Memo

To: Carmen Meurer, Founder of The Flourish Society

From: Annika Wimpari Date: December 7th, 2023

Re: The Flourish Society Media Kit

The following media kit is designed specifically for The Flourish Society. The mentoring program, aimed to be launched this spring, is the event I decided to focus on because your organization has spread so many acts of kindness around the Holland area, and the mentoring program is a new and unique way the organization is continuing to do so. Women helping other women is truly a beautiful and inspiring way to bring the community together. The first section of the media kit will be a list of ten local journalists in the Holland and Grand Rapids area that not only would be interested in your story, but cover different kinds of platforms for maximum reach. I've included their contact information for convenience. The four media tactics I've included are as follows: a news release, a video news release (VNR) including a media advisory, a pitch release focused on your number one recommended contact, Sarah Leach, and a fact sheet about The Flourish Society's Mentoring Program. I think these tactics will be very beneficial for getting the word out about the mentoring program, and will reach the public in time for them to know about the program before it launches, creating a great turn up for the kickoff event. I chose to make a VNR because I think people resonate well with watching what your organization does for people and will be moved to be a part of your mentoring program. I chose to make a pitch release focused on your best-matched media contact because it is a great way to connect with the journalists and reporters in your area. I created a fact sheet so individuals can find out more about not only the mentoring program but The Flourish Society as a whole if they were unfamiliar with the nonprofit. If you have any questions regarding the media kit or would like a full PDF version of the media kit, I would be happy to help or answer any further questions. Thank you for allowing our class to work with your organization! It has been truly inspiring to learn all about The Flourish Society and create a learning experience out of it as well.

Sincerely,

Annika Wimpari
Ad/PR Student at Grand Valley State University
wimparia@mail.gvsu.edu
810-819-9291





SFLOurish Society

MEDIA KIT

Annika Wimpari



Contact List

The Flourish Society

• Kylie Ambu, Reporter, WGVU-TV

Grand Rapids, Michigan

Reason: Local, woman who could find relatable, inclusion reporter

- Phone: +1 (616)-331-6666
- https://www.wzzm13.com/article/about-us/team-bios/kylie-ambu/69-535917429
- http://twitter.com/kylieambu
- https://www.facebook.com/KylieAmbuTV/
- https://www.linkedin.com/in/kylie-ambu-06831a101/
- https://www.instagram.com/kylieambu/?hl=en
- Rick Bierling, Radio Program Manager, WGVU-TV

Grand Rapids, Michigan

Reason: Radio Platform, local, involved in church

- Phone: +1 (616)-331-6666
- http://twitter.com/RickBierling
- https://www.facebook.com/rick.bierling
- https://www.linkedin.com/in/rick-bierling-jr-722797105/
- Jessica Harthorn, Evening Anchor, WWMT-TV

Kalamazoo, Michigan

Reason: Local, woman who can find relatable, credible award-winning anchor, popular news station

- Email: <u>ilharthorn@sbgtv.com</u>
- Phone: +1 (269)-388-9339
- <u>http://twitter.com/JessicaHarthorn</u>
- https://www.facebook.com/JessicaHarthorn/
- https://www.linkedin.com/in/jessica-harthorn-12a864100/
- https://www.instagram.com/jessicaharthornwwmt/
- Sarah Heth, Associate Editor, The Banner Magazine

Holland, Michigan

Reason: Local, involved in the church, woman who could find relatable

- Email: <u>SHeth@crcna.org</u>
- Phone: +1 (800)-777-7270
- https://t.co/b4PZUyUtii
- https://www.blogger.com/profile/17912134346798285064
- <u>http://twitter.com/SarahDelia</u>
- https://www.facebook.com/sarah.sentinel.7
- https://www.linkedin.com/in/sarah-heth-3a77047
- Al Jones, Writer, Second Wave

Kalamazoo, Michigan

Reason: Local, Mlive columnist, written about nonprofits and charity work in the past

- ajones5@mlve.com
- Phone: +1 (269)-365-7187
- http://twitter.com/ajones5 al
- https://www.facebook.com/al.jones.543
- https://www.linkedin.com/in/al-jones-576038a

• Casey Jones, Community Affairs Director, WOOD-TV

Grand Rapids, Michigan

Reason: Local, popular station, community affairs

- Email: jones.caseytv@gmail.com
- Email: casey.jones@woodtv.com
- Phone: +1 (616)-456-8888
- http://caseyjones.tv/
- http://twitter.com/CaseyJ_WOODTV
- https://facebook.com/CaseyWOODTV/? rdc=1& rdr
- https://www.linkedin.com/in/caseyjonestv
- https://www.instagram.com/jonescas/?hl=en
- Sarah Leach, Executive Editor, Holland Sentinel

Holland, Michigan

Reason: Local, woman who could find relatable, popular newspaper

- Email: sarah.leach@hollandsentinel.com
- Phone: +1 (616)-546-4200
- https://www.hollandsentinel.com/
- http://twitter.com/SentinelLeach
- https://www.facebook.com/sarah.leach.9250
- https://www.linkedin.com/in/sarah-leach-6a058a31
- Emily Scarlett, Anchor and Reporter, WZZM-TV

Grand Rapids, Michigan

Reason: Local, woman who could find relatable, popular news station

- Phone: +1 (616)-559-1300
- https://t.co/M8HXZ2Bgb7
- http://twitter.com/ScarlettWZZM13
- https://www.linkedin.com/in/emily-scarlett-8b279422/
- Susan Shaw, Anchor, WOOD-TV

Grand Rapids, Michigan

Reason: Local, woman who can find relatable, credible award-winning anchor, popular news station

- Email: <u>susan.shaw@woodtv.com</u>
- Phone: +1 (616)-456-8888
- https://www.woodtv.com/author/susan-shaw/
- http://twitter.com/susanshaw
- https://www.linkedin.com/in/susan-shaw-b7662030
- Sarah Suydam, Managing Editor, West Michigan Woman

Grand Rapids, Michigan

Reason: Local, woman who focuses on women, West Michigan Woman

- Email: sarah@serendipitymedia.com
- Phone: +1 (616)-458-8371
- http://twitter.com/yeahsarahyeah
- https://www.linkedin.com/in/sarah-suydam-980ab6a1/



Empowering West Michigan Women: The Flourish Society Launches Mentorship Program for Women of All Ages

HOLLAND, Michigan — The Flourish Society, a dynamic organization committed to empowering women, is launching their new mentorship program aimed at fostering personal and professional growth for women of all ages.

The inspiration behind The Flourish Society's mentorship program comes from a personal journey. Carmen Meuer, the visionary behind the program, expressed, "The mentoring program is something I've always known I would start long before The Flourish Society existed. Due to a very difficult season in my life, the opportunities that presented themselves to me in the mentorship realm were something I wanted to offer others to help them flourish in their lives too."

The Flourish Society envisions making a significant impact on the community through this program. Carmen shared, "We believe that women learning from other women's talents and experiences is beautiful and an amazing way to bring the community together. We plan to invite every woman from 18-99 regardless of their professional life/career, circumstance or other barriers. In a group setting, we plan to encourage and help raise young women to know who they are in Christ and to mentor them to become leaders of their generations."

The mentorship program aims to create an inclusive environment where every woman feels seen, heard, safe, and valued. The curriculum and conversation topics will be drawn from Jennie Allen's IF:Table resources, emphasizing meaningful discussions and personal growth. Learn more about IF:Table resources here: https://www.ifgathering.com/iftable/cards/

While the specific mentors are yet to be revealed, a dedicated committee is actively researching and developing the program with a planned launch this spring. Meetings will follow a structured format, commencing with mingling and progressing into focused conversations, concluding with reflection, closing, and prayer.

As part of the launch plan, The Flourish Society is collaborating with Yellow Lime Marketing agency to create a strategic campaign, including a Kickoff Informational Social Event preceding the bi-weekly or monthly gatherings. Carmen hinted at a potential introductory video that will be shared in the media and various marketing channels.

Though event dates and locations are still in the planning phase, The Flourish Society anticipates a call for leaders/mentees in the coming months, encouraging active participation from women eager to embark on this transformative mentorship journey.

For further information or media requests, please contact:

Carmen Meurer
The Flourish Society, Founder
carmen@theflourishsociety.org, 616-990-6396

About The Flourish Society

The Flourish Society's mission is to let women know that they are not alone, help them find a sense of belonging and strive to bring a message of bold love and authenticity as they connect in the communities they serve. They focus on creating a strong and loving community within the women of West Michigan.

The Flourish Society PO Box 1243 Holland, MI 49422 https://www.theflourishsociety.org/

- End-



Satellite News Feed Tuesday, February 13th, 2024 2:00 - 2:15 p.m. ET

The Flourish Society Empowers Women with Innovative Mentorship Program

HOLLAND, Michigan — The Flourish Society, a women empowerment nonprofit organization, is set to launch a transformative mentorship program.

The Flourish Society's mission is to let women know that they are not alone, help them find a sense of belonging and strive to bring a message of bold love and authenticity as they connect in the communities they serve. They focus on creating a strong and loving community within the women of West Michigan.

Founded by Carmen Muerer, the mentoring program aims to create a supportive community where women feel seen, heard, safe, and valued. With an inclusive approach inviting women aged 18-99, the mentorship curriculum draws inspiration from Jennie Allen's Table resources, fostering meaningful discussions and personal growth.

What We Have: B-roll footage of The Flourish Society events, such as Galentine's Day, Bible Study, and B-roll footage of volunteers during their Petal It Forward event giving flowers to the people of Holland. SOT's with Founder Carmen Muerer, board members Dar Kuipers, Anna Rankin, and Sarah De Haan, and participant Deborah Tacoma about The Flourish Society..

How to Localize: Interviewing and focusing on women of all walks of life in local areas, from bible studies, women involved with volunteering, mothers, etc.

Receive via Satellite: C-Band Tuesday, February 13th, 2:00-2:15 p.m. ET Telestar X, Transponder X, D/L Freq. XXX(x)

For more information, contact: Carmen Muerer, The Flourish Society, Founder <u>carmen@theflourishsociety.org</u>, 616-990-6396

The Flourish Society PO Box 1243 Holland, MI 49422 https://www.theflourishsociety.org/

The Flourish Society Empowers Women with Innovative Mentorship Program

VNR Script (:90)

Suggested anchor intro: The Flourish Society, a women empowerment nonprofit organization located in Holland, Michigan, is set to launch a transformative mentorship program. Here is (reporter name) with the story:

AUDIO:	VISUALS:
SOT: (Carmen Muerer, The Flourish Society, ;14) "I was in a really low time in my life where we had some sad and lonely things going on, and I was just really in prayer for direction and for purpose."	Carmen Muerer The Flourish Society Founder
VO: Founded by Carmen Muerer, The Flourish Society envisions creating a community where every woman feels seen, heard, safe, and valued. We caught up with Carmen to learn more about the program's goals.	B-roll footage of The Flourish Society's bible study, Carmen greeting people at events.
VO: The Flourish Society's mentorship program stands out for its inclusive approach, drawing inspiration from women learning from other women's talents and experiences. The program's curriculum is sourced from Jennie Allen's IF:Table resources	B-roll footage of The Flourish Society members on Galentine's Day, working together, smiling, laughing.
SOT: (Carmen Muerer, The Flourish Society, ;20) "We plan to invite every woman from 18-99 regardless of their professional life, circumstance or other barriers. In a group setting, we plan to encourage and help raise young women to know who they are in Christ and to mentor them to become leaders of their generations. We understand the value of learning from each other."	Carmen Muerer The Flourish Society Founder
SOT: (Dar Kuipers, Flourish Society Board Member, ;14) "There's women who are in college, there are women who have grandchildren, don't have grandchildren, who have stayed at home for their career, who have gone into the marketplace for their career, it's just really brought a breath of perspectives."	Dar Kuipers The Flourish Society Board Member
VO: The Flourish Society will be launching their mentoring program this spring, with women already committed to being mentors. The meetings will begin with mingling, and then focused conversation ending with reflection.	Shots of members hugging, smiling together, doing community service together.

Suggested anchor close: Though event dates and locations are still in the planning phase, The Flourish Society anticipates a call for leaders and mentees in the coming months, encouraging active participation from women eager to embark on this transformative mentorship journey. Individuals interested can learn more about the product from the link on our station's website, (give station website).

To: Sarah Leach, Executive Editor, Holland Sentinel

From: Carmen Meurer, Founder of The Flourish Society

Subject: Exclusive Opportunity: The Flourish Society's Empowering Mentorship Program

Hello Sarah -

I hope this email finds you well. I am reaching out to share an exclusive opportunity for you to be among the first to dive into the innovative and transformative mentorship program by The Flourish Society.

The Flourish Society is set to revolutionize women's empowerment through a groundbreaking mentorship program. Our program, designed for women aged 18-99, fosters a supportive community where participants feel seen, heard, safe, and valued. Drawing inspiration from Jennie Allen's Table Resources, the curriculum emphasizes meaningful discussions and personal growth.

I have a great opportunity to give you exclusive access to the following:

Interviews - Engage in first-hand interviews with all of the board members, mentors, and program participants to capture the essence of this transformative experience.

Event Attendance - Attend The Flourish Society's Kickoff Informational Social Event for an in-person experience, allowing you to witness the program's impact firsthand.

Exclusive Information - Receive privileged access to program details, ensuring that your coverage is not only comprehensive but also ahead of the curve.

Covering The Flourish Society's Mentorship Program provides a unique opportunity for your platform. This redefines women's empowerment, fostering positive change in communities and offering a distinctive narrative of women supporting women. By sharing this inspiring story, your coverage contributes to the broader dialogue on empowerment and resilience. We believe your audience will strongly resonate with The Flourish Society's mission, and we invite you to gain an exclusive insider's perspective through an interview or by attending our upcoming Kickoff Informational Social Event. Your participation will add significant value to the story we are excited to share.

Thank you for considering this unique opportunity. We look forward to the possibility of working together to bring this empowering story to your readers. If we don't hear from you within the next couple of weeks, we'll assume you're not interested.

Best regards,

Carmen Muerer
Founder, The Flourish Society
carmen@theflourishsociety.org , 616-990-6396
The Flourish Society PO Box 1243 Holland, MI 49422
https://www.theflourishsociety.org/





FACT SHEET

Facts About The Flourish Society's Launch of Mentorship Program

Contact: Carmen Meurer
The Flourish Society, Founder
carmen@theflourishsociety.org , 616-990-6396

The Flourish Society is dedicated to empowering women of all ages by fostering personal and professional growth through a transformative mentorship program. They're mission is to create an inclusive community where women feel seen, heard, safe, and valued, enabling them to flourish in their lives.

Program Overview:

- Inspiration: The mentorship program stems from the personal journey of Carmen Muerer, who envisioned offering opportunities for growth and mentorship to others after overcoming a challenging season in her life.
- Community Impact: The Flourish Society aims to bring women together by encouraging learning from each other's talents and experiences. The program invites women aged 18-99, irrespective of professional background or circumstances.
- Curriculum: The program's curriculum and conversation topics are derived from Jennie Allen's IF:Table resources, emphasizing meaningful discussions and personal development. Learn more about IF:Table resources: https://www.ifgathering.com/iftable/cards/.
- Meeting Format: Structured meetings include mingling, focused conversations, reflection, and prayer, creating a supportive and nurturing environment.

Launch Details:

- Launch Date: Spring 2024
- Marketing Collaboration: The Flourish Society is partnering with Yellow Lime Marketing agency to create a strategic marketing campaign, including a Kickoff Informational Social Event prior to bi-weekly or monthly gatherings.
- Introductory Video: A video introducing the program is under consideration for media distribution.

Leadership and Mentors:

- Leadership: The program development is led by a dedicated committee actively researching and structuring the mentorship initiative.
- Mentors: Specific mentors are yet to be revealed but will be committed women ready to support and guide participants in their personal and professional journeys.

Next Steps:

Call for Leaders/Mentees: Anticipated in the next couple of months, encouraging active participation from women eager to embark on this transformative mentorship journey.

Join The Flourish Society in empowering women to flourish! Visit https://www.theflourishsociety.org/ for more information:

The Flourish Society PO Box 1243 Holland, MI 49422 https://www.theflourishsociety.org/