve the community through various monthly events. #Home4Good #LiveToServe



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Baltimore, MD 21210

Philemon Ministry Facebook Drafts

1. At the Philemon Ministry, we believe a man's spiritual health is the barometer for the quality of the rest of his life. The Philemon Ministry is rooted in Christian teachings and strives for its members to come home to the community for good.

In bringing our men "Home for Good," we encourage each member of the Philemon Ministry to assist his community through acts of service and kindness. We are committed to serving our men by supporting them into stable living.

#Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry



2. The Philemon Ministry is a nonprofit organization based in Baltimore that is centered around the core values of faith and redemption. We believe that mistakes should not define people for the rest of their lives. Instead, we advocate for the necessity of second chances, specifically for formerly incarcerated men.

The Philemon Ministry welcomes 15 recently incarcerated men into our 4-step program at a time. Our dedicated staff members mentor these men by offering a transformative experience that enables them to successfully reenter into society after incarceration and stay #Home4Good.

We encourage Baltimore community members to visit our website at <https://www.philemonministry.org/> to learn more about the work we do and the resources we provide our men with when they choose to enroll in our program. #Home4Good #PhilemonMinistry

3. Are you looking for ways to get involved in your Baltimore community? At the Philemon Ministry, we're always looking for communal support! Here are a few of the ways you can help:

- Serve as a mentor to one of our men
- Take photos for our website and social media pages
- Write about the successful and changed lives of our men
- Gather and enter data to track the progress of our men
- Introduce friends and family members who may want to partner with us
- Get involved as an executive board member

Your support is what drives us to continue our mission. Whether you're volunteering or donating, we are so grateful to you. Please visit our website or contact us at thephilemonministry@gmail.com.

#Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry

4. Did you know? A staggering 68% of released prisoners are rearrested within 3 years of release. This means: Upon release, it is extremely important for men to find structure and purpose in their lives. The Philemon Ministry works to halt the cycle of reincarceration by leading its men to success after prison. Find out more here: <https://www.philemonministry.org/>. We are always accepting new volunteers and donations! Please visit our website to learn about how you can help your Baltimore neighbors!

#Home4Good #MarylandPrisonSystem #StoptheCycle #VolunteerMaryland #PhilemonMinistry

5. During these difficult times, the Philemon Ministry needs your support to continue serving the community. With your financial support, we can help the men looking for a home. Please consider giving through our website donation page here: <https://www.philemonministry.org/get-involved#donate>. #PhilemonMinistrySupport #Donate #MarylandNonprofit

Donate

Most men leave prison with virtually no money or job and immediately feel the pressure to "get cash." Philemon's House of Refuge is free, so men can breathe and get their personal lives in order first. Providing a home that is welcoming requires financial assistance.

- \$20 provides a special "Welcome Home" meal for a new resident.
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Please consider donating online or by sending a gift to P.O. Box 3517, Baltimore, MD 21214.

DONATE VIA PAYPAL →

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You can also shop via Amazon Smile, after designating Philemon Ministry as your charity of choice, and Amazon will donate at no extra cost to you.

GO TO AMAZON SMILE →

6. The Philemon Ministry has capacity to house 15 formerly incarcerated men at the ministry's house in East Baltimore. Over the years, it has assisted over 300 men and their families as they have sought stability in their lives after prison.

The ministry provides the men with resources aimed to support their spiritual and mental health. The ministry also provides men with opportunities to decompress while serving others in the community through acts of service. As the ministry is a nonprofit organization, it relies upon the funding of generous donors to continue its mission.

Currently, 15 men live at the house. Their stories are amazing, and through the ministry's guidance, these men are returning "Home for Good."

To read about the men's inspiring redemption stories, please visit:

<https://www.philemonministry.org/stories>. #Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry

7. At the Philemon Ministry, we are based off of one of the Apostle Paul's many incredible acts: Paul wrote to Philemon and said his slave, Onesimus, who had run away from his master, was separated from him so he could "return to do good" as a Christian. Paul implored Philemon to accept Onesimus back not just as a slave, but as a brother in Christ. Upon release from prison, the Philemon Ministry strives to encourage Christ-like behavior in the men who live at the house. We accomplish this through weekly service, acts of kindness and giving back to the community. Not only do we want our men to come home and stay home "for good," but we want them to "do good" through service for their communities.

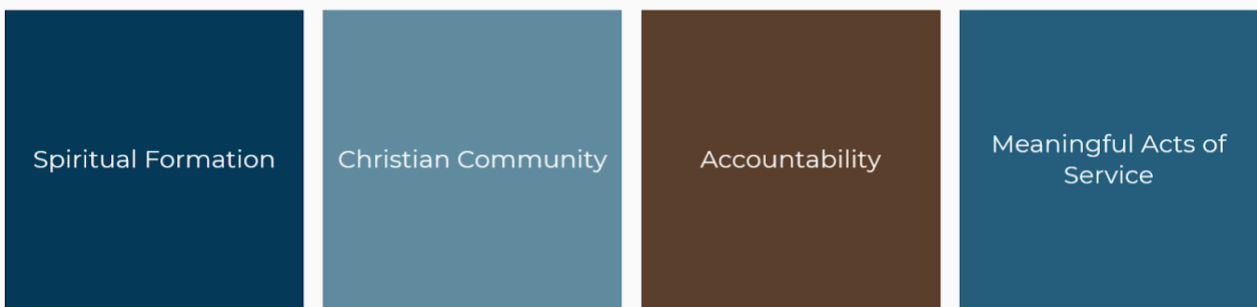
This biblical account of forgiveness, reconciliation and new beginnings in Christ for others inspires us daily as we seek to support the men to stand back up and "do good." The Philemon Ministry is an encouraging group who aims to teach the true nature of Jesus Christ and his works of redemption and healing.

Interested in learning more or want to volunteer? Visit us at our website

<https://www.philemonministry.org/> or contact us at thephilemonministry@gmail.com. #Home4Good #MarylandNonprofits

8. The Philemon Ministry's four pillars to guide our men to be #Home4Good are Spiritual Formation, Christian Community, Accountability and Meaningful Acts of Service.

Our 4 Pillars



Each of these pillars is designed to help men become well-rounded individuals and continue their spiritual journeys. These pillars act as a unified foundation for our men to build upon and make sure

they are #Home4Good. You can learn more about the pillars on our website:
<https://www.philemonministry.org/>.

#StoptheCycle #MarylandNonprofits

9. Darryl S. is a former member of the Philemon Ministry who is now #Home4Good. He was assigned immediate release after the state miscalculated how much time he had served. Then, he found a place at the Philemon Ministry and began his spiritual journey with us.



You can read more about Darryl's story, as well as the stories of other members, at
<https://www.philemonministry.org/stories/darryl-s>.

#StoptheCycle #MarylandPrisonSystem #MarylandNonprofits

10. Looking for a volunteering opportunity in Baltimore? Come work with us! At the Philemon Ministry, we are always looking for additional helping hands! You can help us by offering to be a mentor, inputting data so we can track each man's progress or even joining our board!

To learn more about volunteering with us, visit our website <https://www.philemonministry.org/get-involved> or email us at thephilemonministry@gmail.com. #Home4Good #VolunteerMaryland #VolunteerBaltimore

Volunteer

There are numerous ways to serve the mission of Philemon Ministry, including:

- Volunteer to walk beside one of our men as a mentor.
- Help us take photos or write about changed lives.
- Help us gather and enter data to track the progress of our men.
- Introduce us to a friend who might want to partner with us.
- Are you a leader? Consider joining our board.

Contact us for next steps.

11. “I pray that your partnership with us in the faith may be effective in deepening your understanding of every good thing we share for the sake of Christ. For I have derived much joy and comfort from your love, my brother, because the hearts of the saints have been refreshed through you.” -Philemon 1:6-7

One of our biggest missions is to encourage men through the words and teachings of Christ. Comment on this post with a Bible verse that has guided you through life!

#Philemon #BuildingEachOtherUp #Home4Good #BrothersInChrist



12. We often get a lot of questions regarding the logistics and specifics of our program. Head to the Philemon Ministry FAQ page to clear up any questions or concerns that you may have regarding our program: <https://www.philemonministry.org/questions>.

As always, please feel free to call us at 433-759-1635, or reach out via email at thephilemonministry@gmail.com.

13. Talk about impact! Check out this video that overviews the structure, importance and influence of the Philemon Ministry program, narrated by Philemon leader and Director Pastor Antoine. <https://vimeo.com/332943679>
14. Have you read our monthly newsletter? Click here (<https://www.philemonministry.org/>) to read about what our men have done this month to better themselves and their community. #PhilemonNewsletter #Home4Good



15. Fundraising is a crucial aspect of the Philemon Ministry and helps to support our cause and keep our mission alive. We have an annual fundraising event during which we invite the community to come together and support the efforts put forth by our ministry and the program designed to prevent recently incarcerated men from entering the vicious cycle of prison reentry.

If you are interested in learning more about the annual fundraising event that we host, please visit <https://www.philemonministry.org/contact> to get in touch with a representative from the Philemon Ministry. You can also donate directly here... Every bit helps!

We at the Philemon Ministry appreciate any and all support that can be given to our program so that we can provide our men with the very best resources possible to enable them to stay #Home4Good. We're also happy to speak to anybody with the desire to learn more about our organization and mission. We would love to hear from you! Please feel free to call us at 433-759-1635, or reach out via email at thephilemonministry@gmail.com. Follow us as well on Twitter at @Philemon_min. #Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry

16. Good news – it's easier than ever to sign up to receive news, updates and prayer requests from the Philemon Ministry community. If you are interested in learning more about the Philemon Ministry and the opportunities we offer formerly incarcerated men, just visit our website and enter your email to sign up to receive updates and learn more about how you can become involved with the ministry! <https://www.philemonministry.org/about-us> #Home4Good #GetInvolved

One of the core focus areas of our program at the Philemon Ministry is an emphasis on the importance of service. We believe in giving back to the community and encouraging the men enrolled in our

program to immerse themselves in service and collaboration with others in order to foster community relationships and make connections with others.

At the Philemon Ministry, the men who reside in our house come together to serve the community through various monthly events that are built into our program. Our goal is to mold our men into loving and caring community members by showing them that there is a real need to serve those in need.

#Home4Good #LiveToServe





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Philemon Ministry Social Media Calendar - May 2020

<https://airtable.com/shrEe2k1nvtRKKbTr>

Key:

Black: All networks

Blue: Twitter

Purple: LinkedIn

Red: Facebook

Sun	Mon TWITTER	Tue	Wed LINKEDIN	Thu	Fri FACEBOOK	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23

	<p>Have you heard the amazing news? The Philemon Ministry is a mentoring community that supports men from incarceration into stable living in Baltimore. #Home4Good #MarylandNonprofits</p>		<p>Welcome! The Philemon Ministry is officially launching its LinkedIn account. Our LinkedIn page is a place where people can come together virtually to learn about upcoming events, success stories and networking opportunities. Through this page, we will provide current and previous members of the ministry with a platform to engage with and support one another. And, this page is not limited to only the Philemon men; we encourage local Baltimore businesses, churches, schools and charities to connect with us!</p> <p>#Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry</p> <p>SEE APPENDIX FOR PICTURE- LINKED HERE</p>		<p>At the Philemon Ministry, we believe a man's spiritual health is the barometer for the quality of the rest of his life. The Philemon Ministry is rooted in Christian teachings and strives for its members to come home to the community for good.</p> <p>In bringing our men "Home for Good," we encourage each member of the Philemon Ministry to assist his community through acts of service and kindness. We are committed to serving our men by supporting them into stable living. #Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry</p> <p>SEE APPENDIX FOR PICTURE- LINKED HERE</p>	
24	<p>25</p> <p>Are you looking to get involved, give back to the community and support your fellow Baltimore neighbors? The Philemon Ministry is looking for YOU! #Home4Good #PhilemonMinistry #MarylandNonprofits #VolunteerMaryland #Volunteers #GetInvolved https://www.philemonministry.org/get-involved</p>	26	<p>27</p> <p>Are you looking for ways to get involved in your Baltimore community? At the Philemon Ministry, we're always looking for communal support! There are a number of ways you can help:</p> <ul style="list-style-type: none"> • Serve as a mentor to one of our men • Take photos for our website and social media pages • Write about the successful and changed lives of our men 	28	<p>29</p> <p>The Philemon Ministry is a nonprofit organization based in Baltimore that is centered around the core values of faith and redemption. We believe that mistakes should not define people for the rest of their lives. Instead, we advocate for the necessity of second chances, specifically for formerly incarcerated men.</p> <p>The Philemon Ministry welcomes 15 recently incarcerated men into our 4-step program at a time. Our</p>	30

			<ul style="list-style-type: none"> ● Gather and enter data to track the progress of our men ● Introduce friends and family members who may want to partner with us ● Get involved as an executive board member <p>Your support is what drives us to continue our mission. Whether you're volunteering or donating, we are so grateful to you. Please visit our website or contact us at thephilemonministry@gmail.com.</p> <p>#Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry</p>		<p>dedicated staff members mentor these men by offering a transformative experience that enables them to successfully reenter into society after incarceration and stay #Home4Good.</p> <p>We encourage Baltimore community members to visit our website at https://www.philemonministry.org/ to learn more about the work we do and the resources we provide our men with when they choose to enroll in our program.</p> <p>#Home4Good #PhilemonMinistry</p>	
31						

June 2020

Sun	Mon TWITTER	Tue	Wed LINKEDIN	Thu	Fri FACEBOOK	Sat
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	<p>1</p> <p>The #Philemon Ministry believes a man's spiritual health is the barometer for the quality of the rest of his life. Rooted in Christian teachings, we strive for our men to come home to the community for good.</p> <p>#Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry</p>	2	<p>3</p> <p>Did you know? A staggering 68% of released prisoners are rearrested within 3 years of release. This means: Upon release, it is extremely important for men to find structure and purpose in their lives.</p> <p>The Philemon Ministry works to halt the cycle of incarceration by leading its men to success after prison. Find out more here: https://www.philemonministry.org/. We are always accepting new volunteers and donations! Please visit our website to learn about how you can help your Baltimore neighbors!</p> <p>#Home4Good #MarylandPrisonSystem #StoptheCycle #VolunteerMaryland #PhilemonMinistry</p>	4	<p>5</p> <p>Are you looking for ways to get involved in your Baltimore community? At the Philemon Ministry, we're always looking for communal support! Here are a few of the ways you can help:</p> <ul style="list-style-type: none"> • Serve as a mentor to one of our men • Take photos for our website and social media pages • Write about the successful and changed lives of our men • Gather and enter data to track the progress of our men • Introduce friends and family members who may want to partner with us • Get involved as an executive board member <p>Your support is what drives us to continue our mission. Whether you're volunteering or donating, we are so grateful to you. Please visit our website or contact us at thephilemonministry@gmail.com.</p> <p>#Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry</p>	6
7	<p>8</p> <p>A staggering 68% of released prisoners are re-arrested within 3 years of release. #PhilemonMinistry</p>	9	<p>10</p> <p>During these difficult times, Philemon Ministry needs your support to continue serving the</p>	11	<p>12</p> <p>Did you know? A staggering 68% of released prisoners are rearrested within 3 years of</p>	13

	works to halt recidivism by leading men to success post prison. Learn more here: #Home4Good #MarylandPrisons #StoptheCycle #VolunteerMaryland		community. With your financial support, we can help the men looking for a home. Please consider giving through our website donation page here: https://www.philemonministry.org/get-involved#donate . #PhilemonMinistrySupport #donate #MarylandNonprofit		release. This means: Upon release, it is extremely important for men to find structure and purpose in their lives. The Philemon Ministry works to halt the cycle of reincarceration by leading its men to success after prison. Find out more here: https://www.philemonministry.org/ . We are always accepting new volunteers and donations! Please visit our website to learn about how you can help your Baltimore neighbors! #Home4Good #MarylandPrisonSystem #StoptheCycle #VolunteerMaryland #PhilemonMinistry	
14	15 The Apostle Paul wrote to Philemon to advocate for his former slave, Onesimus, who was separated from his master so he could “return to do good.” The ministry seeks to do the same: support men to return home and “do good.” #Home4Good #MarylandNonprofits #PhilemonMinistry	16	17 Are you looking for an opportunity to support others within the Baltimore community? We’re currently seeking leaders within the community to serve as mentors for our men! If you are, or someone you is, looking for ways to lead, mentor and give back to the community, please contact us at thephilemonministry@gmail.com or send us a private message! #Home4Good #VolunteerBaltimore #VolunteerMaryland #Mentors #PhilemonMinistry	18	19 During these difficult times, the Philemon Ministry needs your support to continue serving the community. With your financial support, we can help the men looking for a home. Please consider giving through our website donation page here: https://www.philemonministry.org/get-involved#donate . #PhilemonMinistrySupport #Donate #MarylandNonprofit SEE APPENDIX FOR PICTURE- LINKED HERE	20

21	<p>22</p> <p>The Philemon Ministry's 4 pillars to guide our men to be #Home4Good are Spiritual Formation, Christian Community, Accountability and Meaningful Acts of Service. Learn more about them at https://www.philemonministry.org/ #StoptheCycle #MarylandNonprofits #PhilemonMinistry</p>	23	<p>24</p> <p>The Apostle Paul wrote to Philemon and said Philemon's slave Onesimus was separated from his master so he could "return to do good" as a Christian. At the Philemon Ministry, we seek to do the same: support men to stand back up and "do good." We are an encouraging group and teach the true nature of Jesus Christ focusing his works of healing and redemption. Interested in learning more or want to volunteer? Visit us at our website https://www.philemonministry.org/ or contact us at thephilemonministry@gmail.com. #Home4Good #MarylandNonprofits #PhilemonMinistry</p>	25	<p>26</p> <p>The Philemon Ministry has capacity to house 15 formerly incarcerated men at the ministry's house in East Baltimore. Over the years, it has assisted over 300 men and their families as they have sought stability in their lives after prison.</p> <p>The ministry provides the men with resources aimed to support their spiritual and mental health. The ministry also provides men with opportunities to decompress while serving others in the community through acts of service. As the ministry is a nonprofit organization, it relies upon the funding of generous donors to continue its mission.</p> <p>Currently, 15 men live at the house. Their stories are amazing, and through the ministry's guidance, these men are returning "Home for Good."</p> <p>To read about the men's inspiring redemption stories, please visit: https://www.philemonministry.org/stories. #Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry</p>	27
28	<p>29</p> <p>This is Darryl S., a former member of</p>	30				

the Philemon Ministry who is now #Home4Good. You can read more about Darryl's story at <https://www.philemonministry.org/stories/darryl-s-#StoptheCycle> #MarylandPrisons #MarylandNonprofits #PhilemonMinistry

SEE APPENDIX FOR PICTURE-LINKED HERE

July 2020

Sun	Mon TWITTER	Tue	Wed LINKEDIN	Thu	Fri FACEBOOK	Sat
			<p>1</p> <p>In the Philemon Ministry, the four pillars to guide our men to be #Home4Good are Spiritual Formation, Christian Community, Accountability and Meaningful Acts of Service. Each of these pillars is designed to help men make themselves well-rounded individuals and start their spiritual journeys. You can learn more about the pillars on our website: https://www.philemonministry.org/. #StoptheCycle</p>	2	<p>3</p> <p>At the Philemon Ministry, we are based off of one of the Apostle Paul's many incredible acts: Paul wrote to Philemon and said his slave, Onesimus, who had run away from his master, was separated from him so he could "return to do good" as a Christian. Paul implored Philemon to accept Onesimus back not just as a slave, but as a brother in Christ. Upon release from prison, the Philemon Ministry strives to encourage Christ-like behavior in the men</p>	4

			<p>#MarylandNonprofits #PhilemonMinistry</p>		<p>who live at the house. We accomplish this through weekly service, acts of kindness and giving back to the community. Not only do we want our men to come home and stay home “for good,” but we want them to “do good” through service for their communities.</p> <p>This biblical account of forgiveness, reconciliation and new beginnings in Christ for others inspires us daily as we seek to support the men to stand back up and “do good.” The Philemon Ministry is an encouraging group who aims to teach the true nature of Jesus Christ and his works of redemption and healing.</p> <p>Interested in learning more or want to volunteer? Visit us at our website https://www.philemonministry.org/ or contact us at thephilemonministry@gmail.com. #Home4Good #MarylandNonprofits</p>	
5	<p>6 At the #PhilemonMinistry, we are always looking for additional helping hands! To learn more about the different ways you can volunteer, visit: https://www.philemonministry.org/get-involved#encourage #Home4Good</p>	7	<p>8 Darryl S. is a former member of the Philemon Ministry who is now #Home4Good. When the state miscounted how much time he had served, he was assigned immediate release and found a</p>	9	<p>10 The Philemon Ministry’s four pillars to guide our men to be #Home4Good are Spiritual Formation, Christian Community, Accountability and Meaningful Acts of Service.</p>	11

	<p>#VolunteerMaryland #VolunteerBaltimore #PhilemonMinistry</p>		<p>place at the Philemon Ministry. You can read more about Darryl's story, as well as the stories of other members, at https://www.philemonministry.org/stories/darryl-s. #StoptheCycle #MarylandPrisonSystem #MarylandNonprofits #PhilemonMinistry</p>		<p>SEE APPENDIX FOR PICTURE- LINKED HERE</p> <p>Each of these pillars is designed to help men become well-rounded individuals and continue their spiritual journeys. These pillars act as a unified foundation for our men to build upon and make sure they are #Home4Good. You can learn more about the pillars on our website: https://www.philemonministry.org/. #StoptheCycle #MarylandNonprofits</p>	
12	<p>13 "I pray that your partnership with us in the faith may be effective in deepening your understanding of every good thing we share for the sake of Christ." #Philemon1:6 #BrothersInChrist #Home4Good #PhilemonMinistry</p> <p>SEE APPENDIX FOR PICTURE- LINKED HERE</p>	14	<p>15 Looking for a volunteering opportunity in Baltimore? At the Philemon Ministry, we are always looking for additional helping hands! You can help us by offering to be a mentor, inputting data so we can track each man's progress or even joining our board! To learn more about volunteering with us, visit our website https://www.philemonministry.org/get-involved or email us at thephilemonministry@gmail.com. #Home4Good #VolunteerMaryland</p>	16	<p>17 Darryl S. is a former member of the Philemon Ministry who is now #Home4Good. He was assigned immediate release after the state miscounted how much time he had served. Then, he found a place at the Philemon Ministry and began his spiritual journey with us. SEE APPENDIX FOR PICTURE- LINKED HERE</p> <p>You can read more about Darryl's story, as well as the stories of other members, at https://www.philemonministry.org/stories/darryl-s.</p>	18

			#VolunteerBaltimore #PhilemonMinistry		#StoptheCycle #MarylandPrisonSystem #MarylandNonprofits	
19	20 The Philemon Ministry needs your support to continue serving the community! Please consider giving through our website donation page here: https://www.philemonministry.org/get-involved#donate . #PhilemonMinistrySupport #Donate #MarylandNonprofit #PhilemonMinistry	21	22 “I pray that your partnership with us in the faith may be effective in deepening your understanding of every good thing we share for the sake of Christ. For I have derived much joy and comfort from your love, my brother, because the hearts of the saints have been refreshed through you.” -Philemon 1:6-7 One of our biggest missions is to encourage men through the words and teachings of Christ. Reply with a Bible verse that has guided you through life! #Philemon #BuildingEachOtherUp #Home4Good #Philemon1:6-7 #BrothersInChrist #PhilemonMinistry	23	24 Looking for a volunteering opportunity in Baltimore? Come work with us! At the Philemon Ministry, we are always looking for additional helping hands! You can help us by offering to be a mentor, inputting data so we can track each man’s progress or even joining our board! To learn more about volunteering with us, visit our website https://www.philemonministry.org/get-involved or email us at thephilemonministry@gmail.com . #Home4Good #VolunteerMaryland #VolunteerBaltimore SEE APPENDIX FOR PICTURE- LINKED HERE	25
26	27 One of our biggest goals is to encourage men through the words and teachings of Christ. Reply with a Bible verse that has guided you through life! #BrothersInChrist #Philemon #BuildingEachOtherUp #Home4Good	28	29 Check out this article from The Society for Human Resource Management (@SHRM) about putting formerly incarcerated men and women back to work. Philemon believes with the right	30	31 “I pray that your partnership with us in the faith may be effective in deepening your understanding of every good thing we share for the sake of Christ. For I have derived much	

	#PhilemonMinistry		<p>tools, all formerly incarcerated people can be a valuable asset not only to the community, but the workplace as well. Support those reentering the community and workforce!</p> <p>https://blog.shrm.org/blog/helping-ex-offenders-re-enter-the-workforce</p>		<p>joy and comfort from your love, my brother, because the hearts of the saints have been refreshed through you.” -Philemon 1:6-7</p> <p>One of our biggest missions is to encourage men through the words and teachings of Christ. Comment on this post with a Bible verse that has guided you through life!</p> <p>#Philemon #BuildingEachOtherUp #Home4Good #BrothersInChrist</p> <p>SEE APPENDIX FOR PICTURE- LINKED HERE</p>	
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August 2020

Sun	Mon TWITTER	Tue	Wed LINKEDIN	Thu	Fri FACEBOOK	Sat
						1
2	<p>3</p> <p>Have you read our monthly newsletter? Click here to sign up for it to learn about what our men have done this month to better themselves and the community: https://www.philemonministry.org/</p>	4	<p>5</p> <p>Have you read our monthly newsletter? Click here to read about what our men have done this month to better themselves and their community. #PhilemonNewsletter</p>	6	<p>7</p> <p>We often get a lot of questions regarding the logistics and specifics of our program. Head to the Philemon Ministry FAQ page to clear up any questions or concerns that you may have</p>	8

	#PhilemonNewsletter #Home4Good #PhilemonMinistry		#Home4Good #PhilemonMinistry SEE APPENDIX FOR PICTURE- LINKED HERE		regarding our program: https://www.philemonministry.org/questions . As always, please feel free to call us at 433-759-1635, or reach out via email at thephilemonministry@gmail.com .	
9	10 We at the #PhilemonMinistry believe that everyone deserves a 2nd chance. That is why we welcome recently incarcerated men into our mentoring program with open arms to help them successfully reenter society after incarceration and stay. #Home4Good #PhilemonMinistry SEE APPENDIX FOR PICTURE- LINKED HERE	11	12 We at the Philemon Ministry believe that everyone is deserving of a second chance. That is why we welcome recently incarcerated men into our mentoring program with open arms to help them successfully reenter society after incarceration and stay #Home4Good. Visit our website to learn more about the work we do and the resources we provide our men with when they choose to participate in our program. https://www.philemonministry.org/	13	14 Talk about impact! Check out this video that overviews the structure, importance and influence of the Philemon Ministry program, narrated by Philemon leader and Director Pastor Antoine. https://vimeo.com/332943679	15
16	17 A fundamental aspect of the #PhilemonMinistry is its annual fundraising event during which the community comes together to support the efforts of our ministry, our program and members. Contact a PM rep to give your time here: https://www.philemonministry.org/contact . #Home4Good	18	19 A fundamental aspect of the Philemon Ministry is its annual fundraising event during which the community comes together to support the efforts of our ministry and our program. If you are interested in learning more about our annual fundraising event, please visit	20	21 Have you read our monthly newsletter? Click here (https://www.philemonministry.org/) to read about what our men have done this month to better themselves and their community.	22

			https://www.philemonministry.org/contact to get in touch with a Philemon Ministry representative. We appreciate any and all support that can be given to our program so that we can provide our men with the very best resources possible to enable them to stay #Home4Good.		#PhilemonNewsletter #Home4Good SEE APPENDIX FOR PICTURE- LINKED HERE	
23	24 Good news – it’s easier than ever to sign up to receive news, updates and prayer requests from the Philemon Ministry community. Just visit our website and enter your email to sign up! https://www.philemonministry.org/about-us #Home4Good #GetInvolved #PhilemonMinistry	25	26 Good news – it’s easier than ever to sign up to receive news, updates and prayer requests from the Philemon Ministry community. If you are interested in learning more about the Philemon Ministry and the opportunities we offer formerly incarcerated men, just visit our website and enter your email to sign up to receive updates and learn more about how you can become involved with the ministry! https://www.philemonministry.org/about-us #Home4Good #GetInvolved	27	28 Fundraising is a crucial aspect of the Philemon Ministry and helps to support our cause and keep our mission alive. We have an annual fundraising event during which we invite the community to come together and support the efforts put forth by our ministry and the program designed to prevent recently incarcerated men from entering the vicious cycle of prison reentry. If you are interested in learning more about the annual fundraising event that we host, please visit https://www.philemonministry.org/contact to get in touch with a representative from the Philemon Ministry. You can also donate directly here... Every bit helps! We at the Philemon Ministry appreciate any and all support that can be given to our program so that we can provide our men with the very best resources possible to enable them to stay	29

					<p>#Home4Good. We're also happy to speak to anybody with the desire to learn more about our organization and mission. We would love to hear from you! Please feel free to call us at 433-759-1635, or reach out via email at thephilemonministry@gmail.com. Follow us as well on Twitter at @Philemon_min.</p> <p>#Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry</p>	
30	<p>31</p> <p>Service is a crucial part of the #PhilemonMinistry, which is why the men who reside in our house come together to participate in a community service event once a month.</p> <p>#Home4Good #LiveToServe #PhilemonMinistry</p>	SEPT. 1	<p>2</p> <p>Service is a crucial part of #ThePhilemonMinistry, because we believe in the importance of giving back to the community and encouraging our men to immerse themselves in service and collaboration with others. At the Philemon Ministry, the men who reside in our house and participate in our program come together to serve the community through various monthly events.</p> <p>#Home4Good #LiveToServe</p>	3	<p>4</p> <p>Good news – it's easier than ever to sign up to receive news, updates and prayer requests from the Philemon Ministry community. If you are interested in learning more about the Philemon Ministry and the opportunities we offer formerly incarcerated men, just visit our website and enter your email to sign up to receive updates and learn more about how you can become involved with the ministry!</p> <p>https://www.philemonministry.org/about-us #Home4Good #GetInvolved</p> <p>One of the core focus areas of our program at the Philemon Ministry is an emphasis on the</p>	5

					<p>importance of service. We believe in giving back to the community and encouraging the men enrolled in our program to immerse themselves in service and collaboration with others in order to foster community relationships and make connections with others.</p> <p>At the Philemon Ministry, the men who reside in our house come together to serve the community through various monthly events that are built into our program. Our goal is to mold our men into loving and caring community members by showing them that there is a real need to serve those in need.</p> <p>#Home4Good #LiveToServe</p>	
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APPENDIX (attach the image to designated post)

TWITTER:

TWITTER JUNE 29:



TWITTER JULY 13:



TWITTER AUGUST 10:

LINKEDIN:

LINKEDIN MAY 20:



LINKEDIN AUGUST 5:

Philemon Ministry

HELPING MEN COME HOME FOR GOOD

Pray With Us

Sign up to receive news, updates, and prayer requests.

SIGN UP

FACEBOOK:

FACEBOOK MAY22



FACEBOOK JUNE 19

Donate

Most men leave prison with virtually no money or job and immediately feel the pressure to "get cash." Philemon's House of Refuge is free, so men can breathe and get their personal lives in order first. Providing a home that is welcoming requires financial assistance.

- \$20 provides a special "Welcome Home" meal for a new resident.
- \$72 provides a Monthly Bus Pass for a man as he seeks employment.
- \$100 provides a "Welcome Kit" for new resident.
- \$250 provides one month housing for one resident.

Please consider donating online or by sending a gift to P.O. Box 3517, Baltimore, MD 21214.

[DONATE VIA PAYPAL →](#)

[DONATE VIA BANK →](#)

You can also shop via Amazon Smile, after designating Philemon Ministry as your charity of choice, and Amazon will donate at no extra cost to you.

[GO TO AMAZON SMILE →](#)

FACEBOOK JULY 10

Our 4 Pillars

Spiritual Formation

Christian Community

Accountability

Meaningful Acts of
Service

FACEBOOK JULY 17



FACEBOOK JULY 24

Volunteer

There are numerous ways to serve the mission of Philemon Ministry, including:

- Volunteer to walk beside one of our men as a mentor.
- Help us take photos or write about changed lives.
- Help us gather and enter data to track the progress of our men.
- Introduce us to a friend who might want to partner with us.
- Are you a leader? Consider joining our board.

Contact us for next steps.

FACEBOOK JULY 31

The grace of the Lord Jesus Christ
be with your spirit.

Philemon 1:25

DailyVerses.net

FACEBOOK AUGUST 21

Philemon Ministry

HELPING MEN COME HOME FOR GOOD

Pray With Us

Sign up to receive news, updates, and prayer requests.

SIGN UP

Table 1-Grid view

SOCIAL POST CONTENT	Social Network	Content Type	Date	Ready to Publish	Character Count	Attachments (see Airtable or Social Calendar document for picture attachments)	Reviewer
Have you heard the amazing news? The Philemon Ministry is a mentoring community that supports men from incarceration into stable living in Baltimore. #Home4Good #MarylandNonprofits #VolunteerMaryland #PhilemonMinistry Learn more here: https://www.philemonministry.org/	Twitter	Ministry Content	5/18/2020 12:00pm		269		
Welcome! The Philemon Ministry is officially launching its LinkedIn account. Our LinkedIn page is a place where people can come together virtually to learn about upcoming events, success stories and networking opportunities. Through this page, we will provide current and previous members of the ministry with a platform to engage with and support one another. And, this page is not limited to only the Philemon men; we encourage local Baltimore businesses, churches, schools and charities to connect with us! #Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry	LinkedIn	Ministry Content	5/20/2020 12:00pm		577	3.png (https://dl.airtable.com/.attachments/cfc4d585717fabd92133d78f234c1721/37617c02/3.png)	
At the Philemon Ministry, we believe a man's spiritual health is the barometer for the quality of the rest of his life. The Philemon Ministry is rooted in Christian teachings and strives for its members to come home to the community for good.	Facebook	Ministry Content	5/22/2020 12:00pm		541	HOUSE.png (https://dl.airtable.com/.attachments/2d4a8c0cbb4349f1e710ab02629c85de/a3aafeecd/HOUSE.png)	
In bringing our men "Home for Good," we encourage each member of the Philemon Ministry to assist his community through acts of service and kindness. We are committed to serving our men by supporting them into stable living.							
Are you looking to get involved, give back to the community and support your fellow Baltimore neighbors? The Philemon Ministry is looking for YOU! #Home4Good #PhilemonMinistry #MarylandNonprofits #VolunteerMaryland #Volunteers #GetInvolved https://www.philemonministry.org/get-involved	Twitter	Announcement (volunteer or update)	5/25/2020 12:00pm		285		
Are you looking for ways to get involved in your Baltimore community? At the Philemon Ministry, we're always looking for communal support! There are a number of ways you can help: • Serve as a mentor to one of our men • Take photos for our website and social media pages • Write about the successful and changed lives of our men • Gather and enter data to track the progress of our men • Introduce friends and family members who may want to partner with us • Get involved as an executive board member Your support is what drives us to continue our mission. Whether you're volunteering or donating, we are so grateful to you. Please visit our website or contact us at thephilemonministry@gmail.com . #Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry	LinkedIn	Ministry Content	5/27/2020 12:00pm		776		
Philemon Ministry is a nonprofit organization based in Baltimore that is centered around the core values of faith and redemption. We believe that mistakes should not define people for the rest of their lives. Instead, we advocate for the necessity of second chances, specifically for formerly incarcerated men.	Facebook	Ministry Content	5/29/2020 12:00pm		839		
The Philemon Ministry welcomes 15 recently incarcerated men into our 4-step program at a time. Our dedicated staff members mentor these men by offering a transformative experience that enables them to successfully reenter into society after incarceration and stay #Home4Good.							
We encourage Baltimore community members to visit our website at https://www.philemonministry.org/ to learn more about the work we do and the resources we provide our men with when they choose to enroll in our program. #Home4Good #PhilemonMinistry							
The #Philemon Ministry believes a man's spiritual health is the barometer for the quality of the rest of his life. Rooted in Christian teachings, we strive for our men to come home to the community for good. #Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry	Twitter	Ministry Content	6/1/2020 12:00pm		275		
Did you know? A staggering 68% of released prisoners are rearrested within 3 years of release. This means: Upon release, it is extremely important for men to find structure and purpose in their lives.	LinkedIn	Ministry Content	6/3/2020 12:00pm		587		
The Philemon Ministry works to halt the cycle of incarceration by leading its men to success after prison. Find out more here: https://www.philemonministry.org/ . We are always accepting new volunteers and donations! Please visit our website to learn about how you can help your Baltimore neighbors! #Home4Good #MarylandPrisonSystem #StoptheCycle #VolunteerMaryland #PhilemonMinistry							
Are you looking for ways to get involved in your Baltimore community? At the Philemon Ministry, we're always looking for communal support! Here are a few of the ways you can help: • Serve as a mentor to one of our men • Take photos for our website and social media pages • Write about the successful and changed lives of our men • Gather and enter data to track the progress of our men • Introduce friends and family members who may want to partner with us • Get involved as an executive board member Your support is what drives us to continue our mission. Whether you're volunteering or donating, we are so grateful to you. Please visit our website or contact us at thephilemonministry@gmail.com . #Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry	Facebook	Announcement (volunteer or update)	6/5/2020 12:00pm		767		
A staggering 68% of released prisoners are re-arrested within 3 years of release. #PhilemonMinistry works to halt recidivism by leading men to success post prison. Learn more here: https://www.philemonministry.org/ #Home4Good #MarylandPrisons #StoptheCycle #VolunteerMaryland	Twitter	Ministry Content	6/8/2020 12:00pm		276		
During these difficult times, Philemon Ministry needs your support to continue serving the community. With your financial support, we can help the men looking for a home. Please consider giving through our website donation page here: https://www.philemonministry.org/get-involved#donate . #PhilemonMinistrySupport #donate #MarylandNonprofit	LinkedIn	Donation	6/10/2020 12:00pm		340		
Did you know? A staggering 68% of released prisoners are rearrested within 3 years of release. This means: Upon release, it is extremely important for men to find structure and purpose in their lives. The Philemon Ministry works to halt the cycle of reincarceration by leading its men to success after prison. Find out more here: https://www.philemonministry.org/ . We are always accepting new volunteers and donations! Please visit our website to learn about how you can help your Baltimore neighbors! #Home4Good #MarylandPrisonSystem #StoptheCycle #VolunteerMaryland #PhilemonMinistry	Facebook	Ministry Content	6/12/2020 12:00pm		587		
The Apostle Paul wrote to Philemon to advocate for his former slave, Onesimus, who was separated from his master so he could "return to do good." The ministry seeks to do the same: support men to return home and "do good." #Home4Good #MarylandNonprofits #PhilemonMinistry	Twitter	Ministry Content	6/15/2020 12:00pm		273		
Are you looking for an opportunity to support others within the Baltimore community? We're currently seeking leaders within the community to serve as mentors for our men! If you are, or someone you is, looking for ways to lead, mentor and give back to the community, please contact us at thephilemonministry@gmail.com or send us a private message! #Home4Good #VolunteerBaltimore #VolunteerMaryland #Mentors #PhilemonMinistry	LinkedIn	Ministry Content	6/17/2020 12:00pm		426		
During these difficult times, the Philemon Ministry needs your support to continue serving the community. With your financial support, we can help the men looking for a home. Please consider giving through our website donation page here: https://www.philemonministry.org/get-involved#donate . #PhilemonMinistrySupport #Donate #MarylandNonprofit	Facebook	Donation	6/19/2020 12:00pm		343	DONATE.png (https://dl.airtable.com/.attachments/35f43c8bbb43cb7f710ab032e89ae62f/ca7e4e87/DONATE.png)	
The Philemon Ministry's 4 pillars to guide our men to be #Home4Good are Spiritual Formation, Christian Community, Accountability and Meaningful Acts of Service. Learn more about them at https://www.philemonministry.org/ #StoptheCycle #MarylandNonprofits #PhilemonMinistry	Twitter	Ministry Content	6/22/2020 12:00pm		273		
The Apostle Paul wrote to Philemon and said Philemon's slave Onesimus was separated from his master so he could "return to do good" as a Christian. At the Philemon Ministry, we seek to do the same: support men to stand back up and "do good." We are an encouraging group and teach the true nature of Jesus Christ focusing his works of healing and redemption. Interested in learning more or want to volunteer? Visit us at our website https://www.philemonministry.org/ or contact us at thephilemonministry@gmail.com . #Home4Good #MarylandNonprofits #PhilemonMinistry	LinkedIn	Ministry Content	6/24/2020 12:00pm		564		
The Philemon Ministry has capacity to house 15 formerly incarcerated men at the ministry's house in East Baltimore. Over the years, it has assisted over 300 men and their families as they have sought stability in their lives after prison.	Facebook	Ministry Content	6/26/2020 12:00pm		904		
The ministry provides the men with resources aimed to support their spiritual and mental health. The ministry also provides men with opportunities to decompress while serving others in the community through acts of service. As the ministry is a nonprofit organization, it relies upon the funding of generous donors to continue its mission. Currently, 15 men live at the house. Their stories are amazing, and through the ministry's guidance, these men are returning "Home for Good." To read about the men's inspiring redemption stories, please visit: https://www.philemonministry.org/stories . #Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry							
This is Darryl S., a former member of the Philemon Ministry who is now #Home4Good. You can read more about Darryl's story at #https://www.philemonministry.org/stories/darryl-s #StoptheCycle #MarylandPrisons #MarylandNonprofits #PhilemonMinistry	Twitter	Stories	6/29/2020 12:00pm		243	darryls.png (https://dl.airtable.com/.attachments/c1520488d64ffc70d5d870faf49c19cccd1ea34ac5/darryls.png)	
In the Philemon Ministry, the four pillars to guide our men to be #Home4Good are Spiritual Formation, Christian Community, Accountability and Meaningful Acts of Service. Each of these pillars is designed to help men make themselves well-rounded individuals and start their spiritual journeys. You can learn more about the pillars on our website: https://www.philemonministry.org/ . #StoptheCycle #MarylandNonprofits #PhilemonMinistry	LinkedIn	Ministry Content	7/1/2020 12:00pm		434		
At the Philemon Ministry, we are based off of one of the Apostle Paul's many incredible acts: Paul wrote to Philemon and said his slave, Onesimus, who had run away from his master, was separated from him so he could "return to do good" as a Christian. Paul implored Philemon to accept Onesimus back not just as a slave, but as a brother in Christ. Upon release from prison, the Philemon Ministry strives to encourage Christ-like behavior in the men who live at the house. We accomplish this through weekly service, acts of kindness and giving back to the community. Not only do we want our men to come home and stay home "for good," but we want them to "do good" through service for their communities. This biblical account of forgiveness, reconciliation and new beginnings in Christ for others inspires us daily as we seek to support the men to stand back up and "do good." The Philemon Ministry is an encouraging group who aims to teach the true nature of Jesus Christ and his works of redemption and healing. Interested in learning more or want to volunteer? Visit us at our website https://www.philemonministry.org/ or contact us at thephilemonministry@gmail.com . #Home4Good #MarylandNonprofits	Facebook	Ministry Content	7/3/2020 12:00pm		1200		
At the #PhilemonMinistry, we are always looking for additional helping hands! To learn more about the different ways you can volunteer, visit: https://www.philemonministry.org/get-involved#encourage #Home4Good #VolunteerMaryland #VolunteerBaltimore #PhilemonMinistry	Twitter	Announcement (volunteer or update)	7/6/2020 12:00pm		266		
Darryl S. is a former member of the Philemon Ministry who is now #Home4Good. When the state miscounted how much time he had served, he was assigned immediate release and found a place at the Philemon Ministry. You can read more about Darryl's story, as well as the stories of other members, at https://www.philemonministry.org/stories/darryl-s . #StoptheCycle #MarylandPrisonSystem #MarylandNonprofits #PhilemonMinistry	LinkedIn	Ministry Content	7/8/2020 12:00pm		420		
The Philemon Ministry's four pillars to guide our men to be #Home4Good are Spiritual Formation, Christian Community, Accountability and Meaningful Acts of Service. Each of these pillars is designed to help men become well-rounded individuals and continue their spiritual journeys. These pillars act as a unified foundation for our men to build upon and make sure they are #Home4Good. You can learn more about the pillars on our website: https://www.philemonministry.org/ . #StoptheCycle #MarylandNonprofits	Facebook	Ministry Content	7/10/2020 12:00pm		508	PILLARS.png (https://dl.airtable.com/.attachments/34709b2802cae2bb7b2b67e565a7ad2/6ffe3e7d/PILLARS.png)	
"I pray that your partnership with us in the faith may be effective in deepening your understanding of every good thing we share for the sake of Christ." #Philemon1:6 #BrothersInChrist #Home4Good #PhilemonMinistry	Twitter	Ministry Content	7/13/2020 12:00pm		213	Philemon.png (https://dl.airtable.com/.attachments/8b6cd66881b0339bdade400b303398890b/b3b69194/Philemon.png)	
Looking for a volunteering opportunity in Baltimore? At the Philemon Ministry, we are always looking for additional helping hands! You can help us by offering to be a mentor, inputting data so we can track each man's progress or even joining our board! To learn more about volunteering with us, visit our website https://www.philemonministry.org/get-involved or email us at thephilemonministry@gmail.com . #Home4Good #VolunteerMaryland #VolunteerBaltimore #PhilemonMinistry	LinkedIn	Ministry Content	7/15/2020 12:00pm		474		
Darryl S. is a former member of the Philemon Ministry who is now #Home4Good. He was assigned immediate release after the state miscounted how much time he had served. Then, he found a place at the Philemon Ministry and began his spiritual journey with us.	Facebook	Stories	7/17/2020 12:00pm		449	DARRYL.png (https://dl.airtable.com/.attachments/defca1c62ad6908dbdc6e75012b699d38c3336aa9a/DARRYL.png)	
You can read more about Darryl's story, as well as the stories of other members, at https://www.philemonministry.org/stories/darryl-s . #StoptheCycle #MarylandPrisonSystem #MarylandNonprofits							
The Philemon Ministry needs your support to continue serving the community! Please consider giving through our website donation page here: https://www.philemonministry.org/get-involved#donate . #PhilemonMinistrySupport #donate #MarylandNonprofit #PhilemonMinistry	Twitter	Donation	7/20/2020 12:00pm		265		
"I pray that your partnership with us in the faith may be effective in deepening your understanding of every good thing we share for the sake of Christ. For I have derived much joy and comfort from your love, my brother, because the hearts of the saints have been refreshed through you." - Philemon 1:6-7	LinkedIn	Ministry Content	7/22/2020 12:00pm		551		
One of our biggest missions is to encourage men through the words and teachings of Christ. Reply with a Bible verse that has guided you through life! #Philemon #BuildingEachOtherUp #Home4Good #Philemon1:6-7 #BrothersInChrist #PhilemonMinistry							
Looking for a volunteering opportunity in Baltimore? Come work with us! At the Philemon Ministry, we are always looking for additional helping hands! You can help us by offering to be a mentor, inputting data so we can track each man's progress or even joining our board. To learn more about volunteering with us, visit our website https://www.philemonministry.org/get-involved or email us at thephilemonministry@gmail.com . #Home4Good #VolunteerMaryland #VolunteerBaltimore	Facebook	Announcement (volunteer or update)	7/24/2020 12:00pm		475	VOLUNTEER.png (https://dl.airtable.com/.attachments/bf9ac7cc0ca273ff95e31dced10353/68aee2908/VOLUNTEER.png)	
One of our biggest goals is to encourage men through the words and teachings of Christ. Reply with a Bible verse that has guided you through life! #BrothersInChrist #Philemon #BuildingEachOtherUp #Home4Good #PhilemonMinistry	Twitter	Ministry Content	7/27/2020 12:00pm		225		
Check out this article from The Society for Human Resource Management (@SHRM) about putting formerly incarcerated men and women back to work. Philemon believes with the right tools, all formerly incarcerated people can be a valuable asset not only to the community, but the workplace as well. Support those reentering the community and workforce! https://blog.shrm.org/blog/helping-ex-offenders-re-enter-the-workforce	LinkedIn	Ministry Content	7/30/2020 12:00pm		420		
"I pray that your partnership with us in the faith may be effective in deepening your understanding of every good thing we share for the sake of Christ. For I have derived much joy and comfort from your love, my brother, because the hearts of the saints have been refreshed through you." - Philemon 1:6-7	Facebook	Ministry Content	7/31/2020 12:00pm		533	PM.png (https://dl.airtable.com/.attachments/56b04419fb826d7ebacaf178469e03a/61784658/PM.png)	
One of our biggest missions is to encourage men through the words and teachings of Christ. Comment on this post with a Bible verse that has guided you through life! #Philemon #BuildingEachOtherUp #Home4Good #BrothersInChrist							
Have you read our monthly newsletter? Click here to sign up for it to learn about what our men have done this month to better themselves and the community: https://www.philemonministry.org/ #PhilemonNewsletter #Home4Good #PhilemonMinistry	Twitter	Announcement (volunteer or update)	8/3/2020 12:00pm		240		
Have you read our monthly newsletter? Click here to read about what our men have done this month to better themselves and their community. #PhilemonNewsletter #Home4Good #PhilemonMinistry	LinkedIn	Ministry Content	8/5/2020 12:00pm		187	PMNEWSLETTER.png (https://dl.airtable.com/.attachments/4ff53147ae9b2e0d167f7a5e562ae/49bb93c/PMNEWSLETTER.png)	
We often get a lot of questions regarding the logistics and specifics of our program. Head to the Philemon Ministry FAQ page to clear up any questions or concerns that you may have regarding our program: https://www.philemonministry.org/questions . As always, please feel free to call us at 433-759-1635, or reach out via email at thephilemonministry@gmail.com .	Facebook	Ministry Content	8/7/2020 12:00pm		362		
We at the #PhilemonMinistry believe that everyone deserves a 2nd chance. That is why we welcome recently incarcerated men into our mentoring program with open arms to help them successfully reenter society after incarceration and stay. #Home4Good #PhilemonMinistry	Twitter	Ministry Content	8/10/2020 12:00pm		264	PM.png (https://dl.airtable.com/.attachments/252a0f8eb1629a9500e0b1b3b371c1197/34644ae4/PM.png)	
We at the Philemon Ministry believe that everyone is deserving of a second chance. That is why we welcome recently incarcerated men into our mentoring program with open arms to help them successfully reenter society after incarceration and stay #Home4Good. Visit our website to learn more about the work we do and the resources we provide our men with when they choose to participate in our program. https://www.philemonministry.org/	LinkedIn	Ministry Content	8/12/2020 12:00pm		433		
Talk about impact! Check out this video that overviews the structure, importance and influence of the Philemon Ministry program, narrated by Philemon leader and Director Pastor Antoine. https://vimeo.com/332943679	Facebook	Ministry Content	8/14/2020 12:00pm		213		
A fundamental aspect of the #PhilemonMinistry is its annual fundraising event during which the community comes together to support the efforts of our ministry, our program and members. Contact a PM rep to give your time here: https://www.philemonministry.org/contact . #Home4Good	Twitter	Ministry Content	8/17/2020 12:00pm		278		
A fundamental aspect of the Philemon Ministry is its annual fundraising event during which the community comes together to support the efforts of our ministry and our program. If you are interested in learning more about our annual fundraising event, please visit https://www.philemonministry.org/contact to get in touch with a Philemon Ministry representative. We appreciate any and all support that can be given to our program so that we can provide our men with the very best resources possible to enable them to stay #Home4Good.	LinkedIn	Ministry Content	8/19/2020 12:00pm		532		
Have you read our monthly newsletter? Click here (https://www.philemonministry.org/) to read about what our men have done this month to better themselves and their community. #PhilemonNewsletter #Home4Good	Facebook	Announcement (volunteer or update)	8/21/2020 12:00pm		206	NEWSLETTER.png (https://dl.airtable.com/.attachments/aec34df705ae465db020ce4db846deb/42a25899/NEWSLETTER.png)	
Good news – it's easier than ever to sign up to receive news, updates and prayer requests from the Philemon Ministry community. Just visit our website and enter your email to sign up! https://www.philemonministry.org/about-us #Home4Good #GetInvolved #PhilemonMinistry	Twitter	Ministry Content	8/24/2020 12:00pm		267		
Good news – it's easier than ever to sign up to receive news, updates and prayer requests from the Philemon Ministry community. If you are interested in learning more about the Philemon Ministry and the opportunities we offer formerly incarcerated men, just visit our website and enter your email to sign up to receive updates and learn more about how you can become involved with the ministry! https://www.philemonministry.org/about-us #Home4Good #GetInvolved	LinkedIn	Ministry Content	8/26/2020 12:00pm		460		
Fundraising is a crucial aspect of the Philemon Ministry and helps to support our cause and keep our mission alive. We have an annual fundraising event during which we invite the community to come together and support the efforts put forth by our ministry and the program designed to prevent recently incarcerated men from entering the vicious cycle of prison reentry.	Facebook	Donation	8/28/2020 12:00pm		1180		
If you are interested in learning more about the annual fundraising event that we host, please visit https://www.philemonministry.org/contact to get in touch with a representative from the Philemon Ministry. You can also donate directly here... Every bit helps!							
We at the Philemon Ministry appreciate any and all support that can be given to our program so that we can provide our men with the very best resources possible to enable them to stay #Home4Good. We're also happy to speak to anybody with the desire to learn more about our organization and mission. We would love to hear from you! Please feel free to call us at 433-759-1635, or reach out via email at thephilemonministry@gmail.com . Follow us as well on Twitter at @Philemon_min. #Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry							
Service is a crucial part of the #PhilemonMinistry, which is why the men who reside in our house come together to participate in a community service event once a month. #Home4Good #LiveToServe #PhilemonMinistry	Twitter	Ministry Content	8/31/2020 12:30pm		210		
Service is a crucial part of #ThePhilemonMinistry, because we believe in the importance of giving back to the community and encouraging our men to immerse themselves in service and collaboration with others. At the Philemon Ministry, the men who reside in our house and participate in our program come together to serve the community through various monthly events. #Home4Good #LiveToServe	LinkedIn	Ministry Content	9/2/2020 12:00pm		389		
Good news – it's easier than ever to sign up to receive news, updates and prayer requests from the Philemon Ministry community. If you are interested in learning more about the Philemon Ministry and the opportunities we offer formerly incarcerated men, just visit our website and enter your email to sign up to receive updates and learn more about how you can become involved with the ministry! https://www.philemonministry.org/about-us #Home4Good #GetInvolved	Facebook	Ministry Content	9/4/2020 12:00pm		1129		
One of the core focus areas of our program at the Philemon Ministry is an emphasis on the importance of service. We believe in giving back to the community and encouraging the men enrolled in our program to immerse themselves in service and collaboration with others in order to foster community relationships and make connections with others. At the Philemon Ministry, the men who reside in our house come together to serve the community through various monthly events that are built into our program. Our goal is to mold our men into loving and caring community members by showing them that there is a real need to serve those in need. #Home4Good #LiveToServe							



Hounding Hearts PR

HOUNDING HEARTS PR

Public Relations • Communications • Marketing
4501 N. Charles Street
Baltimore, MD 21210

M E M O R A N D U M

TO: Tania Cantrell Rosas-Moreno, Ph.D.
FROM: Hounding Hearts PR
DATE: April 15, 2020
RE: The Philemon Ministry Collaboration Updates

MESSAGE:

Hounding Hearts PR, or HHPR, is comprised of four graduating seniors, who have studied communication, marketing, advertising and public relations. HHPR works with the Philemon Ministry, or the PM, a nonprofit organization mentoring community that works to provide recently incarcerated men with resources aimed to support their spiritual and mental health. The Philemon Ministry's mission is to encourage Christ-like behavior in men who are navigating life after prison through opportunities to decompress while serving others in the community through acts of kindness.

As of today, we have completed the following:

- Created a team bio sheet
- Generated a team logo
- Participated in an information orientation with Pastor Antoine Payne, the PM executive director, at Loyola University Maryland
- Attended a service-learning orientation
- Participated in an on-site visit to the PM location
- Completed prospectus stage one
- Produced a prospectus stage two
- Established social media presence for the PM through the creation of Twitter, Facebook and LinkedIn accounts
- Produced a social media analysis and plan for the PM
- Finalized a comprehensive social media policy for the PM social media accounts
- Composed 16 drafted tweets for the PM Twitter
- Reviewed and finalized 16 tweets for the PM Twitter account
- Produced 16 drafted posts for the PM LinkedIn account
- Assessed and finalized 16 LinkedIn account posts
- Drafted 16 posts for the PM Facebook account

Contact: Maggie Mildrew, Team Lead | mfmildrew@loyola.edu | (703) 399-6599

We are on target with our deadlines, including those for the PM deliverables and final virtual presentation. Upcoming work and deadlines include:

- April 17: Review and finalize 16 posts for the PM Facebook account
- April 20: Compile a list of tier A, with four journalists, and tier B, with a minimum of eight journalists, media lists
- April 22: Assess and finalize tier A and tier B media lists
- April 24: Create news release template
- April 25: Draft story ideas for Pastor Antoine or his designated spokesman
- April 26: Produce talking points for Pastor Antoine or his designated spokesman
- May 1: Finalize news release template
- May 2: Finalize story ideas for Pastor Antoine or his designated spokesman
- May 3: Finalize talking points
- May 6: Deliver virtual final presentation beginning at 7 p.m.

After consulting with the PM, the following tactics were removed from this campaign:

- April 24: Creation of a media kit to include drafted news release template, story ideas, media pitch sheet, talking points and executive bio featuring Pastor Antoine
- May 1: Creation of the finalized comprehensive media kit

We understand that two weeks remain in our 12-week campaign. To finalize the remaining deliverables, we will honor the deadlines outlined above and review Rosas-Moreno's feedback from each of the respective drafts we submit. We will continue in our practice of regular weekly contact with Rosas-Moreno and Pastor Antoine regarding the finalization and approval of deliverables until May 3.



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Baltimore, MD 21210

Tier A and Tier B Journalists Media Lists

Tier A and Tier B journalists are the key journalists who will be targeted when pitching the media. Tier A journalists receive a tailored and individualized pitch. These journalists are top priority, as they are the journalists you pander to the most or favor receiving your news. It is necessary to follow up carefully with these journalists and work to form relationships with them. On the other hand, Tier B are important; however, those in Tier B can receive a generalized pitch. It is not as necessary to follow up as carefully with your Tier B journalists. Additionally, for each story, journalists can switch Tiers, depending on your story and what the journalist has last covered. Due to this, it is critical to stay on top of your news reading, watching and listening, so you can remain relevant with the media by pitching newsworthy content.

Finally, for any given story: You should not pitch the same story to Tier A journalists who work at the same media outlet. That pits them against each other. For instance, if you are pitching a story about an upcoming event at the Philemon Ministry, this story should be pitched to only one Tier A journalist from each desired outlet. Do not pitch your message to three journalists at WBAL. Instead, pitch your message to three different outlets, such as WBAL, WMAR and The Baltimore Sun. This practice is similar for Tier B journalists. When pitching, it is important to spread your message across as many different media outlets as possible.

We have compiled a list of four Tier A journalists and eight Tier B journalists. The Tier A journalist's media list includes the names and contact information of the journalists who report on subjects related to the Philemon Ministry. They will most likely be interested in your content because these journalists regularly report on social justice issues, public affairs and community stories. Again, it will be important to capture these journalists' attention by pitching them personalized and targeted messages that reveal the newsworthiness of your messages. The list of Tier B journalists includes eight journalists who report on more general issues in Baltimore. The list includes the names and contact information of these journalists, as well as information about the news and radio stations they work at and the topics they cover in their reporting. Again, the pitches to Tier B journalists can be more generalized than the targeted pitches for Tier A journalists.

Finally, we have included links to one recent story each journalist has written and produced. These stories will provide you with an understanding of the content these journalists cover, and it will allow you to craft messages that will be relevant to their particular writing and reporting styles.




Below, you will find the names of the four Tier A journalists and eight Tier B journalists. Each name is hyperlinked the specific journalists' contact information within the document.

Tier A

Richard Sher : “Square Off” – WMAR-TV	3
Jason Newton : “11 TV Hill” – WBAL-TV	4
Phillip Jackson : The Baltimore Sun	5
Larry Young : “The Larry Young Morning Show” – WOLB-AM	6

Tier B

Aaron Henkin : WYPR-FM	7
Dan Rodricks : The Baltimore Sun	8
Mesha McDonald : “Justin, Scott and Spiegel” – WIYY-FM	9
Erick Villegas : WZFT-FM	10
James Johnson : Larry Young Morning Show – WOLB-AM	11
Leah Crawley : Fox 45 Morning News – WBFF-TV	12
Jon Hyman : Square Off – WMAR-TV	13
Logan Reigstad : WJZ-TV Online	14



TIER A

1.

Contact name: Richard Sher

Outlet name: Square Off - WMAR-TV

Contact title: Host & Executive Producer

Contact subjects: General Assignment News; Politics; Public Affairs/Issues; Social Issues

Outlet type: Television station

Contact email: watchsquareoff@hotmail.com

Contact phone number: 1(410) 377-2222

Social Media Accounts

Twitter: @richardsher

Facebook: <https://www.facebook.com/richard.sher.96>

LinkedIn: <https://www.linkedin.com/in/richard-sher-0928438/>

Recent show: [Squareoff, April 13, 2020](#)

Contact Name	Outlet Name	Contact Title	Contact Subjects	Outlet Type	Contact Email	Contact Phone Number
Richard Sher	Square Off - WMAR-TV	Host & Executive Producer	General Assignment News; Politics; Public Affairs/Issues; Social Issues	Television station	watchsquareoff@hotmail.com	1(410) 377-2222

TIER A

2.

Contact name: Jason Newton

Outlet name: 11 TV Hill- WBAL-TV

Contact title: Host

Contact subjects: Public Affairs/Issues

Outlet type: Television program

Contact email: jnewton@hearst.com

Contact phone number: 1(410) 467-3000

Social Media Accounts

Twitter: @JNNewtWBAL

Facebook: <https://www.facebook.com/jasonnewtonwbal/>

LinkedIn: <https://www.linkedin.com/in/jason-newton-62310015b/>

Recent story: [Local photographer asks in mural: Shine your light Baltimore](#)

Contact Name	Outlet Name	Contact Title	Contact Subjects	Outlet Type	Contact Email	Contact Phone Number
Jason Newton	11 TV Hill-WBAL-TV	Host	Public Affairs/Issues	Television program	jnewton@hearst.com	1(410) 467-3000

TIER A

3.

Contact name: Phillip Jackson

Outlet name: The Baltimore Sun

Contact title: Criminal Justice Reporter

Contact subjects: Criminal Justice

Outlet type: Newspaper

Contact email: pjackson@baltsun.com

Contact phone number: 1(410) 332-6165

Social Media Accounts

Twitter: @phillej_

Facebook: <https://www.facebook.com/phillip.jackson.923724>

LinkedIn: <https://www.linkedin.com/in/phillip-jackson-ba83838b/>

Recent Story: [Maryland said it has released 2,000 inmates from prisons and jails to slow spread of the coronavirus](#)

Contact Name	Outlet Name	Contact Title	Contact Subjects	Outlet Type	Contact Email	Contact Phone Number
Phillip Jackson	The Baltimore Sun	Criminal Justice Reporter	Criminal Justice	Newspaper	pjackson@baltsun.com	1(410) 332-6165

TIER A

4.

Contact name: Larry Young**Outlet name:** The Larry Young Morning Show - WOLB-AM**Contact title:** Host**Contact subjects:** Black Interest; Community/Neighborhood News; Public Affairs Programming**Outlet type:** Radio program**Contact email:** lyoung@radio-one.com**Contact phone number:** 1(410) 907-0364**Social Media Accounts****Twitter:** @wolbbaltimore**Facebook:** <https://www.facebook.com/larry.young.735507>**Recent morning show audio:** [On The LYMS: Baltimore City Council President Brandon Scott \[EXCLUSIVE AUDIO\] 4.6.2020](#)

Contact Name	Outlet Name	Contact Title	Contact Subjects	Outlet Type	Contact Email	Contact Phone Number
Larry Young	The Larry Young Morning Show - WOLB-AM	Host	Black Interest; Community/Neighborhood News; Public Affairs Programming	Radio program	lyoung@radio-one.com	1(410) 907-0364

TIER B

1.

Contact name: Aaron Henkin

Outlet name: WYPR-FM

Contact title: Director of Local News Programming and Senior Producer

Contact subjects: General Assignment News

Outlet type: Radio station

Contact email: aaronhenkin@wypr.org

Contact phone number: 1(410) 235-1167

Social Media Accounts

Twitter: @AaronHenkin

Facebook: <https://www.facebook.com/aaron.henkin.9>

LinkedIn: <https://www.linkedin.com/in/aaron-henkin-59b0a16/>

Recent story: [The Daily Dose 4-20-20](#)

Contact Name	Outlet Name	Contact Title	Contact Subjects	Outlet Type	Contact Email	Contact Phone Number
Aaron Henkin	WYPR-FM	Director of Local News Programming and Senior Producer	General Assignment News	Radio station	aaronhenkin@wypr.org	1(410) 235-1167

TIER B

2.

Contact name: Dan Rodricks

Outlet name: The Baltimore Sun

Contact title: Columnist

Contact subjects: Local news

Outlet type: Newspaper

Contact email: dan.rodricks@baltsun.com

Contact phone number: 1(410) 332-6166

Social Media Accounts

Twitter: @DanRodricks

Facebook: <https://www.facebook.com/dan.rodricks/>

LinkedIn: <https://www.linkedin.com/in/dan-rodricks-679a329a/>

Recent story: [What the pandemic reveals: America needs a stronger, wider safety net | COMMENTARY](#)

Contact Name	Outlet Name	Contact Title	Contact Subjects	Outlet Type	Contact Email	Contact Phone Number
Dan Rodricks	The Baltimore Sun	Columnist	Local news	Newspaper	dan.rodricks@baltsun.com	1(410) 332-6166

TIER B

3.

Contact name: Mesha McDonald**Outlet name:** Justin, Scott and Spiegel - WIYY-FM**Contact title:** Executive Producer**Contact subjects:** Entertainment, Public Affairs/Issues; Social Issues**Outlet type:** Radio program**Contact email:** Mesha.McDonald@hearst.com**Contact phone number:** 1(443) 413-7911**Social Media Accounts****Twitter:** @Call_her_Misfit**Facebook:** <https://www.facebook.com/JSS98Rock/>**LinkedIn:** <https://www.linkedin.com/in/meshamcdonald/>**Recently produced show:** [Thank You Week! | Justin, Scott and Spiegel Show Highlights](#)

Contact Name	Outlet Name	Contact Title	Contact Subjects	Outlet Type	Contact Email	Contact Phone Number
Mesha McDonald	Justin, Scott and Spiegel - WIYY-FM	Executive Producer	Entertainment, Public Affairs/Issues; Social Issues	Radio program	Mesha.McDonald@hearst.com	1(443) 413-7911

TIER B

4.

Contact name: Erick Villegas

Outlet name: WZFT-FM

Contact title: Producer

Contact subjects: General Assignment News

Outlet type: Radio station

Contact email: erick@iheartkaneshow.com

Contact phone number: 1(410) 366-7600

Social Media Accounts

Twitter: @mrrerickv

Facebook: <http://www.facebook.com/erickv79>

LinkedIn: <https://www.linkedin.com/in/erick-v-707a90122/>

[Click here for segments of recently produced shows](#)

Contact Name	Outlet Name	Contact Title	Contact Subjects	Outlet Type	Contact Email	Contact Phone Number
Erick Villegas	WZFT-FM	Producer	General Assignment News	Radio station	erick@iheartkaneshow.com	1(410) 366-7600

TIER B

5.

Contact name: James Johnson**Outlet name:** Larry Young Morning Show - WOLB-AM**Contact title:** Producer**Contact subjects:** Community/Neighborhood News**Outlet type:** Radio program**Contact email:** jamesjohnson@radio-one.com**Contact phone number:** 1(410) 332-8200**Social Media Accounts****Twitter:** @wolbbaltimore**Facebook:** <https://www.facebook.com/WOLB1010AM>**Recently produced story:** [On The LYMS: Baltimore City Council President Brandon Scott \[EXCLUSIVE AUDIO\] 4.6.2020](#)

Contact Name	Outlet Name	Contact Title	Contact Subjects	Outlet Type	Contact Email	Contact Phone Number
James Johnson	Larry Young Morning Show - WOLB-AM	Producer	Community/ Neighborhood News	Radio program	jamesjohnson@radio-one.com	1(410) 332-8200

TIER B

6.

Contact name: Leah Crawley**Outlet name:** Fox 45 Morning News - WBFF-TV**Contact title:** Segment Producer and Editor**Contact subjects:** General Assignment News**Outlet type:** Television program**Contact email:** lcrawley@sbgstv.com**Contact phone number:** 1(410) 467-4545**Social Media Accounts****Twitter:** @leahccmarie**Facebook:** <https://www.facebook.com/people/Leah-Crawley/100013026511022>**LinkedIn:** <https://www.linkedin.com/in/leah-crawley-43879061/>**Recent Story:** [New order issued to stop the spread of COVID-19 in Maryland Juvenile Detention Centers](#)

Contact Name	Outlet Name	Contact Title	Contact Subjects	Outlet Type	Contact Email	Contact Phone Number
Leah Crawley	Fox 45 Morning News - WBFF-TV	Segment Producer and Editor	General Assignment News	Television program	lcrawley@sbgstv.com	1(410) 467-4545

TIER B

7.

Contact name: Jon Hyman**Outlet name:** Square Off - WMAR-TV**Contact title:** Producer**Contact subjects:** General Assignment News; Politics; Public Affairs/Issues; Social Issues**Outlet type:** Television program**Contact email:** jhyman@thebreakthroughgroup.com**Contact phone number:** 1(410) 377-2222**Social Media Accounts****Facebook:** <https://www.facebook.com/jon.p.hyman>**LinkedIn:** <https://www.linkedin.com/in/jon-hyman-1b11a98/>[Click here for list of recently produced shows](#)

Contact Name	Outlet Name	Contact Title	Contact Subjects	Outlet Type	Contact Email	Contact Phone Number
Jon Hyman	Square Off - WMAR-TV	Producer	General Assignment News; Politics; Public Affairs/Issues; Social Issues	Television program	jhyman@thebreakthroughgroup.com	1(410) 377-2222

TIER B

8.

Contact name: Logan Reigstad

Outlet name: WJZ-TV Online

Contact title: Digital Content Producer

Contact subjects: General Assignment News

Outlet type: Online, consumer

Contact email: lreigstad@wjz.com

Contact phone number: 1(410) 466-0013

Social Media Accounts

Twitter: @loganreigstad

Facebook: <https://www.facebook.com/LoganReigstadJournalist/>

LinkedIn: <https://www.linkedin.com/in/logan-reigstad-5b503aa1/>

Recent Story: [Here's What Maryland Is Getting As Part Of The Coronavirus Stimulus Package](#)

Contact Name	Outlet Name	Contact Title	Contact Subjects	Outlet Type	Contact Email	Contact Phone Number
Logan Reigstad	WJZ-TV Online	Digital Content Producer	General Assignment News	Online, consumer	lreigstad@wjz.com	1(410) 466-0013



How to Create a News Release

1. Start with the “News Release Template,” which includes brief descriptions of how to compose each of the different parts of the release. These descriptions will provide you with context for what should be stated. The template will guide you through crafting the release.
 - a. Do not change “About the Philemon Ministry,” as this is a key element known in the media industry as a “boilerplate,” nor the format, which is also a recognized formality among both public relations practitioners and journalists.
2. Begin by filling in any logistical information of the news, event or update. This is the easiest information to add.
 - a. Fill in the “dateline,” or the source of information in the news release.
 - i. After “BALTIMORE,” add the date (month, day, year) that the release will be sent to media outlets or journalists. “Baltimore” will stand alone in the dateline.
3. Find an angle, or the most important point of your news – considering the newsworthiness values, to focus your news release on.
 - a. This could be highlighting new partnerships within the Baltimore community, showcasing upcoming events or providing information on fundraising opportunities.
 - b. The release must be newsworthy to receive coverage from the media.
 - i. Think like a journalist.
 - ii. Use powerful writing that will capture the interest of your audience (strongly consider your word choice).
 - iii. Be brief, sharing only the facts. Anything opinionated can be carefully included in a quote.
4. Then, compose the introductory news paragraph.
 - a. Introduce the Philemon Ministry and its mission in just a few words.
 - b. Tie this introduction in with the news (cleanly transition from the introduction of the organization to the topic of the release).
 - c. Answer the who, what, when and where using simple sentences.
 - i. Be clear and concise.
 - ii. You have a few short sentences to grab the journalist’s attention.
5. Following this paragraph, include all factual information.
 - a. These paragraphs allow you to create the story.
 - b. Be 100% transparent. Do not make false or hyperbolic statements.
 - c. Include specific information about the event or news.
6. Include quotes about the news.
 - a. Quotes should be relevant and complementary to the facts presented in the release.
 - b. Introduce the quote with the person’s full name and position or relationship to the Philemon Ministry.

- c. Quotes answer the “why,” and add additional credibility to your story.
 - d. Quotes from any of the Philemon Ministry’s executive board members or partnerships are recommended.
- 7. Conclude the release naturally by providing a call to action, even if it’s only to visit the Philemon Ministry’s website for more information and/or connect across social media platforms.
 - a. Provide links to relevant websites, using the hyperlink feature, so journalists will be able to access information quickly.
- 8. After creating the story and release, create an attention-grabbing headline.
 - a. This must be attention-grabbing. Journalists have limited time and receive many releases in a day. It is important to make your release stand out.
 - b. Utilize power verbs in the headline.
 - c. Keep it brief but reveal why the journalist’s readers/listeners/viewers should care about your story.
- 9. The subhead information should be informative.
 - a. This subhead will provide any missing information not conveyed in the headline.
- 10. Include Philemon Ministry’s boilerplate.
 - a. This boilerplate has already been included in the template.
 - b. Re-use this boilerplate for all releases.
 - c. “###” should follow at the end of the release as it appears in the template.
- 11. Best practice tips:**
 - a. Craft the headline after the story is written. It is much easier this way.
 - b. Re-read all content and have a second person proofread for errors if possible.
 - c. Ensure there are no grammatical or spelling errors. Journalists will not read sloppy writing.
 - d. Releases should not be longer than two pages.
 - e. Keep your writing clear, concise and tight.
 - f. When sending releases to journalists, paste the release in the body of the email as opposed to attaching a document to the email. Journalists are pressed for time as it is, so it is better if the information is right in front of them and they don’t have to open an additional document. Also, this prevents the spreading of many computer viruses.
- 12. Here is an excellent example of how this all comes together:
 - a. <https://d2jtbixtpw0cf4.cloudfront.net/pdf/Press%20Releases/2019-20/Baltimore%20Center%20Stage%20COVID-19%20response%20Press%20Release%20FINAL.pdf>



FOR IMMEDIATE RELEASE

MEDIA CONTACT: Pastor Antoine Payne
443-759-1635
pastorantoinepayne@gmail.com

[HEADLINE IN ALL CAPS WITH POWER VERB]

[Subhead in italics with proper nouns capitalized; offers more information about topic of release]

BALTIMORE – MONTH, DAY, YEAR [date the release is shared with the media outlets] – The Philemon Ministry, a 501(c)(3) nonprofit mentoring community supporting men from incarceration into stable living, ...

- **News paragraph** - *What new information is being released? This paragraph should be approximately three sentences and needs to include the who, what, where and when of the news. Considering inserting appropriate hyperlinks that readers can click on that will redirect them to additional information about the release, whether it be an event, fundraiser, etc.*
- **Quote paragraphs** - *One person should be quoted in the release in relation to the news or the organization. For now, this person should be on the Philemon Ministry's executive board. The first quote appears either as the second or third paragraph. Other quotes can appear later in the news release. Quotes allow for opinions to be expressed while complementing facts shared in the release.*
- **Background paragraphs** - *Provide valid information on the news or subject that strengthens your narrative. Do not share any new information at this point. Remember to stay informative, comprehensive and concise.*

For more information, visit www.philemonministry.org. Be sure to follow us at @Philemon_min on

Twitter, like us on Facebook and connect with us on LinkedIn.

Here, you can include a short boilerplate statement that briefly describes the Philemon Ministry. This boilerplate statement is to be used on all news releases with "###" following at the end.

About the Philemon Ministry

[The Philemon Ministry](#) is a 501(c)(3) nonprofit organization based in East Baltimore, Md. Founded in 2010 by Pastor Antoine Payne, the Philemon Ministry houses 15 recently incarcerated men at a given time and enrolls them into a Christian-focused program that helps them successfully reenter society after their release from prison. The organization has helped over 300 men and their families navigate the pitfalls of reentry into their communities. The ministry provides men with space where they can focus on spiritual health, decompression, healthy relationships, acts of service and financial peace.

###



Philemon Ministry Talking Points

Key Messages

1. **Philemon Ministry is a mentoring community that supports men post-incarceration into stable living.**
2. **Philemon Ministry helps men come home for good.**
3. **Everyone makes mistakes, and some choose to become better individuals and better their communities because of them.**

Talking Points

Introduction

- Good (morning, afternoon, evening) everyone.
- Thank you for taking the time and attention.
- My name is Pastor Antoine Payne. I am the executive director of the Philemon Ministry.* I am here to tell you about our mission, and how you can help us in achieving that mission.
 - *If Pastor Antoine is not speaking, this line should be adapted to fit whoever is speaking by stating his/her name and explain his/her relationship to the Philemon Ministry
- Before I begin, I would like to ask, have you (how many of you have) made a mistake before? ...

About the Philemon Ministry

1. **Philemon Ministry is a mentoring community that supports men post-incarceration into stable living.**
 - For the past decade, we have been able to house 15 men at a time at our house. Over the years, we have assisted over 300 recently men and their families to find stability within their lives after being released from prison.
 - The ministry creates a place of community for the Philemon men where they can focus on spiritual health, decompression, healthy relationships, acts of service and financial peace.
 - We are committed to providing our men for success in their lives after prison.
 - We teach our men that it is okay to grieve in a healthy manner and that it is okay to decompress after their release. Reentry is a challenging time, and it is okay to take the time to cope and adjust to their new lives outside of prison.

About the Mission

2. **Philemon Ministry helps men come home for good.**

- We prepare men to adjust to their “new normal” after prison. We aim to encourage Christ-like behavior in men as they navigate the pitfalls of reentry after release from prison.
- We know that it is easy to fall back into old habits, and we ensure that our men are provided with guidance, support and fellowship while they live with us at the Philemon Ministry.
- It is important to recognize that the Philemon men are active members of the community looking to serve through acts of kindness.
 - These men are held accountable for finding work, supporting their community and giving back through regular service opportunities.
 - Examples of service
 - Impact of service

Appeal to Pathos

3. Everyone makes mistakes, and some choose to become better individuals and better their communities because of them.

- We offer a chance at redemption for men who have done their penance and are ready to enter back into the community. It is time we all welcome them home.
 - Our goal is to change the negative connotation and stigma surrounding prisoners and jail.
 - We want the community to embrace these men and offer them a chance for hope, as well as a future. These men have done their time, and now it is time for them to be embraced as the new men they’ve become.

Call to Action

- We want to stop the vicious cycle of recidivism in the U.S.
- While we are working on a micro-level here in Baltimore, we believe that our work will inspire others to help those who are returning home from prison.
- At the Philemon Ministry, we ensure these men have the tools needed to find stability.
 - To this end, we ask for your support.
 - First, we ask that as members of the Baltimore community, we have **compassion** toward these men, and we welcome them home for good.
 - Second, we ask for any support possible. This might be in the form of **donations** to provide the men with groceries, clothing or bedding or in the form of **volunteering** to do actions like write these men supportive letters.
 - Please visit our website at www.philemonministry.com to learn how you can get involved.
 - Third, we ask for your **prayers**.

Conclusion

- Again, thank you so much for your time and support. I am grateful for your attention and your willingness to learn about our ministry.
 - We are always in need of a helping hand, and we will make use of any assistance we can receive!
 - Add any final “thank you” or “wrap up” at this point.

How to Address Difficult Questions

1. Before interviews or speaking events, research the key publics or media outlets you are speaking to.
 - a. Understand what topics they are interested in or cover. This will help you prepare and organize your talking points and key messages.
2. Do not prepare a script.
 - a. Prepare yourself but be as candid and natural as possible.
 - b. Be professional and prepared, but not overly rehearsed.
3. Relax and have fun.
 - a. Relax and be yourself.
 - b. Have real, in-depth, person-to-person conversations — this will make your message more credible and believable.
 - c. If given a asked a challenging question, do your best to remain relaxed and answer candidly.



Philemon Ministry Story Ideas

HHPR took the key messages from the Philemon Ministry Talking Points and created a basic roadmap for potential story ideas to pitch to a news outlet, or simply to have for any interview.

A key element when considering appearance of any sort or magnitude in the media is **newsworthiness**. Newsworthiness includes a number of factors or values, including proximity, oddity, consequence, conflict, human interest and impact. You can read more about newsworthiness from a number of sources, including [this summation](#).

A story is more likely to be told when it includes a high number and/or variety of the news values. See this example, for instance: "[Formerly incarcerated people are building their own businesses and giving others second chances](#)." Here is another: "[This Program Gives Formerly Incarcerated Men A Second Chance](#)."

What follows are various ways the Philemon Ministry, its mission and its ongoing can be properly framed and positioned as an attractive subject for news outlets.

1. **Philemon Ministry is a mentoring community that supports men post-incarceration into stable living.**
 - a. Discuss the religious background that led to the creation of this organization
 - i. The Philemon Ministry is rooted in Christian values
 1. Explain the origin of the term 'Philemon' and the significance it has in terms of the organization
 - b. Outline the processes that went into the transformation of the Philemon Ministry from just an idea into an actual organization
 1. Funding
 2. Getting the house
 3. Taking on members for the board
 4. Figuring out the logistics of the organization
 5. Coming up with the program and how daily life at the ministry would look
2. **Philemon Ministry helps men come home for good**
 - a. Steps in the program, from behind bars to the front steps of the Philemon House. Outline every aspect of the program:
 1. Spiritual formation
 2. Christian community
 3. Accountability
 4. Meaningful acts of service
 - ii. How do each of these steps form a meaningful life beyond prison?
 1. Discuss difficulties of transition: "We want the community to embrace these men and offer them a chance for hope, as well as a future. These men have done their time, and now it is time for them to be forgiven."
 - iii. Quote statistics on rate of formerly incarcerated men that return to jail without a proper integration program:

1. Research put forth by a 2018 report from the Bureau of Justice Statistics estimates that 83% of released prisoners are re-incarcerated within nine years of their initial release.
- b. Discuss how these men have contributed in the community, why a program dedicated to integration is important.
3. **Everyone makes mistakes, and some choose to become better individuals and better their communities because of them.**
 - a. Personal testimonies
 - i. With the consent of the men in the house, tell their personal stories of how they sought out the Philemon Ministry and how they have committed themselves to reentering society for good
 - ii. Pastor Antoine can tell his personal story, if he feels comfortable doing so
 1. How his past led to the creation of this organization
 - b. Success stories for [newspapers or other print publications as well as the website](#) or [other media outlets](#)
 - i. With the consent of these men, tell the personal stories of those who have “graduated” from the Philemon Ministry and what they are doing today
 1. What made the biggest impact on each of them to get where they are currently
 - c. Humanizing formerly incarcerated men
 - i. Many people see formerly incarcerated men solely as ‘criminals’ without realizing that they are human beings who made a mistake
 - ii. Mistakes made by these men should not be what defines them
 - iii. Offer lighthearted stories that provide fond memories of the men in the house
 1. This method will help to humanize them and allow the public to not see them as criminals, but as people
 - iv. Discuss the daily activities of the men
 1. Work
 2. School
 3. Volunteering

Potential Future Story Ideas for Pitching the Media

- Annual fundraising event
 - Stories on past events
- Men volunteering with a specific organization
 - Stories on past service projects
- Day-to-day lives of the formerly incarcerated
 - Potential human-interest piece
- Written stories about each of the men living in the house = success stories

Potential Future Story Ideas for [Writing Op-eds for Submission](#) to Local Papers:

- Be sure to read/watch/listen to local news stories, thinking about how to make the Philemon Ministry relevant with current events.
- Tie in with holidays, with a unique perspective:
 - January and MLK Day: Rights of individuals to liberty, and what this means for formerly incarcerated men
 - February and Valentine’s Day: True love and redemption. As the Bible states, there is no greater love than that of Christ’s. Each member of the Philemon Ministry seeks to grow closer to Christ and to emulate Him through bettering his community...
 - March and St. Patrick’s Day: Shenanigans, or mistakes, can take their toll. Here’s what one organization, the Philemon Ministry, is doing to help those who’ve made mistakes reintegrate into society...
 - April and Easter: Commemorating redemption means a lot more to certain members of our society. Consider what the Philemon Ministry means for its members and the communities our members belong to...
 - April and Earth Day: Any one out bettering the earth? Could be a good photo-op, if the men are gardening or doing something for Mother Earth to nourish her.

- May and Memorial Day: As we remember and honor those who have served our great nation, let's also consider those who, through second chances, are working now to make their communities better.
- June and Father's Day: God is our Father, and He loves all His children. Shouldn't we also love our neighbors, especially those who are working to come home for good?
- July and Independence Day: Freedom comes at a great price. Members of the Philemon Ministry have paid a penance to come home for good...
- August and Back to School month: Members of the Philemon Ministry study every day to strengthen their relationship with Christ. Then, they put their studies into action, going and serving in various capacities. We can learn a lot from them and their dedication...
- September and Citizenship Day, Sept. 17: What does it mean to be a citizen, to enjoy full rights within society?
- October and Columbus Day: Great discoveries have come to each member of the Philemon Ministry as he has discovered his own relationship with Christ...
- November and Thanksgiving: Being thankful for second chances...
- December and Christmas: Give the gift of no judgment...
- Act to correct any media inaccuracy you come across by calling/writing the offending journalist and kindly sharing who you are and the appropriate stats to counter.



Hounding Hearts PR

Philemon

Ministry

Public Relations Capstone
Spring 2020
Final Presentation

Meet the Team



Maggie Mildrew
(Team Lead)

Hometown: Alexandria, Va.
Major: communication
Minor: marketing



Elisabeth Lutz

Hometown: Doylestown, Pa.
Major: communication
Minor: Spanish



Maggie Haley

Hometown: Denville, N.J.
Major: communication
Minor: writing



Taylor Fluehr

Hometown: Harleysville, Pa.
Major: communication
Minor: theatre

Meet the Partner



The Philemon Ministry
Nonprofit organization



Pastor Antoine Payne
Executive Director



The Philemon Ministry

“Philemon exists to encourage Christ-like behavior in men as they navigate the pitfalls of reentry.

We provide our men with a context where they can focus on **spiritual health, decompression, healthy relationships, acts of service and financial peace.**

We accomplish this through a series of **touchpoints** interwoven throughout group interactions, one-on-one mentoring and communal living.”



Our 4 Pillars

Spiritual Formation

Christian
Community

Accountability

Meaningful Acts of
Service



Pastor Antoine's Goals for the Semester:

- Bring mission of the client to life.
- Raise awareness of the Philemon Ministry.
- Main goal of Philemon's partnership with HHPR:
 - **Gain more exposure within the Baltimore area via the media.**

In TWO words: “relevant exposure”



Our Main Approach

- Initial goals included three main projects:
 - Social Media Outreach
 - Donation System Audit
 - Media Kit
- Post COVID-19, HHPR decided that it would be best to devote the semester to developing and finalizing a **social media outreach program**.
 - We broke this objective down to **three components**:
 - Build social media presence
 - Draft and organize content
 - Establish a media strategy



Build Social Media Presence




Build Social Media Presence

- WHEN: week four.
- After learning that the Philemon Ministry had no social media accounts, HHPR created **Facebook, LinkedIn and Twitter accounts** to help the organization establish online credibility.
 - **Facebook (Philemon Ministry)**
 - **LinkedIn (Philemon Ministry)**
 - **Twitter (@philemon_min)**
- Additionally, HHPR created a **comprehensive social media analysis plan and a social media policy** for the Philemon Ministry to use.
 - Both documents give the Philemon Ministry informative guidelines for how to best manage their social media accounts.

Build Social Media Presence (Visuals)

Social Media Analysis

	HOUNDING HEARTS PR Public Relations • Communications • Marketing 4501 N. Charles Street Baltimore, MD 21210
Hounding Hearts PR	
Philemon Ministry Social Media Analysis	
Table of Contents	
<u>Executive Summary</u>	2
<u>SWOT Analysis</u>	3
<u>Goals, Objectives, Strategies, Tactics</u>	5
<u>Social Channels</u>	7
<u>Measurements</u>	9
<u>Research: Social Media Audit</u>	10
<u>Recommendations</u>	12
<u>Conclusion</u>	13

Social Media Policy



As a member of the nonprofit organization community, the Philemon Ministry understands the value and importance of social media for establishing an online presence. We recognize the influence of social media and its scope in today's world. The Philemon Ministry has implemented the following social media policy to assist its members in understanding and adhering to responsible social media practices created to protect employees, house members and the Philemon Ministry as a whole.

General Guidelines

- In any content posted and created by an employee, volunteer or affiliate of the Philemon Ministry, it should not contain any offensive, vulgar, pornographic, defaming or personal material.
- Content that is shared from another source has to include a reference or citation to that source.
- Any content posted is a representation of the Philemon Ministry and should be edited and proofread carefully before posting.
- The person posting content takes sole responsibility for what he/she posts.
- Any posting of content that violates the guidelines will result in suspension or termination.
- Each member of the social media management team will be given the passwords and login information to access Facebook, Twitter and LinkedIn social media accounts.
- DO NOT share the social media passwords with anyone outside of Pastor Antoine, the Philemon Ministry executive board or social media intern(s).
- Stay neutral when discussing or responding to sensitive issues.
- If content posted causes negative feedback, consult with the Pastor Antoine, the Philemon Ministry executive board or social media intern(s) before responding to avoid a communications crisis.
- Do not mention other nonprofit organizations or organizations similar to the Philemon Ministry in a negative or derogatory way.
- Any rumors, slander or confidential information shared through social media channels may have a negative impact on this organization and its reputation. Legal action may be brought against the individual responsible for the publication of slanderous and false information.



Draft and Organize Content



Draft and Organize Content

- WHEN: weeks six and seven.
- Drafted and scheduled **16 posts for each account**.
 - Provided content for almost four months (May 18, 2020 to Sept. 5, 2020).
- Compiled the posts into an **Airtable spreadsheet and a Social Media Calendar**.
- The Philemon Ministry can add to these documents at any time.

Draft and Organize Content (Visuals)

Airtable

Airtable Philemon Ministry Editorial Tracker									
Table 1									
	Grid view	Hide fields	Filter	Group	Sorted by 1 field				
	Social Post	Social Network	Content Type	Date	Ready to Publish	Character Count	Attachments		
1	Have you heard the amazing news? The Philemon...	Twitter	Ministry Content	5/18/2020 12:00pm		269			
2	Welcome! The Philemon Ministry is officially lau...	LinkedIn	Ministry Content	5/20/2020 12:00pm		577			
3	At the Philemon Ministry, we believe a man's s...	Facebook	Ministry Content	5/22/2020 12:00pm		541			
4	Are you looking to get involved, give back to th...	Twitter	Announcement (volunte...	5/25/2020 12:00pm		285			
5	Are you looking for ways to get involved in you...	LinkedIn	Ministry Content	5/27/2020 12:00pm		776			
6	Philemon Ministry is a nonprofit organization b...	Facebook	Ministry Content	5/29/2020 12:00pm		839			
7	The #Philemon Ministry believes a man's spiritu...	Twitter	Ministry Content	6/1/2020 12:00pm		275			
8	Did you know? A staggering 68% of released pr...	LinkedIn	Ministry Content	6/3/2020 12:00pm		587			
9	Are you looking for ways to get involved in you...	Facebook	Announcement (volunte...	6/5/2020 12:00pm		767			
10	A staggering 68% of released prisoners are re...	Twitter	Ministry Content	6/8/2020 12:00pm		276			
11	During these difficult times, Philemon Ministry ...	LinkedIn	Donation	6/10/2020 12:00pm		340			
12	Did you know? A staggering 68% of released pr...	Facebook	Ministry Content	6/12/2020 12:00pm		587			
13	The Apostle Paul wrote to Philemon to advocat...	Twitter	Ministry Content	6/15/2020 12:00pm		273			
14	Are you looking for an opportunity to support ...	LinkedIn	Ministry Content	6/17/2020 12:00pm		426			
15	During these difficult times, the Philemon Minis...	Facebook	Donation	6/19/2020 12:00pm		343			
16	The Philemon Ministry's 4 pillars to guide our ...	Twitter	Ministry Content	6/22/2020 12:00pm		273			
17	The Apostle Paul wrote to Philemon and said P...	LinkedIn	Ministry Content	6/24/2020 12:00pm		564			

Social Media Calendar

June 2020						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	TWITTER		LINKEDIN		FACEBOOK	
	<p>1</p> <p>The #Philemon Ministry believes a man's spiritual health is the barometer for the quality of the rest of his life. Rooted in Christian teachings, we strive for our men to come home to the community for good.</p> <p>#Home4Good #VolunteerBaltimore #VolunteerMaryland #PhilemonMinistry</p>	<p>2</p>	<p>3</p> <p>Did you know? A staggering 68% of released prisoners are rearrested within 3 years of release. This means: Upon release, it is extremely important for men to find structure and purpose in their lives.</p> <p>The Philemon Ministry works to halt the cycle of incarceration by leading its men to success after prison. Find out more here: https://www.philemonministry.org/. We are always accepting new volunteers and donations! Please visit our website to learn about how you can help your Baltimore neighbors!</p> <p>#Home4Good #MarylandPrisonSystem #StopTheCycle #VolunteerMaryland #PhilemonMinistry</p>	<p>4</p>	<p>5</p> <p>Are you looking for ways to get involved in your Baltimore community? At the Philemon Ministry, we're always looking for communal support! Here are a few of the ways you can help:</p> <ul style="list-style-type: none"> • Serve as a mentor to one of our men • Take photos for our website and social media pages • Write about the successful and changed lives of our men • Gather and enter data to track the progress of our men • Introduce friends and family members who may want to partner with us • Get involved as an executive board member <p>Your support is what drives us to continue our mission. Whether you're volunteering or donating, we are so grateful to you. Please visit our website or contact us at thephilemonministry@gmail.com.</p> <p>#Home4Good #VolunteerBaltimore</p>	<p>6</p>



Establish a Media Strategy



Establish a Media Strategy

- WHEN: weeks eight through 10.
- Using Cision, HHPR composed **tier-A and tier-B media lists of journalists** who work for major television, print and radio news stations in the greater Baltimore area.
- HHPR also constructed a **news release template** and **step-by-step instructions** for how to write one in the future.
- Finally, HHPR created and revised **potential story ideas** and **talking points** for Pastor Antoine or a designated spokesperson to prepare them for engaging the media.



Establish a Media Strategy (Visuals)

Cision Media List

Contact First Name	Contact Last Name	Outlet Name	Contact Title	Contact Subjects
Kelle	Avent	WEAA-FM	Morning Show Co-Host & Producer	General Assignment News
Ashley	Barnett	WBFF-TV	Assignment Editor	General Assignment News
Chris	Berinato	Fox 45 News at 10 - WBFF-TV	Producer	General Assignment News
Augusta	Brennan	WBAL-TV	Executive Producer, Special Projects	Special Projects
Rabia	Chaudry	Undisclosed Podcast	Host	Law; Politics
Leah	Crawley	WBFF-TV	Segment Producer & Editor	General Assignment News
John	Crosset	WBFF-TV	Executive Producer	Entertainment; General Assignment News
Siobhan	Garrett	ABC2 News at 5 PM - WMAR-TV	Producer	General Assignment News
Mark	Gunnery	WYPR-FM	Producer	General Assignment News
Katelyn	Haas	WJZ-TV Online	Digital Content Producer	General Assignment News
Aaron	Henkin	WYPR-FM	Director of Local News Programming and Senior Producer	General Assignment News; Music
Jon	Hyman	Square Off - WMAR-TV	Producer	General Assignment News; Politics; Public Affairs/Issues; Social Issues
James	Johnson	Larry Young Morning Show - WOLB-AM, The	Producer	Community/Neighborhood News
Colin	Jones	Maryland's News Now - WBAL-AM	Producer	General Assignment News
Mary Rose	Madden	WYFF-FM	Senior News Producer & Reporter	General Assignment News
Howard	Maleson	Square Off - WMAR-TV	Producer	General Assignment News; Politics; Public Affairs/Issues; Social Issues
Mesha	McDonald	Justin, Scott and Spiegel - WIYY-FM	Executive Producer	Entertainment; Public Affairs/Issues; Social Issues
Courtney	Mims	WMAR-TV	Assignment Editor	Entertainment; General Assignment News
Khaila	Patterson	WBAL-TV	Assignment Desk Editor	General Assignment News
Juanita	Powell	WMAR-TV	Producer	Community Affairs; Public Affairs/Issues
Logan	Reigstad	WJZ-TV Online	Digital Content Producer	General Assignment News
Dan	Rodricks	Baltimore Sun, The	Columnist	Local News
Mia	Rosas	WBAL-TV	Assignment Editor	General Assignment News
Richard	Sher	Square Off - WMAR-TV	Host & Executive Producer	General Assignment News; Politics; Public Affairs/Issues; Social Issues
Jeff	Siegel	Wealth Daily	Editor	Investing; Public Affairs/Issues
Mike	Solakian	WBAL-TV	Executive Producer	General Assignment News
Nathan Elec	Trainor	WBAL-TV	Weekend Morning Producer	General Assignment News; Scheduling/Booking
Andrea	Verosko	Fox 45 Morning News - WBFF-TV	Executive Producer	General Assignment News
Erick	Villegas	WZFT-FM	Producer	General Assignment News
Miranda	Villei-Stepp	WJZ-TV	Executive Producer	General Assignment News
Mike	Wellbrock	Maryland's News Now - WBAL-AM	Executive Producer	Domestic Lifestyle; Local News; National News; Social Issues; Sports
Jacob	Young	Maryland's News Now - WBAL-AM	Producer	General Assignment News
Larry	Young	Larry Young Morning Show - WOLB-AM, The	Host	Black Interest; Community/Neighborhood News; Public Affairs Programming



Establish a Media Strategy (Visuals)

Tier-A and Tier-B Media Lists

Below, you will find the names of the four Tier A journalists and eight Tier B journalists. Each name is hyperlinked the specific journalists' contact information within the document.

Tier A

- [Richard Sher](#): "Square Off" – WMAR-TV _____ 3
- [Jason Newton](#): "11 TV Hill" – WBAL-TV _____ 4
- [Phillip Jackson](#): The Baltimore Sun _____ 5
- [Larry Young](#): "The Larry Young Morning Show" – WOLB-AM _____ 6

Tier B

- [Aaron Henkin](#): WYPR-FM _____ 7
- [Dan Rodricks](#): The Baltimore Sun _____ 8
- [Mesha McDonald](#): "Justin, Scott and Spiegel" – WYYY-FM _____ 9
- [Frick Villegas](#): WZFT-FM _____ 10
- [James Johnson](#): Larry Young Morning Show – WOLB-AM _____ 11
- [Leah Crawley](#): Fox 45 Morning News – WBFF-TV _____ 12
- [Jon Hyman](#): Square Off – WMAR-TV _____ 13
- [Logan Reigstad](#): WJZ-TV Online _____ 14

TIER A

- 1.
Contact name: Richard Sher
Outlet name: Square Off - WMAR-TV
Contact title: Host & Executive Producer
Contact subjects: General Assignment News; Politics; Public Affairs/Issues; Social Issues
Outlet type: Television station
Contact email: watchsquareoff@hotmail.com
Contact phone number: 1(410) 377-2222

Social Media Accounts
Twitter: @richardsher
Facebook: <https://www.facebook.com/richard.sher.96>
LinkedIn: <https://www.linkedin.com/in/richard-sher-0928438/>

Recent show: [Squareoff, April 13, 2020](#)

Contact Name	Outlet Name	Contact Title	Contact Subjects	Outlet Type	Contact Email	Contact Phone Number
Richard Sher	Square Off - WMAR-TV	Host & Executive Producer	General Assignment News; Politics; Public Affairs/Issues; Social Issues	Television station	watchsquareoff@hotmail.com	1(410) 377-2222



Recommendations & Our Continuation Plan



Recommendations

- Social media intern
- YouTube storytelling
- Word of mouth donations
- Digital compilations



Our Continuation Plan

- The foundation HHPR built:
 - Social media presence
 - Beginning steps for media exposure
-
- Our hope for the fall 2020 capstone:
 - Continue to build up platforms on social media
 - Begin securing media coverage
 - Increase donations
 - Create fundraising opportunities



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Public Relations • Communications • Marketing
4501 N. Charles Street
Baltimore, MD 21210

Thank you!

Questions?



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Public Relations • Communications • Marketing
4501 N. Charles Street
Baltimore, MD 21210

Maggie Mildrew
CM404: Senior Capstone in Public Relations
Dr. Tania Cantrell Rosas-Moreno
May 6, 2020

Project Time Log

Week	Date	Activity	Time
1	Jan 22	Created individual bio for team bio and formatted team members' bios to match style guidelines	0.5 hour
1	Jan 22	Met in-person with community partner	1 hour
2	Jan 26	Drafted prospectus stage one, or PSO	0.5 hour
2	Jan 29	Finalized PSO with team. Utilized email communications to share PSO with community partner and receive feedback	0.5 hour
3	Feb 5	Drafted prospectus stage two, or PST, with team	1 hour
3	Feb 6	Created an organized outline and calendar for individual assignments and team assignments	0.5 hour
3	Feb 7	Held conference call with community partner/team meeting and organized meeting agenda/notes in shared Google Drive folder	0.75 hour
4	Feb 12	Created key publics list with team	1 hour
4	Feb 12	Finalized PST	0.5 hour
4	Feb 12	Revised final PST, drafted email communications to community partner, organized group Google Drive folder to include updated copies of work, deliverables/deadlines calendar and weekly meeting agenda	1.5 hours
4	Feb 15	Participated in in-person community partner/team meeting at the Philemon Ministry	2 hours
5	Feb 19	Created Twitter account for Philemon Ministry	0.5 hour
5	Feb 19	Used Cision database to compile media pitch list	0.5 hour

5	Feb 21	Led weekly team meeting via conference call with Pastor Antoine Payne. Discussed social media planning and content messaging	1 hour
6	Feb 29	Created LinkedIn and Facebook accounts for Philemon Ministry	1 hour
7	Mar 6	Drafted within the social media plan: executive summary, goals, objectives, strategies, tactics, social channels, social media audit, measurables, SWOT analysis table	3 hours
8	Mar 9	Created a social media content tracker through Airtable.com and Google Docs social media calendar	0.5 hour
9	Mar 16	Finalized social media analysis and plan	1 hour
9	Mar 16	Drafted social media policy	1 hour
9	Mar 17	Finalized social media policy	0.25 hour
9	Mar 20	Created PST addendum	0.5 hour
9	Mar 20	Participated in conference call with team	0.5 hour
10	Mar 24	Drafted and finalized four tweets for the PM Twitter account	0.5 hour
10	Mar 27	Led weekly conference call with team	0.5 hour
10	Mar 28	Edited 16 posts for the PM LinkedIn account	0.5 hour
11	Apr 1	Drafted four posts for the PM Facebook account	1 hour
11	Apr 3	Organized social media content on Airtable and added content to Google Docs social media calendar	0.5 hour
11	Apr 3	Participated in weekly conference call with team	0.5 hour
11	Apr 3	Participated in virtual Zoom meeting with Pastor Antoine to provide him with deliverables update	0.5 hour
11	Apr 3	Edited PST addendum to include revised final deliverables	1 hour
11	Apr 4	Drafted social media overview, calendar overview, account login information and reference sheet	1.5 hour
12	Apr 6	Finalized draft content for the PM Facebook account	0.5 hour
12	Apr 7	Finalized social media overview, calendar overview, account login information and reference sheet	0.5 hour
12	Apr 8	Compiled tier A and tier B media lists, with 12 journalists	1 hour
13	Apr 13	Drafted talking points and news release template	1.5 hours
13	Apr 14	Drafted news release template and reference sheet	1.5 hours
13	Apr 15	Participated in weekly conference call with team	0.5 hour
13	Apr 15	Revised and finalized PM LinkedIn and Facebook content and corresponded with Pastor Antoine through email communication regarding social media updates	1 hour

14	Apr 19	Updated Airtable and social media calendar with finalized Twitter, LinkedIn and Facebook posts	1 hour
14	Apr 21	Finalized tier A and tier B media lists	2 hours
14	Apr 24	Participated in Google Hangouts video call with Pastor Antoine and team	1 hour
15	Apr 27	Finalized news release template and talking points	0.5 hour
15	Apr 27	Revised final version of story ideas	0.5 hour
16	May 4	Recorded and revised final virtual presentation	1 hour

TOTAL:

38.50 hours





Hounding Hearts PR

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Public Relations • Communications • Marketing
4501 N. Charles Street
Baltimore, MD 21210

Elisabeth Lutz

CM404: Senior Capstone in Public Relations

Dr. Tania Cantrell Rosas-Moreno

May 6, 2020

Project Time Log

Week	Date	Activity	Time
1	Jan 22	Drafted team bio	0.5 hour
1	Jan 22	Met with community partner	1 hour
2	Jan 29	Drafted and edited team prospectus stage one, or PSO	0.5 hour
3	Feb 5	Composed first draft of prospectus stage two, or PST, with team	1 hour
3	Feb 7	Held conference call with community partner and participated in team meeting	1 hour
3	Feb 9	Edited PST with team	1.25 hours
4	Feb 12	Finalized and submitted PST	1 hour
4	Feb 15	Participated in in-person meeting at the Philemon Ministry	2 hours
5	Feb 19	Created media list	0.5 hour
5	Feb 21	Held conference call with community partner and participated in team meeting	1 hour
8	Mar 9	Drafted social media plan	1 hour
9	Mar 18	Attended team meeting on Zoom to reevaluate schedule for deliverables	0.5 hour
9	Mar 20	Attended weekly team meeting virtually	0.5 hour
10	Mar 27	Attended weekly team meeting virtually	0.5 hour
11	Mar 30	Drafted and finalized social media content for Twitter	1 hour
11	Apr 1	Attended team meeting on Zoom to discuss deliverables	0.5 hour
11	Apr 3	Drafted and finalized social media content for LinkedIn	0.5 hour
11	Apr 3	Attended weekly team meeting virtually	0.5 hour

13	Apr 14	Drafted and finalized social media content for Facebook	0.5 hour
13	Apr 14	Drafted and edited news release template	0.5 hour
13	Apr 14	Drafted and edited how to create a news release document	0.5 hour
13	Apr 15	Attended team meeting on Zoom	0.5 hour
13	Apr 17	Drafted story ideas	1 hour
14	Apr 24	Attended final conference call with HHPR and Pastor Antoine	1 hour
15	Apr 30	Edited and finalized final virtual presentation	1 hour
15	May 1	Recorded audio for final virtual presentation	1 hour
15	May 2	Edited team audio recordings for final virtual presentation	1 hour

TOTAL:

21.75 hours





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4501 N. Charles Street
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Maggie Haley
CM404: Senior Capstone in Public Relations
Dr. Tania Cantrell Rosas-Moreno
May 6, 2020

Project Time Log

Week	Date	Activity	Time
1	Jan 22	Produced individual bio	0.5 hour
1	Jan 22	Met in-person with community partner	1 hour
2	Jan 29	Composed and edited prospectus stage one, or PSO	0.5 hour
3	Feb 5	Drafted prospectus stage two, or PSO, with team	1 hour
3	Feb 7	Held conference call with community partner/team meeting	1 hour
3	Feb 9	Edited PST	1.25 hours
4	Feb 12	Finalized and edited PST	1 hour
4	Feb 15	Participated in site visit to the Philemon Ministry	2 hours
5	Feb 19	Constructed media list	0.5 hour
6	Feb 26	Worked on collective group strategy	1 hour
7	Mar 6	Worked on finalizing social media plan	2 hours
8	Mar 14	Worked on finalizing social media policy	1 hour
9	Mar 18	Reevaluated deliverables with team	0.5 hour
9	Mar 20	Held team meeting	1 hour
10	Mar 27	Held team meeting	0.5 hour
10	Mar 28	Drafted and finalized Twitter posts	0.75 hour
11	Apr 3	Held team meeting	0.5 hour
11	Apr 4	Drafted and finalized LinkedIn posts	0.5 hour
12	Apr 14	Drafted and finalized Facebook posts	0.5 hour

12	Apr 15	Held team meeting on Zoom	0.5 hour
13	Apr 24	Held final Zoom with Pastor Antoine	1 hour
13	Apr 25	Drafted story ideas with team	1 hour
14	Apr 27	Finalized story ideas	0.5 hour
15	Apr 30	Created final virtual presentation	1.5 hours
15	May 1	Recorded final virtual presentation	0.5 hour

TOTAL:

22.00 hours





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Taylor Fluehr
CM404: Senior Capstone in Public Relations
Dr. Tania Cantrell Rosas-Moreno
May 6, 2020

Project Time Log

Week	Date	Activity	Time
1	Jan 22	Produced individual bio for team bio	0.5 hour
1	Jan 22	Met with community partner	1 hour
2	Jan 29	Composed and edited prospectus stage one, or PSO	0.5 hour
3	Feb 5	Drafted prospectus stage two, or PST, with team	1 hour
3	Feb 7	Held conference call with community partner/team meeting	1 hour
3	Feb 9	Edited PST	1.25 hours
4	Feb 12	Finalized and edited PST	1 hour
4	Feb 15	Visited Philemon Ministry	2 hours
5	Feb 19	Constructed Media List	0.5 hour
5	Feb 21	Held conference call with community partner and participated in team meeting	1 hour
8	Mar 9	Composed and edited research sections of social media plan and analysis	1 hour
9	Mar 18	Reevaluated deliverables with team	0.5 hour
9	Mar 20	Held team meeting	0.5 hour
10	Mar 27	Drafted and finalized Twitter posts	1 hour
10	Mar 27	Held team meeting	0.5 hour
12	Apr 1	Reevaluated deliverables with team	0.5 hour
12	Apr 3	Drafted and finalized LinkedIn posts	1 hour
12	Apr 3	Held team meeting	0.5 hour

13	Apr 14	Drafted and finalized Facebook posts	0.5 hour
13	Apr 15	Held team meeting	0.5 hour
14	Apr 23	Drafted and finalized story ideas	1 hour
14	Apr 24	Held conference call with community partner/team meeting	1 hour
14	Apr 25	Composed final virtual presentation on PowerPoint	2.5 hours
15	Apr 30	Finalized final virtual presentation with team	1 hour
15	May 1	Recorded audio for final virtual presentation	0.5 hour

TOTAL:

22.25 hours





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Week 1: HH & Philemon Ministry Meeting

Friday, Feb. 7

3:30 p.m.

Loyola Library via conference call

Attendees

Maggie Mildrew

Maggie Haley

Elisabeth Lutz

Taylor Fluehr

Pastor Antoine (via phone)

Absentees

N/A

Agenda item 1: Review of PSO & Feedback

What other ideas/comments does Pastor Antoine have for us?

Discussion:

Discussion Points	Completed
Philemon's greatest needs: <ul style="list-style-type: none"> • Newsletter • Email/social media • Alumni relations • Press relevance 	✓
Pastor Antoine has connections with a printing company → we will have the ability to print solicitations/brochure for free	✓

Next steps: Pastor Antoine will be reordering our PSO objectives in a list to rank his needs in priority order. We will use his ranking to order our deliverables timeline. ✓

Notes: Good with the goals listed on the current PSO; change PSO *have assisted 300 men

- Resent PSO with correction ✓

Additions to the agenda: Work on PST

Any additional points discussed

Next Saturday talking points:

1. Deliverables/ Timeline
2. Social media
 - a. Who will take over after us?
 - b. philemonministrysocialmedia@gmail.com?
 - c. Loyola student internship

Time and place of the next meeting:

Saturday, Feb. 15, at 8 a.m.

On-site visit to the Philemon Ministry

Minutes drafted by: *Maggie Mildrew, Maggie Haley, Elisabeth Lutz*
Deliverables list drafted by: *Taylor Fluehr*



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Week 2: HH & Philemon Ministry Meeting

Saturday, Feb. 15

9:30 a.m. - 10:30 a.m.

On-site visit to Philemon Ministry

Attendees

Maggie Mildrew

Maggie Haley

Elisabeth Lutz

Taylor Fluehr

Pastor Antoine Payne

Absentees

N/A

Agenda item 1: Social Media, email account, contact list

Discussion: (Use ☒ when completed; ☐ for not completed)

Discussion Point	Completed
Review deliverables list from PST	<input checked="" type="checkbox"/>
Review deadlines <ul style="list-style-type: none">Set final deadlines	<input checked="" type="checkbox"/>
SET SECOND IN-PERSON MEETING (replace "TBD" on PST)	<input checked="" type="checkbox"/>

Next steps:

Notes:

Agenda item 2: Social Media, email account, contact list

Discussion:

Discussion Point	Completed
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Twitter, LinkedIn, and Facebook • Considering YouTube	✓
Do we want Instagram?	✓
Do we want LinkedIn?	✓
Which email? • Do we use thephilemonministry@gmail.com vs. creating a new email (philemonministrysocialmedia@gmail.com)? ○ There is a Philemon ministry email account → Pastor Antoine will send over the information for us to use	✓
Loyola interns to take over social? • Working with future capstone group • Offering free internship opportunity for social media intern through Loyola CM department ○ <u>Will recommend this again in our final presentation</u>	✓
Discuss editorial calendar • Creating a way to track and schedule social posts • Airtable.com? ○ Will find a way to track and schedule posts for the ministry ○ AND will assist in training members	✓
Discuss constant contact • We need emails from previous mailing lists ○ NEED previous donors list	✗

Next steps:

1. Begin creating social presence
2. Creating social media plan and policy
 - a. Plan = laying out/tracking/scheduling posts
 - b. Policy = strict guidelines for who can post and what content can be posted
 - i. Incorporating clause RE: house members posting, capstone groups and interns
3. Need donor list AND emailing list from Pastor Antoine

Notes:

- No Instagram
- Jack Weber somewhat unsure of social media → feels like there are too many potential areas for crisis
 - We assured him we will create a strict plan/policy for how their social is to be used
 - Also told him social media presence is important for credibility
 - Issue resolved - we will be moving forward with the creation of social media pages

Agenda item 3: Review potential [deliverables](#) AND all previously used PM materials

Discussion:

Discussion Point	Completed
Ask to send us all previously used materials	✓
Photos	✓
Videos	✓
Previous newsletters	✓
Newsletter email list (contacts)	✗
Donor list / donor solicitation process	✗

Next steps: **Need donor list AND emailing list from Pastor Antoine**

Notes:

Additions to the agenda

Any additional points discussed

Time and place of the next meeting:

Friday, Feb. 21, at 3:30 p.m.

Conference call

Minutes drafted by: *Maggie Mildrew, Maggie Haley, Elisabeth Lutz, Taylor Fluehr*



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Week 3: HH & Philemon Ministry Meeting

Friday, Feb. 21

3:30 p.m.

Loyola Library via conference call

Attendees

Maggie Mildrew

Maggie Haley

Elisabeth Lutz

Taylor Fluehr

Pastor Antoine Payne

Absentees

N/A

Agenda item 1: Update on Social Media and Moving Forward with Contacts

*By Friday: should have created Twitter
Working on LinkedIn and Facebook*

Discussion: (Use ☒ or ☐ when completed)

Discussion Points	Completed
Discuss constant contact <ul style="list-style-type: none"> We need emails from previous mailing lists <ul style="list-style-type: none"> NEED previous donors list 	Targeting and can use for audits <input checked="" type="checkbox"/>
Review of previous marketing materials? <ul style="list-style-type: none"> Does anyone have any questions? 	<input checked="" type="checkbox"/>
Newsletter email list (contacts) <ul style="list-style-type: none"> Who received these newsletters? How? (online vs. hard copy) 	<input checked="" type="checkbox"/>
Donor list/donor solicitation process <ul style="list-style-type: none"> How were donors found? Who were donors? 	<input checked="" type="checkbox"/>

<ul style="list-style-type: none"> How much was raised through fundraising? 	
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Next steps:

Notes:

Agenda item 2: Discuss previous outreach and MESSAGING

Discussion:

Discussion Points	Completed
Who has PA worked with in the past to spread outreach messages? <ul style="list-style-type: none"> Presented to schools? Presented to churches? 	✓
How long ago did he do any kind of speaking engagement? <ul style="list-style-type: none"> When? Where? 	✓
When was his last contact with the media?	✓
DONATIONS: <ul style="list-style-type: none"> What is the main goal for raising money? Where will the money go? 	✓

Next steps:

Notes:

1. **Primary messages:** The history of Philemon, why we exist, who we target, emphasizing the end goal (not just helping men come home, but to make sure these men are coming home to **actively serve their communities** - which is accomplished through service projects). Thousands of men come home annually, it's an issue that affects us all. The fact of the matter is that men are coming home - it is beneficial to the community to get involved and help out these men
 - a. Nobody has a clue about the subtle nuances of re-entry
 - i. HOW do we message this? Not everyone is as empathetic to former criminals. Gotta look at it from a humanitarian, mental/emotional health level
 - ii. These are things only Pastor Antoine and those who have gone through the process can convey and share
2. Contact with the media: Has done quite a few presentations about the ministry → Most recently was Fall 2019
3. Fundraising priorities: wants full-time staff, wants to establish sustainability through a social enterprise or a for-profit organization

Additions to the agenda

Any additional points discussed

Time and place of the next meeting:

Friday, Mar. 27, at 3:30 p.m.

Conference Call

Minutes drafted by: *Maggie Mildrew, Maggie Haley, Elisabeth Lutz, Taylor Fluehr*



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Week 4: HH & Philemon Ministry Meeting

Friday, Mar. 27

3:30 p.m.

Quick back/forth emailing during COVID-19 transition period

Attendees

Maggie Mildrew
Pastor Antoine Payne
Maggie Haley
Elisabeth Lutz
Taylor Fluehr

Agenda item 1: COVID-19 Update, Addendum and Remaining Plan

Discussion: (Use ☒ when completed)

Discussion Points	Completed
<ul style="list-style-type: none">• Covid-19 Loyola Update	<input checked="" type="checkbox"/>
<ul style="list-style-type: none">• PST/Deliverables Update<ul style="list-style-type: none">◦ Addendum	<input checked="" type="checkbox"/>
<ul style="list-style-type: none">• Focusing more on social media than audits<ul style="list-style-type: none">◦ Wanting to provide Pastor Antoine with actual content to use on the social accounts	<input checked="" type="checkbox"/>

Next steps:

- Regroup with team
- Begin creating social media content

Time and place of the next meeting:

Friday, Apr. 3, at 3:30 p.m.
Zoom Call

Minutes drafted by: Maggie Mildrew



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Week 10: HH & Philemon Ministry Meeting

*Friday, Apr. 3
3:30 p.m.
Zoom Video Call*

Attendees

*Maggie Mildrew
Pastor Antoine Payne*

Absentees

*Maggie Haley
Elisabeth Lutz
Taylor Fluehr*

Agenda item 1: Addendum, Social Media and Check-In

Discussion: (Use ☒ when completed)

Discussion Points	Completed
<p><i>COVID-19 check-in</i></p> <ul style="list-style-type: none"> <i>Ask how Pastor Antoine is doing?</i> <i>Any immediate needs?</i> <i>How can we help?</i> 	<input checked="" type="checkbox"/>
<p><i>Review current deliverables</i></p> <ul style="list-style-type: none"> <i>Addendum</i> <i>Social Media</i> <ul style="list-style-type: none"> <i>16 Twitter</i> <i>16 LinkedIn</i> <i>16 Facebook</i> <i>Let him know we are creating enough social content to get him through the summer</i> <ul style="list-style-type: none"> <i>May 6: we will hand over all drafted content and passwords to social media accounts</i> <ul style="list-style-type: none"> <i>Can review social media plan if needed</i> <i>Review Airtable</i> <ul style="list-style-type: none"> <i>Creating a reference sheet for PA</i> 	<input checked="" type="checkbox"/>

Next steps:

- We are finalizing Twitter content
- We will be drafting Facebook content and LinkedIn content in the new few weeks
- We will gather media contacts for him to use in the fall semester
- We will create the beginning pieces of the media kit for him to use (final two weeks of the semester will be spent drafting and creating)

Notes:

Time and place of the next meeting:

Friday, Apr. 24, at 3:30 p.m.

Conference Call

Minutes drafted by: *Maggie Mildrew*



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Week 13: HH & Philemon Ministry Meeting

Friday, Apr. 24

3:30 p.m.

Conference/Zoom Call

Attendees

Maggie Mildrew

Pastor Antoine Payne

Maggie Haley

Elisabeth Lutz

Taylor Fluehr

Agenda item 1: Social Media

Discussion: (Use ☒ when completed)

Discussion Points	Completed
Social media updates	<input checked="" type="checkbox"/>
Explain to Pastor Antoine our plan for him to follow the tier-A and tier-B journalists after he begins to post content on Twitter, LinkedIn and Facebook *** <ul style="list-style-type: none">• Connecting/following other partners/nonprofits	<input checked="" type="checkbox"/>
Recommendations for the summer/fall	<input checked="" type="checkbox"/>

Next steps:

- Recommend the option of an intern during final presentation

Notes:

- We have provided Pastor Antoine with Professor Gunnerson's contact information for a Communication Internship

Agenda item 2: Media Outreach Plan

Discussion:

Discussion Points	Completed
Explaining news release template	<input checked="" type="checkbox"/>
Make Pastor Antoine aware of our “How to Create a News Release” Instruction sheet	<input checked="" type="checkbox"/>
Discuss story ideas	<input checked="" type="checkbox"/>
Discuss talking points	<input checked="" type="checkbox"/>

Next steps:

- Send Pastor Antoine final deliverables by next week

Agenda item 3: Concluding thoughts

Discussion:

Discussion Points	Completed
Wrap up- ask if he has any questions	<input checked="" type="checkbox"/>

Next steps:

- Work on final presentation
- Provide recommendations
- Create final portfolio!

Additions to the agenda

Any additional points discussed

Minutes drafted by: *Maggie Mildrew*

