

A large, light blue, stylized graphic of a person with arms raised, resembling a cross or a symbol of triumph, positioned on the left side of the slide. The figure is composed of simple geometric shapes: a vertical line for the body, a horizontal line for the arms, and a rounded base for the feet.

Building a Mission-Driven Marketing & Communications Function

Kyiakhalid Ruiz

Strategic Vision

Core Goal

To position Catholic Charities East Bay as the most trusted, visible, and compelling social services voice in the East Bay, known for both its direct impact and its values-driven leadership.

Communications Mission

To tell the story of Catholic Charities East Bay in a way that:

- Honors the dignity of clients and communities served
- Builds awareness of critical services
- Inspires donor and volunteer support
- Strengthens relationships with media, faith, and civic partners
- Demonstrates measurable impact and organizational credibility

Key Priorities

Unify messaging

Brand & messaging alignment

Stronger brand consistency across programs

Increase audience engagement across channels

Website & digital optimization

Social & email growth

Support revenue

Fundraising partnership for more effective fundraising communications

Social entrepreneurial ventures to reduce *donor fatigue*

Program visibility & community access

Ensure Greater East Bay communities, referral partners, media outlets understand CCEB's range of services

Operational excellence

Build clear, scalable systems for workflows and internal approvals & governance

Department budget aligned to measurable priorities

Key Audiences: CCEB serves multiple groups with different motivations & needs



Clients/Prospective Clients

Need: Clear, accessible, trustworthy information on services, eligibility & how to get help.

Donors (Individual, Major, Monthly, Faith-Based)

Need: Proof of impact, emotional connection, stewardship, trust & urgency.



Key Audiences: CCEB serves multiple groups with different motivations & needs



Volunteers & Community Supporters

Need: Opportunities to engage, stories of service, events & *easy next steps*.

Media

Need: Responsive source access, timely local angles, human stories & credible expertise.



Key Audiences: CCEB serves multiple groups with different motivations & needs



Referral & Community Partners

Need: Program clarity, partnership credibility, shared resources & timely updates.

Internal Stakeholders

Need: Clear process, fast support, strong messaging, templates, coaching & quality control.



Brand Positioning

Catholic Charities East Bay is a trusted, values-driven social services organization that helps individuals and families facing poverty and complex challenges to access the support they need to stabilize, heal, and thrive.

Core Brand Pillars

Compassion in Action

CCEB does not just advocate, it delivers direct services that change lives.

Dignity & Human Worth

Communications should reflect respect, agency, and the humanity of those served.

Trusted Community Presence

Since 1935, CCEB has deep roots and proven credibility in the East Bay.

Holistic Support

Services address interconnected needs: legal, housing, mental health, and wellness.

Faith-Informed, Community-Focused

Grounded in Catholic social teaching while serving broadly and inclusively.

Messaging Architecture

Primary Message

Catholic Charities East Bay helps people facing poverty and crisis access the support they need to build stability, dignity, and hope.

Secondary Messages

- We provide life-changing services across immigration, housing, and wellness.
- We meet urgent needs while helping people create long-term stability.
- Our work is rooted in compassion, dignity, and community.
- Every donor, volunteer, and partner helps make transformation possible.






Tagline (example)

Neighbors helping neighbors since 1935.




Integrated Channel Strategy

Amplifying the Catholic Charities East Bay's presence by leveraging an integrated multichannel messaging strategy that promotes our holistic suite of social services.




Owned

-  Website
-  Email
-  Social media
-  Impact report
-  Donor-enablement collateral

Earned

-  Media
-  Partnerships
-  Leadership voice










Paid

-  Selective boosts
-  Local partnerships
-  Campaign amplification

Integrated Channel Strategy (Website)

The website should serve as both a service access hub and a trust-building storytelling platform.

Priorities

-  Audit all pages for clarity, outdated content, broken UX & SEO
-  Refresh homepage to better highlight mission, services, urgency & CTAs
-  Optimize program landing pages
-  Improve donation pathways & CTA placement
-  Add/update impact stories & news section
-  Create event pages with simple registration & promotion pathways
-  Create "How You Can Help" page with donation & revenue opportunities
-  Ensure mobile-optimization & ADA/accessibility best practices
-  Strengthen basic SEO for local search terms (East Bay housing help, immigration legal aid,...)

Integrated Channel Strategy (Email)

Email should be a primary tool for donor stewardship, storytelling & campaign conversion.

Core Email Cadence

- Monthly e-newsletter to all subscribers
- Fundraising campaign emails in partnership with Development
- Event invitations/reminders/follow-up
- Impact/stewardship series for donors
- Urgent response or advocacy communications (when appropriate)

Monthly Newsletter Structure






- CEO or mission note
- Client success story/impact story
- Program spotlight
- Upcoming event or campaign CTA
- Volunteer or donor spotlight
- "How You Can Help" section (links to webpage of same name)

Integrated Channel Strategy (Social Media)




Social media should be used to build trust, visibility, relevance, and community connection

– not just to post announcements.

Priority Platforms

-  Facebook
-  Instagram
-  BlueSky
-  LinkedIn
-  Vimeo for video storytelling

Content Mix

-  Client impact stories (with consent & dignity-centered framing)
-  Program explainers/service awareness
-  Event promotion & recaps
-  Staff & volunteer spotlights
-  Community observances/awareness months
-  Faith-informed reflections (where appropriate)
-  Media mentions/thought leadership

Integrated Channel Strategy (Print & Collateral)

Because CCEB serves diverse community stakeholders, print remains an important communications platform.

Priority Assets


- Program one-sheets
- Event flyers & posters
- Donor leave-behinds
- Board & partner collateral
- Onsite signage
- Volunteer materials
- Case-for-support materials
- Annual Impact Report

Recommendation

- Develop a core template library with standardized design and copy blocks so all departments can create faster while staying on-brand.

Integrated Channel Strategy (Media Relations & Public Relations)

This is a major area of opportunity for CCEB!

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- Goals**
- Increase visibility of CCEB as a trusted source on poverty, immigration, housing instability, mental health & family support in the East Bay
 - Generate earned media tied to services, policy moments, events, seasonal needs & human interest stories
 - Position CEO & select leaders as trusted expert voices
- Tactics**
- Build/maintain Bay Area media list
 - Develop press kit
 - Create a rapid response protocol for inquiries
 - Create proactive pitch calendar
 - Develop spokesperson readiness
 - Build/maintain relationships with local media (TV, newspapers, Catholic/faith media, nonprofit/social impact trade media)

Partnership with Development

This role should function as a close strategic partner to Development.

Partnership Model

- Weekly or biweekly planning sync
- Shared campaign calendar
- Joint messaging approval
- Campaign debrief after major appeals

Key Deliverables

- Seasonal fundraising campaign assets
- Year-end giving campaign
- Giving Day or event campaigns
- Major donor stewardship stories
- Case statements/donor decks
- Post-campaign impact reporting

Messaging Principle

Every fundraising communication should answer...

- ...who was helped?
- ...what changed?
- ...why now?
- ...why CCEB?
- ...what can the donor do next?

Annual Impact Report Strategy

The Impact Report should be one of the year's flagship assets - not simply a compliance piece.

Recommended Structure

- 🐦 CEO/Board message
- 🐦 Donor community gratitude
- 🐦 Year-in-review highlights
- 🐦 Financial stewardship summary
- 🐦 Program snapshots with outcomes
- 🐦 Vision for the year ahead
- 🐦 2-3 powerful human stories
- 🐦 Clear CTA to give, partner or volunteer

Distribution Plan

- 🐦 Print version for key donors, Board & partners
- 🐦 Social/email campaign to extend shelf life
- 🐦 Digital landing page version
- 🐦 Use as a leave-behind for meetings & cultivation

Internal Systems & Department Operations

This role clearly requires someone who can build order in a lean environment.
Process to the rescue!

Communications Intake Process

Create a standardized intake form for all departments.

Approval Workflow

Establish tiers.

Editorial & Marketing Calendar

Maintain one shared master calendar.

Templates & Toolkits

Develop the tools that will assist a lean organization to effectively & efficiently deliver results.

Team Leadership & Management

With one in-house social media coordinator, this role requires a player-coach leadership style.

Management Approach

- Lead with transparent communication and mutual respect.
- Set clear, monthly goals tied to engagement, content output & campaign support
- Delegate day-to-day social execution while retaining strategic oversight
- Encourage professional development opportunities

External Resource Model

Use freelancers strategically for...

- ...graphic design surges
- ...photography/video shoots
- ...web development
- ...impact report production
- ...large campaign creative

30-Day Plan: Listen, Audit, Align, Assess

Discovery and relationship-building

Priorities

Meet with...

- CEO
- Development
- Program leaders
- Board-facing stakeholders
- Social media coordinator

Audit

- Website
- Social channels
- Email program
- Existing collateral
- Brand consistency
- Media presence
- Vendor relationships
- Review prior campaign performance & analytics
- Identify quick-wins & high-risk gaps
- Clarify approval process & decision rights

Deliverables

- Communications audit summary
- Stakeholder map
- Baseline metrics dashboard
- Immediate recommendations list

60-Day Plan: Build the Systems, Standards, Calendar

Structure, standards, and early execution

Priorities

- Create annual communications calendar
- Launch intake & approval workflows
- Draft brand messaging framework & visual guidelines
- Refresh newsletter format
- Build social content pillars & 90-day calendar
- Prioritize urgent website fixes
- Build media list & press kit foundation

Deliverables

- Brand messaging guide
- Intake form & workflow
- Editorial calendar
- Newsletter template
- Social strategy framework
- Media relations starter toolkit

90-Day Plan: Visible Momentum & Measurable Improvements

Launch campaigns, optimize channels, begin proactive PR

Priorities

- Roll out refreshed content system
- Launch at least one integrated visibility campaign
- Support a fundraising/donor campaign with stronger storytelling
- Begin proactive media outreach
- Implement monthly dashboard reporting
- Scope annual Impact Report process & timeline

Deliverables

- First integrated campaign results
- First monthly performance dashboard
- Initial earned media outreach
- Impact Report project plan
- Department budget recommendations

Sample Flagship Campaign Ideas

**“Neighbors Need
Neighbors”
&
“We’re the Help We’re
Waiting For”**












Multi-channel community campaigns centered on dignity, belonging & local impact

**“The East Bay We
Believe In”**

A brand visibility campaign that positions CCEB as a stabilizing force for families navigating housing, immigration & mental health challenges

**“Service Awareness”
mini-campaign series**

Quarterly campaigns to increase awareness, referrals & partner understanding focused on one program at a time (immigration legal services, housing support, mental health & wellness).

-  Email
-  Social
-  Website
-  Public Relations
-  Community partners
-  Event collateral
-  Earned media
-  Local partnerships
-  Digital storytelling
-  Short video
-  Landing page

Budget Framework (High-Level)

In a lean nonprofit environment, budget should prioritize highest ROI and mission alignment.

Recommended Budget Categories

- Website maintenance/developer support
- Freelance design & production
- Photography/video storytelling
- Printing & collateral
- Email platform costs
- Paid social boosts/digital ads (limited, strategic)
- Event promotion materials
- Impact Report production
- Media database/PR support tools

Budget Philosophy

- Protect foundational brand & web investments
- Use paid promotion selectively around campaigns/events
- Prioritize reusable assets & templates
- Tie spend to measurable outcomes

Risk Management & Communications Guardrails

Because CCEB works with vulnerable populations and mission-sensitive issues, communications must be ethical and disciplined.

Key Guardrails

- Dignity-first storytelling (no exploitative framing)
- Clear consent protocols for photos/video/client stories
- Crisis and issue-response protocol
- Approval thresholds for sensitive topics
- Faith-informed messaging that is mission-aligned & respectful
- Accessibility & language inclusion where possible

Why I'm a Strong Fit

This role is not just about producing content

– it is about building the communications infrastructure of a modern, mission-driven nonprofit.

Kyia
Ruiz

- A strategist who can align brand, visibility, fundraising & community trust
- A storyteller who can translate impact into compelling narratives
- A systems-builder who can create process in a lean environment
- A manager who can coach staff & coordinate across departments
- A hands-on operator who can write, edit, design, review & execute
- A public-facing leader who can represent CCEB with media & partners

My goal is to build a communications function that makes CCEB's impact impossible to miss.