

ThirdLeaf

— NORTHWEST —

Jill Austin

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Executive Summary

Following this summary is a communication plan for ThirdLeaf NW. This is a detailed event plan to address the following objectives:

1. To increase media exposure by 10% over the course of 2020. To accomplish this, the media would cover one story about the organization.
2. To increase social media followers by 15% in 2020.
3. To increase sales by 20% by the start of 2021

These objectives are fully explained in the strategic communication plan section, which also addresses the purpose, potential new market, and overview of implementation strategies. The key messages for the client include ThirdLeaf NW looks to provide and promote company wellness and morale by providing fresh fruit and healthy snack options, ThirdLeaf NW will amaze and impress you with our extraordinary service and quality and ThirdLeaf NW will walk you through our product list and learn more about your company wellness goals.

The target audiences are identified as:

1. Fitness enthusiasts
2. Working professionals who enjoy a healthy lifestyle
3. Companies who want to provide a healthy work environment for their employees

The implementation section provides example deliverables, including a brochure, fact sheet, feature story, and media alert. Also included are a fact sheet and press release.

Strategic Communication Plan

Purpose

The purpose of this communication plan is to be able to reach target markets and audiences and deliver information effectively and to create new ideas to expand into future business endeavors. The desired objectives, which are outlined in the executive summary, can be accomplished within the next year with these new tactics. With more exposure to social media and more coverage in the news, ThirdLeaf NW will be able to achieve these goals.

Strategy:

1. Online brochure: An online brochure will be vital to ThirdLeaf NW and its online presence. This brochure can be easily distributed to anyone interested in the company with all the important information included in one place.
2. Fact sheet: A fact sheet is extremely useful whether it's for a client or anyone in the company. With the mission statement, values, and story in one place it helps ThirdLeaf NW be transparent to their audiences.
3. Feature story: A feature story will help ThirdLeaf NW gain exposure in the press. Not only will the company's story be showcased, but the great things that the company is doing for the community during these trying times.
4. Media alert: Another way to gain exposure, a media alert will give the media a chance to cover the company's continuous donations to the community.

Target Audience:

ThirdLeaf NW will narrow their target audiences to be

1. Fitness enthusiasts: This market was a target because of their lifestyle choices. The average person might not be as inclined to sign up for a healthy subscription service if they didn't already practice a fitness regimen.
2. Working professionals who enjoy a healthy lifestyle: This market was chosen because of the convenience that ThirdLeaf NW provides. A working professional who enjoys a healthy lifestyle might be too busy to make sure their lunch is as nutritious as it should be, so this takes the stress of packing a healthy lunch every day away.
3. Companies who want to provide a healthy work environment for their employees: This market was selected due to owners or office managers looking for a way to improve their workplace for employees.

Summary: ThirdLeaf NW is a women-owned wellness company that was founded in 2009. Created by two Washington State University sisters, ThirdLeaf NW is dedicated to providing fresh fruit and healthy snacks to employees in the workplace. Serving the state of Washington, ThirdLeaf NW currently provides healthy options for over 400 businesses and is making a tremendous impact on the workplace.

Key Messages

- ThirdLeaf NW looks to provide and promote company wellness and morale by providing fresh fruit and healthy snack options
 - We deliver nutritious products to 400 businesses across the state of Washington
- ThirdLeaf NW will amaze and impress you with our extraordinary service and quality
 - Clients have access to owners personal phone numbers and can text or call them directly
- ThirdLeaf NW will walk you through our product list and learn more about your company wellness goals
 - We will personalize and handpick each box for each client based on your preferences

Online Brochure

FAQs

- How does delivery work?
-We deliver Sunday-Thursday from 8 am-4:30 pm. We give you a two-hour window on a time that works best for you.
- Is there a price minimum?
-There is a \$48 per delivery and \$100 per catering order
- Are there any contracts?
-No. We are a month to month contract

FREQUENTLY

QUESTIONS

ASKED



About Us

- ThirdLeaf NW is a local women-owned wellness company dedicated to providing employees a healthy work environment by stocking offices with fresh fruit and healthy snack options
- ThirdLeaf NW was started in 2009, by two Washington State University sisters and is now actively making an impact in the workplace
- We provide companies and their employees a healthy work environment by stocking offices with fresh fruit and healthy snacks



Pricing

Fruit:
24 Servings- \$25.15
42 servings- \$48
72 servings- \$70.85
96 servings- \$93.69
120 servings- \$116.54

Wellness boxes:
24 Servings- \$39
48 servings- \$75.69
72 servings- \$112.38
96 servings- \$149

*\$5.99 service fee includes hand selection, delivery & stocking



Our Products

We offer a variety of seasonal fruit including:

- Apples
- Bananas
- Blood Orange
- Cherries
- Grapes
- Grapefruit
- Kiwi
- Mandarins
- Mangos
- Navels
- Nectarines
- Peaches
- Pears
- Plums

Wellness Boxes

We also have snack boxes filled with single-serving healthy snacks with a nice variety so everyone has something they like!



Contact Us

Want to get in contact with us? Heres how!

Office: 206-682-1268

Email: hello@thirdleafnw.com

Or online at: www.thirdleafnw.com

1912 Occidental Ave S. #200

Seattle, WA 98134

*Owners cell phone numbers can be provided as requested



Fact Sheet

Welcome to ThirdLeaf NW!



Mission

Our mission is to provide employees a healthy work environment by stocking offices with fresh fruit and healthy snacks.



Values

Our company holds many values to run a successful business. Our values are: Amaze and impress with extraordinary service, be passionate and creative, and to be your best self. We believe these values we hold ourselves to set us apart from our competitors and make our business a place where we can make a great product, and work with even better people.



Our Story

ThirdLeaf is a local women-owned wellness company serving the state of Washington. Started in 2009, by two Washington State University sisters, ThirdLeaf provides companies and employees with healthy fruit and snack options while they are at work.





Media Alert

May 14, 2020
FOR IMMEDIATE RELEASE

Contact Information:
Jill Austin, Media Relations
239-272-3057
Jeaustin1@crimson.ua.edu

ThirdLeaf NW will be donating 60 healthy meals to Women's Shelter *How ThirdLeaf NW and the Bellevue Fire Department are making a difference*

SEATTLE, Wash. – ThirdLeaf NW, and the Bellevue Fire Department will be partnering to donate 60 healthy meals to the Sophia Way Women's Shelter every Thursday, starting May 21, 2020.

Who: ThirdLeaf NW and Bellevue Fire Department

What: 60 healthy meals are being delivered to the Sophia Way Women's Shelter every Thursday, sponsored by the Bellevue Fire Department.

When: May 21, 2020 from 12-2 p.m.

Where: Bellevue, Washington

Why: In light of COVID-19, ThirdLeaf NW wants to make a conscious effort to donate to the community.

How: The Bellavue Fire Department will be sponsoring these weekly deliveries, as they will help distribute the meals alongside the employees of ThirdLeaf NW.

Additional Information – Immediately following the delivery, co-owners Danielle Haschak, Lexi Schmidt, and Megan LaRiviere will be available for interviews. Head chief of the Bellevue Fire Department, James Smith, will also be available for interviews.

ThirdLeaf NW is a locally women-owned wellness company based in Seattle, Washington. Serving over 400 companies in the area, ThirdLeaf NW is dedicated to providing employees a healthy work environment by stocking offices with fresh fruit and healthy snacks. By providing seasonal fresh fruit, the produce is always a variety and be customizable for each client. Healthier options increase morale within the workplace and therefore promote a positive

environment ThirdLeaf NW promises to amaze and impress with extraordinary service and will work with you individually to make sure your order is perfect.

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Feature Release

May 21, 2020
FOR IMMEDIATE RELEASE

Contact Information:
Jill Austin, Media Relations
239-272-3057
Jeaustin1@crimson.ua.edu

ThirdLeaf NW donates 3,000 pounds of fresh food to the community

SEATTLE, Wash. – In efforts to help aid the effects of COVID-19, ThirdLeaf NW has donated over 3,000 pounds of fresh produce, healthy snacks, salads, and wraps to local healthcare workers and community members.

ThirdLeaf NW is a women-owned wellness company dedicated to providing fresh fruit and healthy snacks to professionals in the workplace. Serving the state of Washington, ThirdLeaf NW currently serves nutritious products to over 400 businesses including BMW and Amazon.

Some companies and corporations that have received donations are Northwest Harvest, Bellevue Fire Dept, and many hospitals across the state. However, this is only the beginning. Shania Magat of Nordstrom HQ said, “Having the convenience of fresh fruit has really helped us stick to our diet and exercise goals. When we are craving sugar or feeling sluggish later in the day we hop over and pick up a chilled apple from the fridge. Fresh selection + convenience = satisfied customers.”

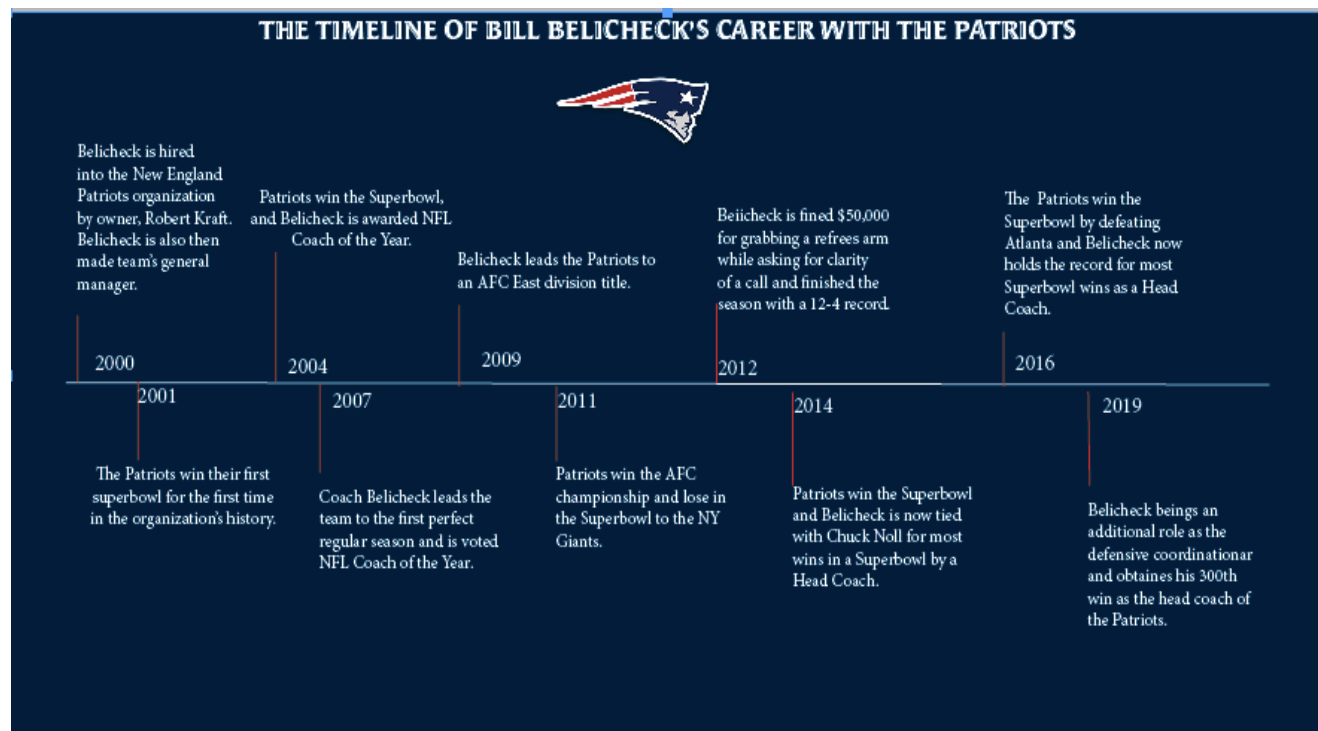
Thirdleaf NW during the pandemic is making a very honorable effort to be involved within the community and show their support for people working on the front lines. Co-Owner, Danielle Haschak said, “We think it’s a good idea for us to get our name out there and be involved within the community.”

Starting tomorrow, May 21st, 2020, ThirdLeaf plans to partner with the Bellevue Fire Dept. to donate 60 healthy meals to Sophia Way Women’s Shelter. This will be a recurring delivery every Thursday sponsored by the Bellevue Fire Department.

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Additional Writing Sample- Fact sheet





News Release

May 21st, 2020
FOR IMMEDIATE RELEASE

Contact Information:
Jill Austin, PR Specialist
239-272-3057
Jeaustin1@crimson.ua.edu
www.patriots.com/pressrelease

New England Patriots release Tom Brady

FOXBOUROUGH, Mass. After 20 years, the New England Patriots announced they will be releasing Quarterback Tom Brady. This comes as a shock to most since Brady has never played football anywhere else, but today, Brady announced he will forgo retiring and play one more season.

It is still unsure as to where Brady will be playing next season. The Tampa Bay Buccaneers and Los Angeles Chargers are the two who appear to be most interested. Tampa Bay has offered Brady a 50 million dollar contract, and Brady has taken many visits to Tampa, Fla this past month. Head Coach Bill Belichick had nice things to say about Brady. He said, "Tom is a very special person and is the greatest quarterback of all time."

The New England Patriots are an American Football team owned by Robert Kraft and coached by Bill Belichick. The Patriots headquarters is Foxborough, Mass, where they play home games out of Gillette stadium. As one of the most successful teams in the National Football League, they are in the AFC, a division of the NFL.

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Practitioner Bio

Jill Austin is a senior at The University of Alabama double majoring in public relations and political science. Jill is currently an Intern for Pagne PR, a public relations agency in Fredricks, Maryland that specializes in luxury brands. She currently runs the social media platforms for The Right Method, a digital and subscription self-help company, founded by 3x Emmy award-winning journalist, Dhomonique Ricks. While Jill is in school, she is a social media intern for the University of Alabama's hockey team and is the assistant director of public relations for The University of Alabama Dance Marathon. Jill is certified in Microsoft office and is efficient in the adobe creative suite. Throughout these jobs, Jill has learned how to meet deadlines, be a team player, and how to communicate effectively. Post-graduation she hopes to become a publicist and live in Boston, Massachusetts.