



Note in the Pocket

Makayla Bullock, Olivia Helms, Shelby McLamb, Caitlin Russell

April 28, 2023

1

## Communication Audit

### Background:

Note in the Pocket began in 2005 when first-year kindergarten teacher, Margaret Reiland, realized her students were lacking basic necessities, such as seasonally appropriate clothing.

Wanting to make a difference, the teacher reached out to her mom, Susan Reiland, for guidance.

Together, they decided to support the students by providing coats that were purchased from store sales and thrift shops. Unfortunately, not prepared for the act of kindness, students returned the coats to class the following day. The name for the organization was created when the school's social worker placed a note in the coat pocket, letting families and children know the coats were theirs to keep.

Note in the Pocket's mission is to provide quality clothing to homeless and impoverished children and families with dignity and love. The nonprofit is dedicated to providing clothing and school supplies to those in Wake and Durham County. In 2013, the clothing initiative received its 501(c)(3) nonprofit status. As the organization expanded operations, it outgrew the classroom at the North Raleigh Ministries Crisis & Development Center. In 2020, Note in the Pocket moved its donation and volunteering facility to the Crossroads Fellowship's Millbrook Road Campus. The new facility features 29,000 square feet with space for receiving donations, clothing storage

and sorting, a conference room and more. In 2021, the organization welcomed new members to their board of directors: Greg Delage, Mark Chambers and Jennifer Vondee. Note in the Pocket currently has 23 members serving on its board.

The nonprofit utilizes various methods to fulfill their mission including the Clothed in Confidence campaign, clothing drives, mobile volunteer program and the annual Socks & Undie 5K Rundie. The Socks & Undie 5K Rundie has been Note in the Pocket's main fundraiser since its inception. The race celebrated its tenth anniversary on April 22, 2023, with the goal of clothing 10k children and families in 2023.

### **SWOT Analysis:**

#### **Strengths**

- Overall, Note in the Pocket has a strong, aesthetically-pleasing [branding guide](#) that can be utilized throughout any of its communication tools.
- For 2023, Note in the Pocket's overall communication tools have a strong, clear message of the organization celebrating its 10th anniversary.
- On its website, Note in the Pocket has [information](#) that showcases previous years' accomplishments.
- Overall, [Note in the Pocket's website](#) is very easy for users to navigate and has organized its information into five helpful sections: information about the organization, how a volunteer can help the organization, referral partners that the organization works with, how to contact the organization and the best way to donate to the organization.

- Currently, Note in the Pocket's website has a very clear call-to-action on its homepage. On the homepage, the website encourages visitors to register for its [Socks & Undie 5K Rundie](#).
- When looking at the social media platforms Note in the Pocket is active on, there is a clear distinction in how the organization utilizes each platform. With [Instagram](#), Note in the Pocket's posts are all showcasing the highlights of past volunteer events. Meanwhile, with [Facebook](#), Note in the Pocket's posts are focused on event promotion and trying to reach out to the community. This distinction is helpful considering how each social media platform's users use the platforms.
- When analyzing Note in the Pocket's Facebook, the organization's platform has a strong following. As of April 2023, the profile has [8,413 followers](#). Additionally, its followers are active when it comes to Note in the Pocket's posts.

### **Weaknesses**

- Although Note in the Pocket has an established branding guide, there is a lack of style cohesion when it comes to the graphics the organization develops for its social media. For example, [in one Instagram post that was requesting volunteers](#), the graphic displays text in an extremely different font in a light shade of blue that is not on the branding guide. This lack of style cohesion can come across as a little unorganized to an average social media user.
- If you are to visit the organization's website on your mobile device, it is extremely difficult to navigate and view information because the website elements are so close

together. Since many people do conduct internet searches on their phones, this might create accessibility problems.

- While the organization's website does have [a website page dedicated entirely to news coverage](#), the website has no clear archive or examples of events the organization has done.
- Note in the Pocket's website layout has excessive negative space.
- While it promotes certain events in advance, such as the Socks & Undie 5K Rundie, the organization often does not promote its smaller events until the day before the event. For example, it posted about a pop-up donation event. Someone commented, "How can we know dates, times & where pop ups will be? It would be nice to know so people can plan to be able to assist if in need."

### **Opportunities**

- Note in the Pocket would greatly benefit from additional reach to its audience through the partnerships it already has. For example, featured posts or articles on sponsor social media accounts or websites would increase Note in the Pocket's overall media presence.
- Additionally, the Triangle is home to many radio shows. To increase local reach, Note in the Pocket could take advantage of this media outlet and consider sponsored advertisements or features.
- Furthermore, podcasts are becoming increasingly popular and there are many local shows in which Note in the Pocket could be highlighted or featured on.
- Overall, the aesthetic of its [branding](#) could benefit from a refresh to cater to the younger eye and more modern and minimalist atmosphere.

- Note in the Pocket's website highlights its 10th anniversary well. However, mention of this on social media platforms would help to call attention to this landmark year.
- As discussed above, Note in the Pocket's website lacks a place to find past news on the organization. Thus, an additional page consisting of "[archived](#)" articles would be helpful for the audience to see how Note in the Pocket impacts the community. Furthermore, an increased push to show the human side of the organization's operation would help the audience to connect more.
- Taking advantage of the scheduling feature on many media platforms would alleviate the pressure to post on-time and allow for events to be displayed sooner.
- Highlighting [partners](#) the organization works with by tagging them in various posts would create more exposure for both parties.

### **Threats**

- There is a lack of [Search Engine Optimization \(SEO\)](#) with searches regarding nonprofit clothing donation. This is a form of earned media and is free or organic marketing for an organization's website. Effective SEO involves using keywords to increase website traffic, creating unique content, and including trustful links to partners.
- Outside of Note in the Pocket's own social media, there is little publicity of its Socks & Undie 5K Rundie. This is significantly important because this is the organization's biggest clothing fundraiser of the year. Therefore, increased exposure to the event on various platforms is necessary. For example, taking advantage of access to local radio shows, news channels, and reach to the Triangle area. Additionally, reaching college campuses with students eager to boost their resumes may help to gain volunteers.

- The [User Experience \(UX\)](#) industry is constantly changing and this may cause harm to Note in the Pocket's overall reach. Audience engagement is heavily impacted by UX design and creating a unique experience is key. Thus, Note in the Pocket must stay relevant by catering to UX, which may be difficult if it lacks the resources to constantly change its design.
- Other nonprofits may have stronger aesthetics and this impacts the overall engagement with Note in the Pocket specifically. If audiences are drawn to other organizations, this means Note in the Pocket likely loses a potential volunteer's interest.

### **Conclusion & Recommendations:**

Overall, our team is very impressed with the communication efforts of Note in the Pocket. However, we do recommend some steps moving forward, specifically on its social media, branding, website and event planning efforts. For social media, Note in the Pocket should continue keeping with the content distinctions between Instagram and Facebook. Additionally, Note in the Pocket should tag the organizations and individual people the organization partners with in its social media posts. This will generate a sense of interconnectedness with the community and allow Note in the Pocket to reach even larger audiences. To achieve this, Note in the Pocket could create a list of all affiliated social media accounts. In addition to tagging partners in social media posts, we recommend that Note in the Pocket establishes a deadline to start posting about events. This will allow followers to be informed of events with enough time to participate.

When it comes to branding, we recommend that Note in the Pocket keep consistent branding throughout all Note in the Pocket social media accounts and official website. If the organization stays consistent, it will generate brand recognition for Note in the Pocket. This

brand recognition will foster good relations with new and existing volunteers and encourage them to commit to Note in the Pocket.

When considering the website, our team is aware that Note in the Pocket is currently redoing its website. We recommend that as it is being redone, the organization focuses on removing all negative space and improving the mobile view of the website.

Finally, we recommend that Note in the Pocket reanalyze the dates and promotion for its next Socks & Undie 5K Rundie. This year, the event collided with the Tar Heel 10 Miler. Additionally, we recommend that the organization heavily promote participation in its virtual run to encourage people outside of the Triangle to join.