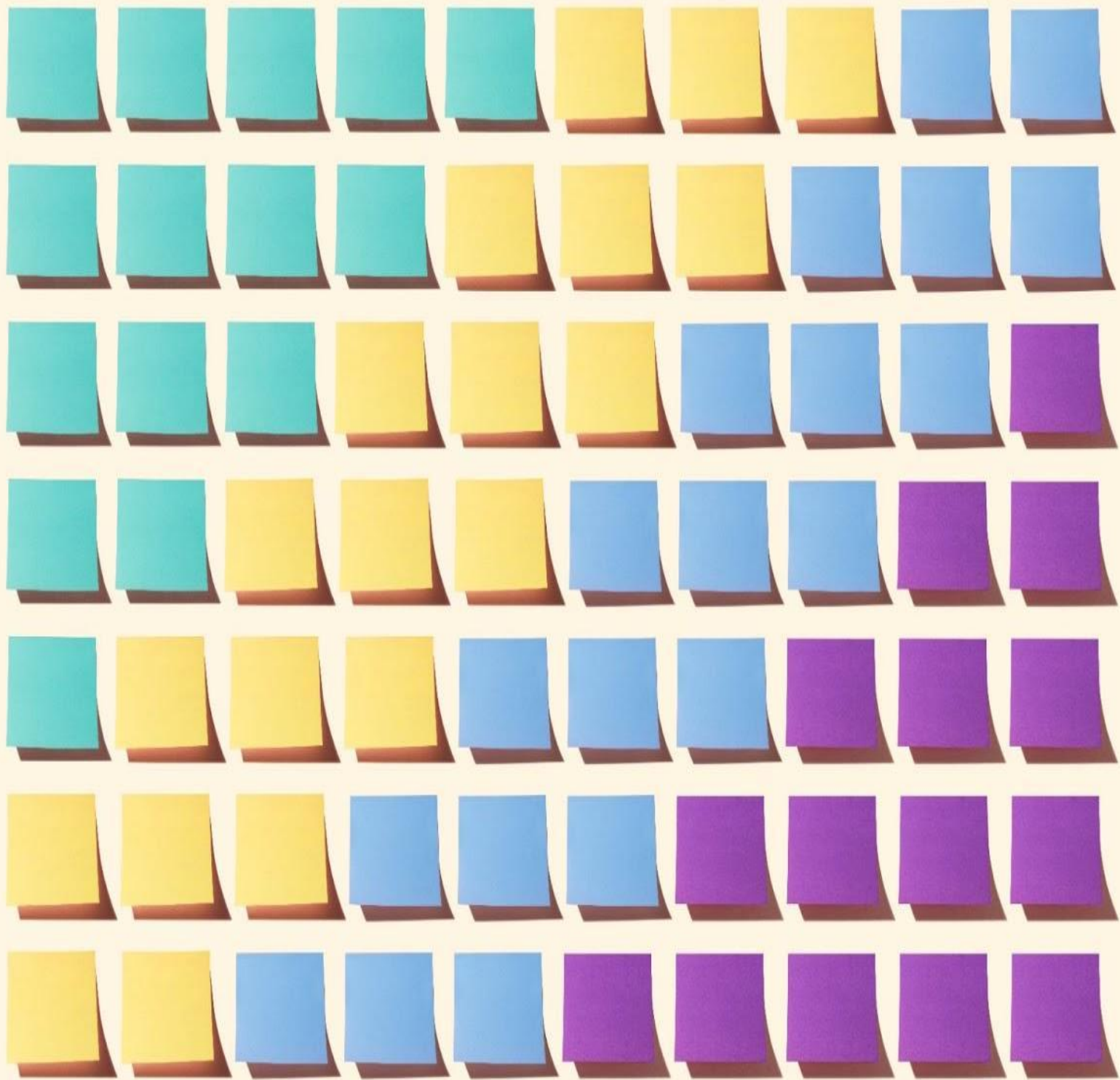




2022 METRICS REPORT

ABOUT US



ABOUT US

After decades working at corporate advertising agencies, we walked away from giant budgets and lucrative jobs to support clients fighting for our values: diversity, equity, inclusion, sustainability, education, and stronger communities. **For the past five years, we've helped many local, statewide, and national organizations achieve their missions and improve the lives of the people they serve.** Whether their budgets were in the thousands or the millions, we've driven growth and engagement and improved outcomes with eclectic tactics from traditional media to experiential.

Our team has collectively worked in DEI and racial justice, sustainability initiatives, multicultural campaigns, consumer-segmentation, education nonprofits, sexual health and wellness, government, and others for decades.

Our diverse, woman-owned agency is based in Detroit's Milwaukee Junction neighborhood and proud to be part of the community.



OUR VALUES



We are inclusive, diverse, innovative and reflect the values of those we serve



We are open to all perspectives that help us continue to grow as individuals and as an organization



We create work that moves people and ideas forward



We believe design can help build a better world for us all



We work with integrity and purpose



We are members of the Graphic Artists Guild and are building a flexible, bottom-up organization that respects people with fair wages and working conditions

MEET YOUR TEAM

Adrienne Pickett

Founder / Creative Director

20+ years on billion-dollar brands, campaigns, and non-profits

Award-winning strategy, creative, digital, print and guerrilla marketing

Helped grow Denver Metro communities including Solterra, Broomfield-Superior, and Fitzsimmons



Holly Ellis

Associate Creative Director

15+ years experience

Former Dept of Veterans Affairs executive writer and analyst.

Health care, legal, transportation, government, and entertainment focus.



D'Anne Witkowski

Senior Copywriter

Writer, teacher, and organizer

10+ years writing on various policy topics
Has a nationally syndicated column "Creep of the Week" in LGBTQIA publications



Nikki Dawson

Media Director

25+ years on billion dollar brands

Seasoned national and regional senior marketing strategist

Specializes in multicultural audiences

Innovative partnerships with media vendors



Kevin Johnson

Account Executive

Recent EMU Graduate

Former campaign and field organizer

Passionate about data, grassroots initiatives, and social justice.



Tori Sullivan-Cortez

Project Manager

5 years of experience working for nonprofits

MPA and MSW from Ohio State

Motivated by the intersection of the arts and social justice



Quenton Thomas

Videographer

16 years of full-service videography, editing, and pre/post production

Previous editor for local ABC affiliate



Annie Mclean

Associate Art Director

Recent CMU Graduate

Social and digital platform guru

Painter and artist



2022 SHINE A LIGHT CAMPAIGN

When barriers arise, SILC finds a solution. When you need support, SILC makes the right connections. **SILC shines a light to guide people with disabilities and their families toward resources, advocacy, and community.** No matter what lies ahead, SILC is here to increase access, advocate for our needs, and improve our quality of life.

This concept positions SILC as a central hub for people living with disabilities, their families, and other stakeholders. It centers on collaboration, community, and working together to make life and our larger society better for all.



2022 TACTICS

Website

- Created “Shine a Light” splash page with themed look, tone, feel
- Incorporated multilingual translator
- Improved accessibility and ensured Splash Page is 508 compliant
- Developed blog / newsletter for additional keywords and content

Social Media

- Created monthly calendars and content
- Focused on Facebook and Instagram
- Created new Instagram page
- Ran social media ads across the platform

Events

- Identified key events to attend for maximum visibility
- Materials created included banners, stickers, keychains, and rack cards in Braille and standard printing with QR codes

Print / OOH

- 15 print pieces in various publications throughout rural parts of Michigan
- Billboards in Detroit and Flint

PR

- Several op/ed and letter to the editor pieces targeting geographic areas the state. Unfortunately, none were picked up by media

2022 METRICS



2022 WEBSITE TRAFFIC

+71%

over previous year

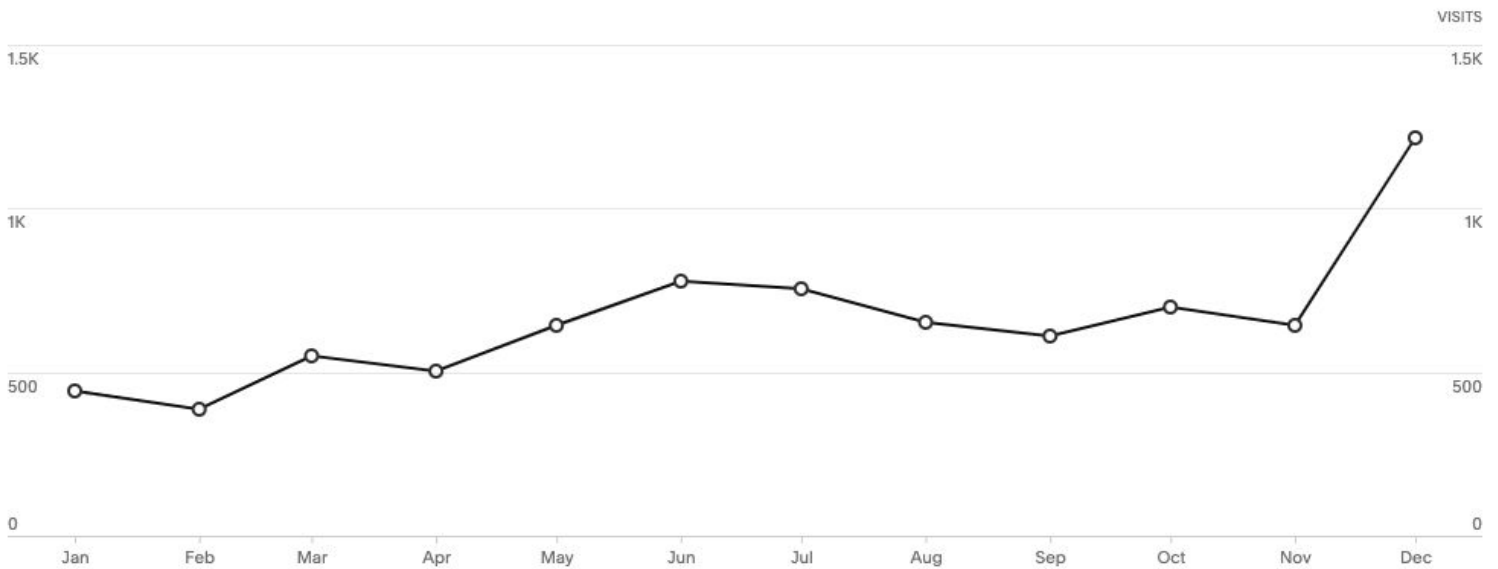
6.6k

unique visitors

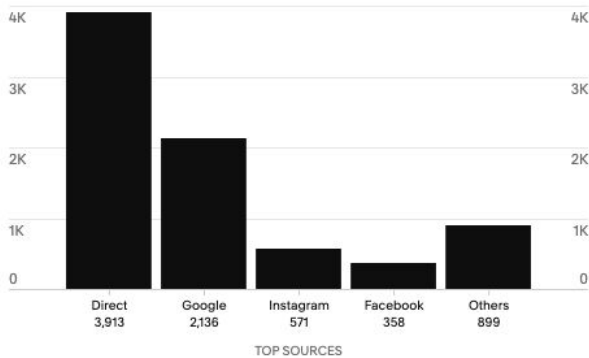
Visits

Jan 1–Dec 31, 2022 • 7,877 Total +71% yr/yr

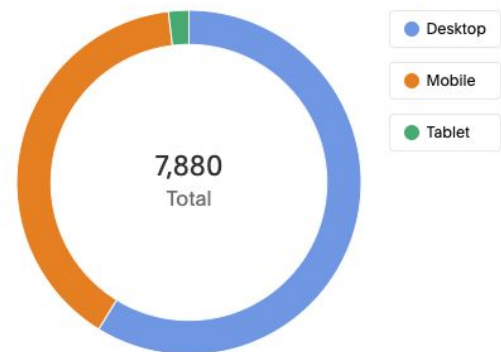
Monthly ▼



Top Sources by Visits [VIEW SOURCES](#)



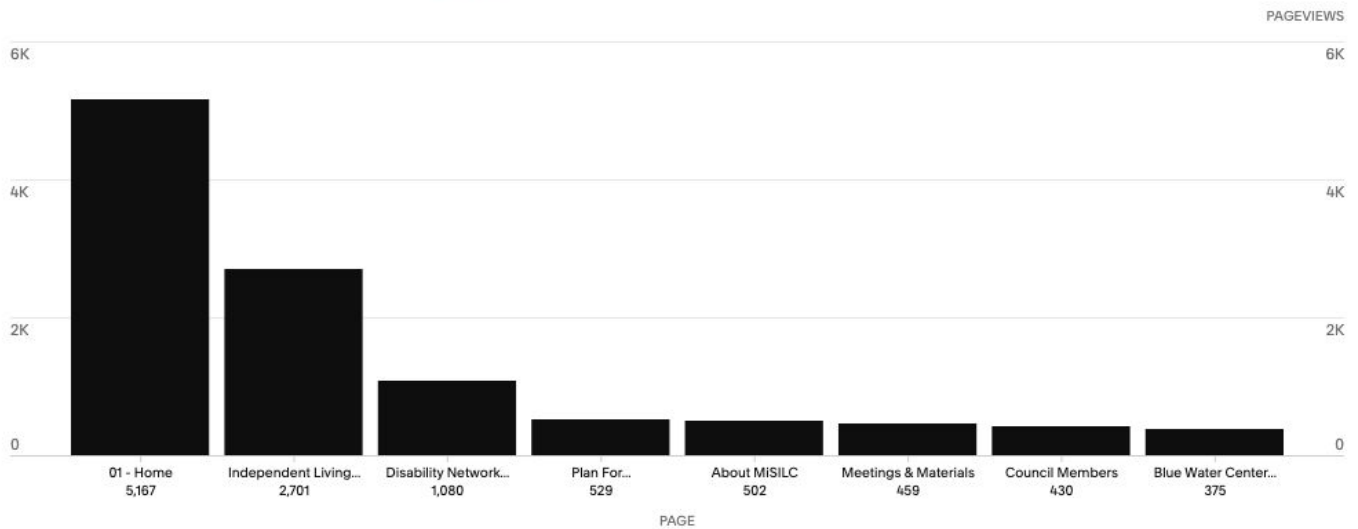
Top Devices by Visits



2022 WEBSITE TRAFFIC

Top Pageviews ?

Jan 1–Dec 31, 2022 • 81% of 13,931 Pageviews +52% yr/yr



Jan 1–Dec 31, 2022 • 13,931 Total +52% yr/yr

Page	Views	Time on Page	Bounce Rate	Exit Rate
01 - Home ↗ /	5,167	00:01:00	51.92%	49.82%
Independent Living Resources ↗ /independent-living-resources	2,701	00:02:56	79.96%	59.94%
Disability Network Oakland and Macomb ↗ /disability-network-oakland/macomb	1,080	00:02:40	75.5%	75.09%
Plan For Independent Living ↗ /state-plan-for-independent-living	529	00:02:55	73.68%	57.84%
About MISILC ↗ /about-misilc	502	00:01:08	55.15%	38.25%
Meetings & Materials ↗ /council-meetings-materials	459	00:02:10	76.6%	47.06%
Council Members ↗ /council-members	430	00:01:41	66.67%	35.35%
Blue Water Center for Independent Living ↗ /bluewater	375	00:01:33	69.31%	67.2%

2022 WEBSITE TRAFFIC

1. "Others"
2. Detroit
3. Lansing
4. Southfield
5. Grand Rapids
6. Caledonia
7. Ann Arbor
8. Plymouth/Canton
9. Clinton Township
10. Sterling Heights



2022 EMAIL METRICS

8

Number of emails sent since May

29%

Average open rate

146

Clicks thru to Website

107

Clicks thru to Social Media

399

Clicks thru to other sites

15,672

Total Subscribers

2022 EMAIL METRICS

New Endeavors in the New Year

Sent on Dec 29 at 8:00am



Recipient Lists

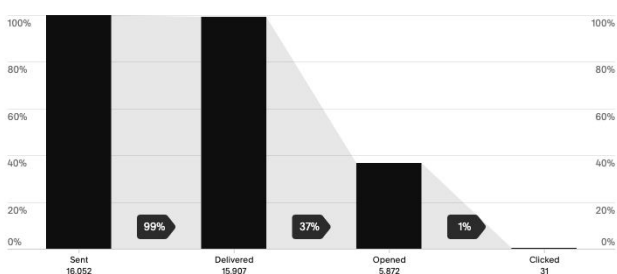
2 >

Unique Recipients

16052

Sender Profile

MISILC.org



#1 Performing Email by Open Rate
New Endeavors in the New Year

Organic Subscriber Growth

Total Subscribers

218

Organic Growth

87

Unsubscribed

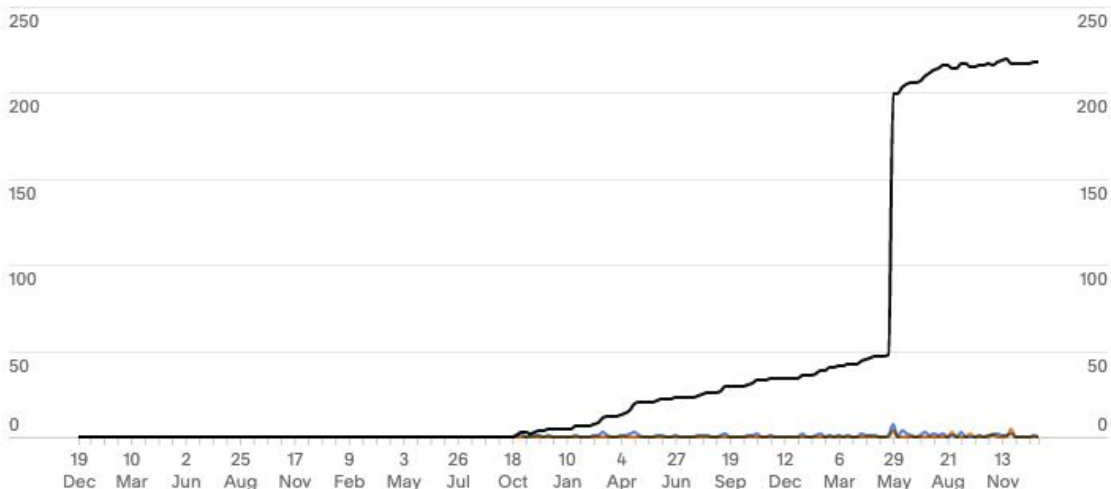
17

Growth

All Time



By Week



● Total Subscribers

● Organic Growth

● Unsubscribed



45k+ reach

An increase of 22% from 2021

702 followers

An increase of 166 new fans from 2021

5k+ interactions

Total engagement in likes, comments, shares, and reactions

35-44

Average age of women who engage with the page

Top Cities

1. Detroit
2. Midland
3. Grand Rapids
4. Holland
5. Ann Arbor
6. East Lansing
7. Canton
8. Holt



5.6k+
reach

An increase of 100% from 2021

130
followers

An increase of 100% over
new fans from 2021

4.7k+
interactions

Total engagement in likes, comments,
shares, and reactions

35-44

Average age of women who
engage with the page

Top Cities

- 1. Midland**
- 2. Kalamazoo**
- 3. Grand Rapids**
- 4. Mount Pleasant**



2023

OUTREACH
OUTLINE

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OVERVIEW

MISILC Partners,

Thank you for trusting us to honor your mission, grow your following, and raise awareness about MI SILC within the disability community and across Michigan.

The “Shine a Light” theme brought a positive and uplifting feel to SILC’s outreach and advocacy work—and it was a message that resonated far and wide.

Since the launch in April 2022, the campaign has:

- Garnered hundreds of website hits monthly on MISILC.org
- Increased social media follower base by 328%
- Created more than 114k impressions and earned hundreds of clicks, likes, and comments
- Achieved an average 28% email open rate for monthly newsletters

We’re proud of how this campaign has helped Michiganders with disabilities and evolved our partnership with MISILC. **We’re even more excited to take “Shine a Light” to the next level in 2023 with new tactics and approaches.**

MISSION

People with disabilities advocating for inclusion, equity, and accessibility in all communities.

People with disabilities are valued; their rights are undeniable and inherent in all aspects of life.



People with Disabilities

People with disabilities are an important part of our communities and world. They deserve the same access, independence, and respect as everyone else. Disabilities may be physical, neurological, or non-apparent.

While they often experience health, employment, and other disparities, many people with disabilities are actively engaged in their communities as citizens and leaders. This community is racially, socioeconomically, and geographically diverse and includes both children and adults.

Advocates and Family Members

Caregivers can be professionals, family, members or friends, but they play an important role in promoting the independence and autonomy of people with disabilities. They need support and advocacy in order to do their best work, especially amid a growing professional caregiver shortage

The caregiver population is as diverse and dispersed as the people they care for, and often family members caring for older adults or children don't self-identify as a "caregiver."

Partner Organizations

SILC partners with organizations at the local, state, and federal levels to help deliver services and achieve goals. These organizations may be state-run or nonprofit and often focus on providing specific services or assisting a particular subset of the disability community.

Partner organizations share SILC's goal of promoting independence and access in their communities and our greater society.

THE CONCEPT + HOW IT'S COME TO LIFE

Shine A Light On What's Possible

SILC shines a light to guide people with disabilities and their families toward resources, advocacy, and community. In April, we worked to share that light with the world and show how SILC is a hub for people with disabilities, their families, community leaders, and other stakeholders.

In 2023, we want to grow this concept to model even more positivity and progress in the realm of disability rights and inclusion. **We're shining a light on what's possible for people, our communities, and our nation when we embrace diversity and harness everyone's talents.**



Website

Updates Overview:

- Created "Shine a Light" splash page with themed look, tone, feel
- Incorporated translator
- Improved accessibility and ensured Splash Page is 508 compliant
- Developed blog / newsletter for additional keywords and content
- Increased overall traffic
- Increased email list sign up

Social Media

Overview: Facebook + Instagram

- Facebook: 692 followers, 20+ posts per month on news, events, and featured resources
- Instagram: 122 followers, 162 total posts
- Twitter: 48 followers - has not been touched

Search Results

Overview: when searching MI SILC...

- Current website is first result
- Mention on Michigan.gov is second
- Mention on Disability Network is fifth

When searching keywords like "disability resources Michigan, adults with disabilities Michigan," etc:

- Non-ranking, non-visible on first few pages
- Included on some partners' pages that rank higher, including several CILs

CURRENT MEDIA SWOT

As SILC's outreach strategists, we want to help the organization lean into what it does well, improve what it doesn't, harness its potential, and defend against its challenges and competitors.

Strengths

- Significant increase in followers and engagement through regular social posting
- Good response to newsletters and existing communications
- Active network of CILs to create content for cross-posting
- State funding and designation create authority and access

Weaknesses

- Still limited details for resources
- Lack of SILC search performance for disability-related keywords – Disability Network does appear
- Limited non-digital outreach
- State funding and designation can restrict outreach opportunities

Opportunities

- Update landing page to align with "Shine a Light" concept evolution
- Increase visibility by cross-posting and sharing existing content outside SILC network
- Expand event participation to create new connections and distribute informational materials
- Incorporate targeted themes / messages to attract new segments of audience
- Improve search rankings with additional content and SEM

Threats

- Other non-affiliated resources:
 - City, county, or federal gov't resources
 - Online private resources
 - Nonprofits
- Individual CIL and Disability Network outreach confusing participants or duplicating efforts
- Plateauing of engagement if content doesn't match audience interests



PHASES OVERVIEW

We've developed this outreach plan to take the momentum we've achieved with "Shine a Light" to an even broader audience. This comprehensive strategy will effectively and affordably get in front of the people SILC needs to reach. Our plan is organized by phase and outlines how each tactic and medium can connect with the various audiences SILC is targeting.

Phase 1

This phase keeps Shine a Light's momentum going in the digital sphere while we plan new tactics, assets, and approaches for Phase 2. We will monitor and boost engagement through existing channels by broadening topics, increasing the use of video and other attention-getting media, and ensuring SILC has a regular and meaningful presence in our audience's lives. We'll also use this time to develop an experiential event that will culminate in Disability Pride Month to garner new engagement with potential clients.

Phase 2

This phase will feature more achievements and progress in promoting access and inclusion and use new tactics to connect with a broader audience. We will use existing and new channels, assets, and experiences to show how the CILs, partners, and others are impacting their communities. The goal is to build confidence in their work among people with disabilities who may need resources/support, and inspire action among all stakeholders.

Phase 3

This phase will review the campaign's 2023 performance and identify concepts, assets, and tactics that can be used in future years to further increase SILC's visibility and impact.





2023

“SHINE A LIGHT”

TACTICS



What We Did

We aligned SILC's website with the "Shine a Light" concept using a dedicated, themed landing page within the existing misilc.com site.

- Overview banner on "Shine a Light" campaign
- Dedicated, linked page with "Shine a Light" colors and graphics
- Themed blog/newsletter
- Linked print and digital QR codes to landing page
- Ensured landing page is fully accessible and 508 compliant.

In 2023, we'll...

- Create an SEM Campaign to increase traffic to the website leveraging Google search and known keywords.
- Create an iMedia campaign around our summer activities
- Launch a texting campaign leveraging Spoke ReWired to drive awareness

What We Did

We created a monthly email newsletter that highlighted the following:

- “Shine a Light” themed
- Highlighted key staff, resources, and program outcomes
- Recapped events and other topics covered on social media
- Shared disability rights advocacy news/achievements
- Repurposed email and newsletter content into blogs to increase web traffic

How It Performed

- Open rates ranging from 25%-30%
- Grew subscriber list by 5% and added 108 email subscribers

In 2023, we'll...

- Highlight disability news across the state and nation
- Shine a light on the people in our CILs and elsewhere striving for access and inclusion
- Feature advances in technology, health care, and other realms that tackle disparities and improve people's quality of life
- Create specific themed blogs each month to help grow search results and keep the website evergreen

What We Did

Posted multiple times weekly on both Facebook and Instagram

- Highlighted SILC resources
- Posted on SILC member and their experience
- Posted calling out a fact/statistic and connecting to SILC's mission
- Posted about upcoming events
- Posted sharing partner content or resources to expand SILC's visibility

How It Performed

- Increased followers by 30% for Facebook and 100% on Instagram
- Created hundreds of thousands of impressions for all content
- Significantly increased engagement

In 2023, we'll...

- Keep existing calendars going and include more video
- Leverage TikTok and Twitter to reach new audiences and tackle new topics
- Cross promote with the CILs for even more reach and engagement
- Run a regular \$250/month budget of boosted posts and ads
- Increase social listening to ensure SILC is part of the broader conversation

"Shine a Light" Challenge: Create greater awareness of SILC inside Disability PRIDE month

- Ask audience members to post via Facebook or Instagram "shining a light" on someone who has helped them, inspired them, or otherwise played an important role in their life as a person with a disability or a caregiver. We'll make it fun by including a flashlight in live call outs and an emoji in static posts
- Challenge includes custom hashtag and stylized imagery/graphics for SILC's posts, plus necessary engagement with audience



What We Did

Themed leave-behind rack cards with and without braille that have simple statements, imagery, and QR code linked to SILC landing page.

- Attention-getting imagery and content that goes beyond the “usual” tri-fold
- Highlighted the who, what, where, and how of SILC plus key resources
- Called out or “spotlight” CIL or member and how SILC has helped
- QR code to “Shine a Light” landing page

15 Print advertisements in rural publications and community newspapers

- Contained attention-grabbing headlines and images
- Briefly summarized SILC and the CILs targeted in those areas
- QR code that drove to website for more information

How It Performed

- Unclear, but we did see a rise in website traffic that corresponded with geographic areas targeted. Twenty QR code scans were also detected during this time period.

In 2023, we'll...

- Launch “Friend-to-Friend” postcard parties targeted at rural and urban areas with a focus on senior centers, chambers of commerce, doctor’s offices, and other community hubs
- Disseminate column or advertisements in disability and healthcare-focused publications in urban areas

What We Did

Overview: Attended several events for Disability Pride!

- Created banner, stickers, pens, flashlights, and rack cards
- Signed people up for email list

In 2023, we'll...

- Proactively seek out events aligning with our target topics and populations. See our updated 2023 list of events [here](#).
- Ask people to be interviewed on camera, fill out a questionnaire or survey, or otherwise help us generate authentic content for use in newsletters or on social media.



EXPERIENTIAL



In 2023, we'll...

Partner with municipalities and art organizations across Michigan to create a "Shine a Light" themed inclusive mural/installation drawing attention to SILC

Locations TBD

- Ask members of the disability community across the state to submit their artwork
- Include a component where SILC members and community help create the mural, e.g. "paint by number," or a large-scale installation
- Create an audio component that can be pulled up from QR code for people with visual impairments or those who prefer audio.
- Leverage PR, social, digital, email to spread the word and launch the actual community-wide project for Disability Pride Month

What We Did

We created several op/ed and letter to the editor pieces targeting geographic areas around the state. Unfortunately, none were picked up by media.

In 2023, we'll...

- Establish a PR plan that ensures consistent visibility in high-priority locations or communities using LTEs and OP/EDs with follow-through to publications after
- Outreach to Bridge Michigan and other prominent nonpartisan publications that are friendly to disability rights
- Identify 5-7 Michigan-centric blogs/independent online journalism especially targeting BIPOC communities
- Get board members interviewed on at least 3 [podcasts](#)
- Interview at least 2 prominent disability advocates like Gaylynn Lee of the Rampd Initiative and Harry Weaver, Oakland County's DEI Officer in a Facebook LIVE-like round table
- Use our Experiential event to drive more PR interest from publications



OTHER IDEAS MOVING FORWARD



What We Did

Targeted urban (Flint + Detroit) digital OOH campaign leveraging two boards on the 75 and 96 corridors. Both boards had a combined 1M total impressions, and we saw an immediate increase in geographic traffic to the website from those targeted areas.

Food for thought...

- Explore options in the future for using virtual reality and the Metaverse ie. designing software program to help people visualize an accessible home or community spaces.
- Identify opportunities to create hands-on experiences with accessibility, from bringing inclusive sports equipment to an event to transforming a community space in a way that aligns with accessibility. Demonstrate how people are increasing access and encourage municipalities and other groups to get on board through partnerships through the MML.

Phase One

Jan - April 2023

- Continue posting regularly on existing channels
- Launch Google SEM campaign
- Continue production of email newsletters
- Gather assets for potential expansion to TikTok and Twitter
- Create evergreen blogs based on content calendar
- Establish 2023 event calendar
- Begin building out relationships with municipalities and creative partners for community-wide inclusive art day
- Identify and outreach to different podcasts

Phase Two

May-Aug 2023

- Launch new print and digital assets
- Execute event calendar/attend events
- Launch PR campaign with new assets in new or existing publications
- Continue increasing engagement on existing channels
- Execute F2F postcard packets
- Texting campaign launch in rural areas
- Leverage print media in targeted urban areas
- Execute community-wide inclusive art day

Phase Three

Sept 2023

- Review metics and reach of outreach plan
- Create plan for the future of content / outreach plan



**THANK
YOU**

IDEA39