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ANNUAL REPORT DISTRIBUTION PLAN

Description

This document outlines the distribution of the 2023 Bounce Innovation Hub annual report. The annual report is a public document that officially summarizes the previous year for Bounce regarding finances and community impact. The 2023 edition was revamped from previous years in both design and information. The goal was to provide a recap of 2023 and lay some groundwork for anticipated business and vision changes.

The 2023 annual report is a 16-page document that will be available in print and digital formats.



Target Audiences

The 2023 annual report is targeted primarily at the following audiences:

- General public
- Key City of Akron administration/political officials
- Potential donors/sponsors
- Current Donors
- Local media
- Existing clients

Key Dates/Timeline

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| • Distribute digital copies to city officials | June 24 |
| • Posts on social media | June 25 |
| • Send an email to all mailing lists | June 25 |
| • Post on social media platforms | June 25 |

Distribution Plan

Audience	Plan
General Public	<ul style="list-style-type: none"> • Post a digital copy on the Bounce website • Post an announcement on social media about the annual report with a link to the website • Embed/Upload video in social media posts and on the website page for the report • The video will be positioned as a “look back at the previous year.” • Send an email to all mailing lists announcing that the annual report and video are available online
Key City of Akron administration/political officials	<ul style="list-style-type: none"> • Email a digital copy to selected officials with an email message from Jessica • Be sure to highlight in the email 3 to 5 data points/impact statements • Overall message is about our community and business impact on the city and region • Send a printed copy to selected individuals with a personal printed letter from Jessica
Potential Sponsors	<ul style="list-style-type: none"> • Email a digital copy to a targeted sponsor with a message from Jessica or Rose • Overall message is about how sponsorship is a great investment in our community and allows us to foster innovation and entrepreneurship within the region • Distributed a printed copy to potential donors/sponsors during in-person meetings.
Current Sponsors	<ul style="list-style-type: none"> • Email a digital copy to a targeted sponsor with a message from Jessica or Rose to thank them for their sponsorship and to indicate how their support has made a difference. • If applicable, distribute a printed copy to current sponsors during in-person meetings.
Clients	<ul style="list-style-type: none"> • Email a digital copy to our clients and thank them for their partnership with Bounce,
Local Email	<ul style="list-style-type: none"> • Send a digital copy to the media with bullet points highlighting some of the data points. • Remind media that we are available for stories/interviews.