



# VANISHING SEATTLE

Presented by  
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## OVERVIEW

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# #VANISHINGSEATTLE

**Vanishing Seattle** is a media movement that documents displaced and disappearing institutions, small businesses, and cultures of Seattle.



70.9K followers  
2,707 posts



29,368 followers



1,780 followers



510 subscribers



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<https://www.vanishingseattle.org>

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WE ARE TELLING STORIES  
ABOUT SEATTLE.

#VanishingSeattle is an **award-winning project** that has received coverage in publications including The Seattle Times, New York Times, KUOW, KEXP, Crosscut, and KING 5 TV.



- marge4716 Used to meet my daughter's Grandma there when she worked at UW. They were always sweet enough to make her a grilled cheese! That's all she ever wanted, and they obliged!!! ❤️ Great old memories!!  
7w 2 likes Reply Send
- teewanz A Saturday morning staple!!! French toast combo is always the move!!!  
7w 2 likes Reply Send
- dabbie.maddie I would be distraught if they closed  
7w 2 likes Reply Send
- arianna\_amirsadri My mom worked there waitressing and then I bussed tables at the 65th st location when I was 14. Good times 🍷  
7w 2 likes Reply Send
- ian.factory THANK GOD.  
7w Reply Send
- junloveyoung Patty is amazing!!  
7w 2 likes Reply Send
- ilyashmulevich Varsity Inn! ❤️ the best Mexican breakfast

## VISION, MISSION, VALUES

# VISION

Vanishing Seattle is a media movement that celebrates the spaces and communities that give the city its soul.

# MISSION

Documenting the vanishing scenes in Seattle, raising community awareness to care more about the history and culture of the city.

# CORE VALUES

Culture & History, Connections, Community,  
Compelling Storytelling



# SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• Professional and attractive content</li><li>• Award-winning project with good reputation</li><li>• Good relationship with press outlets and museums</li><li>• Strong networking resources</li></ul>	<ul style="list-style-type: none"><li>• No brand awareness</li><li>• No social media calendar</li><li>• <b>Lack of business perspectives</b></li><li>• Lack of budget and cash flow</li><li>• Lack of hands (e.g. Volunteers / Film makers)</li></ul>	<ul style="list-style-type: none"><li>• Partner with cultural organizations that share the same value</li><li>• Utilize social media strategy to expand follower base</li><li>• Grow impact by leveraging the followers</li></ul>	<ul style="list-style-type: none"><li>• Lack of financial support while having rising costs</li><li>• Maintain engagement through attractive content</li><li>• People may donate less due to depressing economy</li></ul>



**What makes it so hard to  
receive **donations** and generate **revenue**?**

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**#VanishingSeattle** is telling compelling stories for other people, not for **itself**.

**Awareness!**

People won't donate if they don't know you need money.

## GOALS & OBJECTIVES

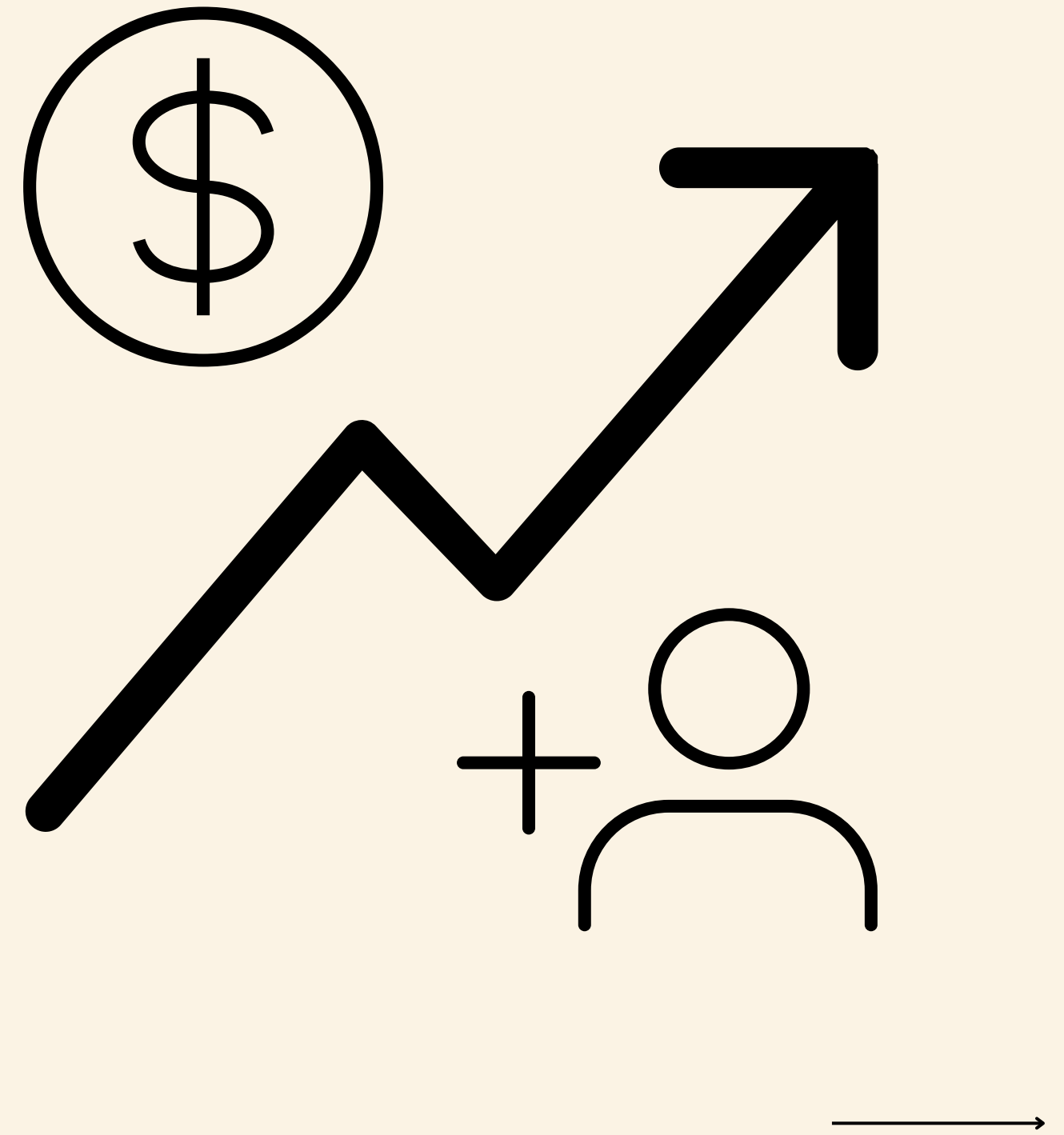
# GOALS

- Generate **Revenue**.
- Expand **Follower Base**.

# OBJECTIVES

### In the next year:

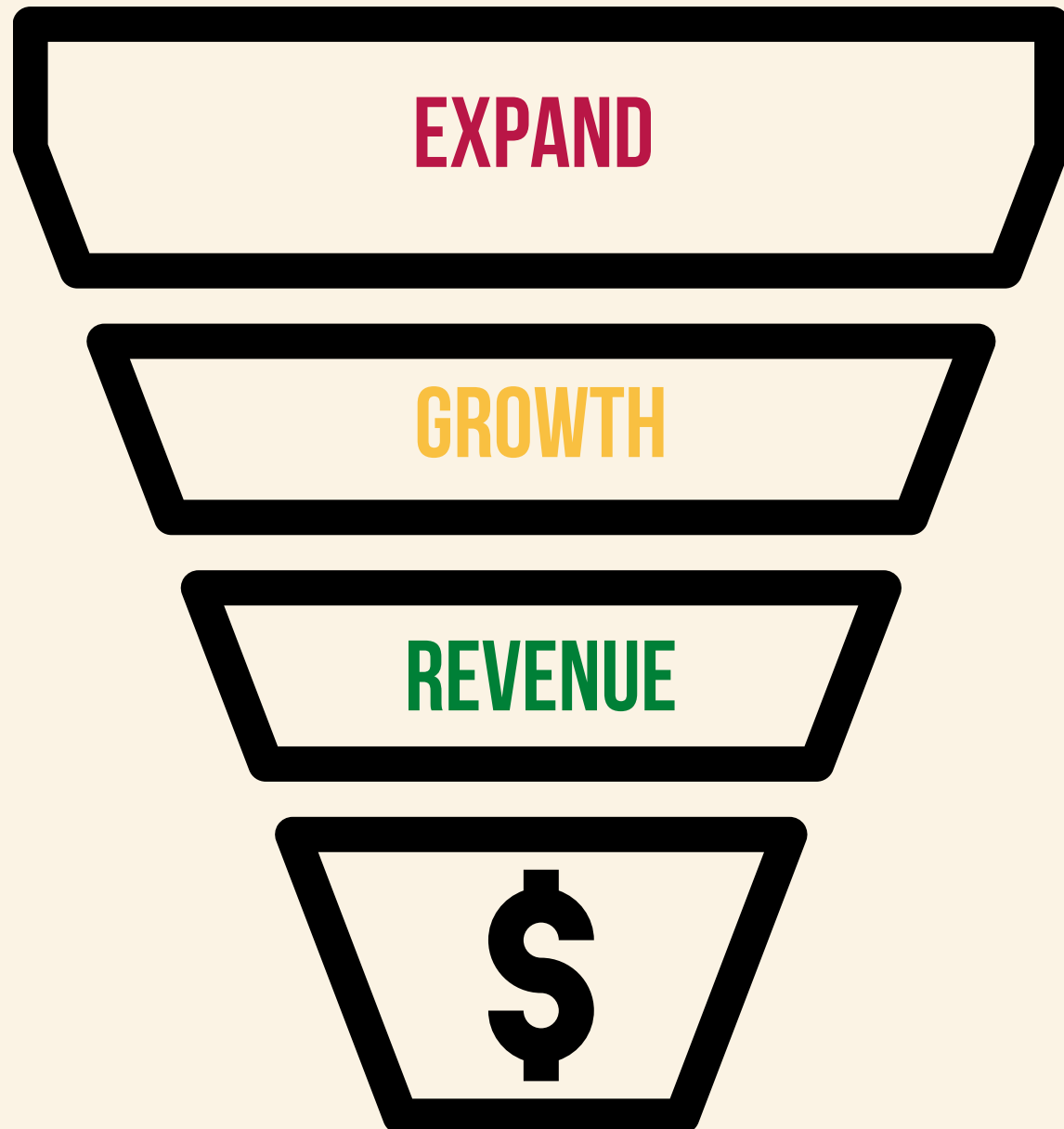
- Raise **\$20,000**.
- Increase **10,000** fans in all platforms.
- Create campaigns to reach **80%** of followers and invite them to donate.





## GOAL 1: GENERATE REVENUE

# FIND YOUR DONORS!



### ESTABLISH PARTNERSHIPS

Make a list of potential partners, and build strategic partnership to expand influence.

### INCREASE FOLLOWERS

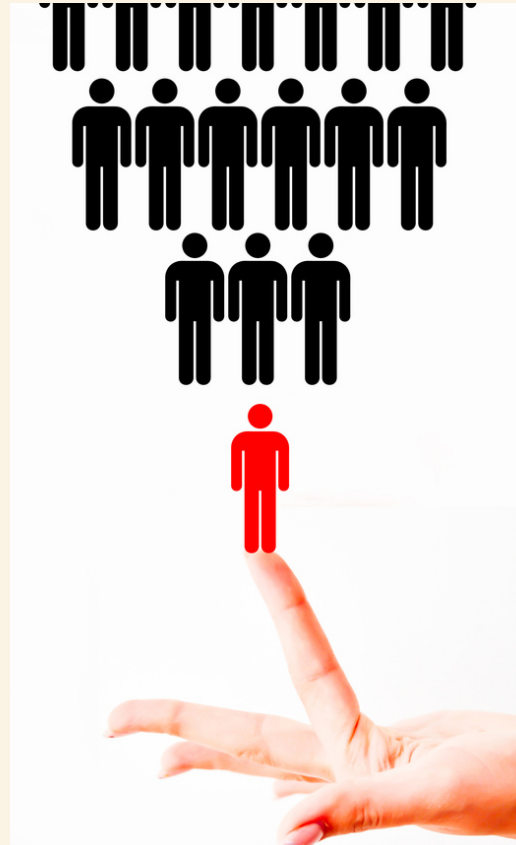
Target, attract and reach out to people who are interested in knowing stories and histories of Seattle, and are dedicated to preserving cultures.

### REACH OUT TO POTENTIAL DONORS

Reach out to loyal followers who have disposable income, and ask for donation.

## GOAL 2: EXPAND FOLLOWER BASE.

# FIND YOUR POTENTIAL PARTNERS



### FOLLOWERS

Followers are your faithful friends. Use follower analysis tools to know your followers well.

e.g. The active hours, following topics, used hashtags and keywords of your followers.



### INFLUENCERS

Make a list of reachable influencers.

Brainstorm! Your partners could be Seattle based artists, writers, producers, musicians, and tech leaders. Even Bill Gates is living in the city!



### NEWS & MEDIA

Make use of media to attract people to participate and know your project.

e.g. The Daily of UW, Seattle Times, Capitol Hill Times, and Social Media accounts of bonded organizations.



### PARTNERSHIP TEMPLATES

Create cooperation templates to reduce repetitive communication.

Think about: How many kinds of partnerships we may establish? What will be the most frequently used template?

# STRATEGIES

Expand reach, improve connections with followers, and convert loyalty to donations.

**BUILD BRAND AWARENESS**

**BUILD STRONG PARTNER NETWORK**

**TRANSFER FROM NORMAL USER  
TO CREATOR'S ACCOUNT ON INSTAGRAM**

**CREATE FUNDRAISING EVENTS**

# BRAND ATTRIBUTES

The very first step in building brand awareness is to define your brand attributes.



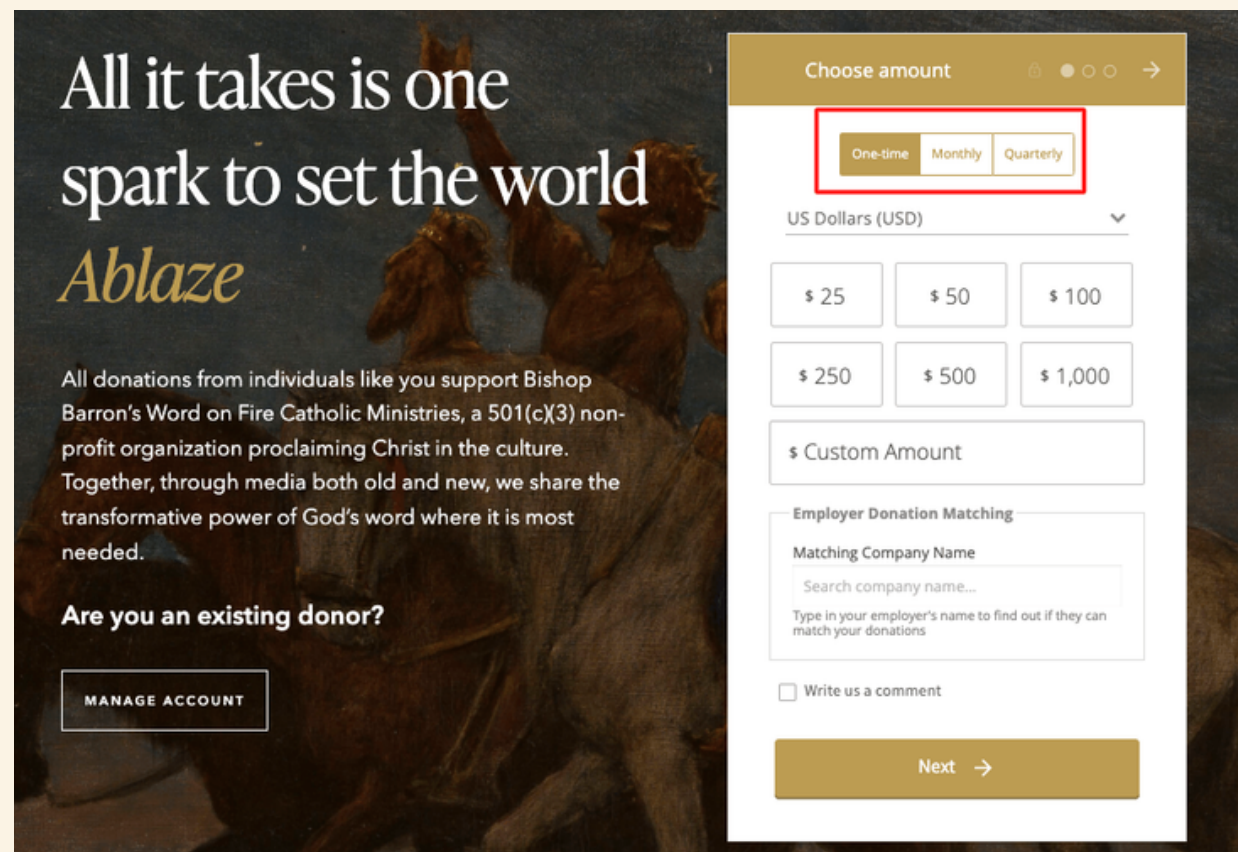
Sense of Belonging



Cultural Awareness



Community Engagement



# REDESIGN WEBSITE

1. Highlight donate button on the home page
2. Preset donation amounts, set different gifts giving for various donation amounts
3. Name donators by different giving levels

# KEEP VISUAL CONSISTANT ON SOCIAL MEDIA

Keep visual consistant in every posts on social media, including style, theme color, font, and watermarks.

vanishingseattle Message Follow

2,711 posts 70.9K followers 7,499 following

Vanishing Seattle  
Documenting/celebrating disappearing & displaced small biz, communities & cultures of Seattle. Shop small; support local. Venmo: @vanishing\_seattle [linktr.ee/vanishingseattle](https://linktr.ee/vanishingseattle)

Followed by makeda\_ryder, pz\_220v, joannayang\_999 + 35 more

Nov 2022 Oct 2022 Sept 2022 Aug 2022 July 2022 June 2022 May 2022

POSTS REELS TAGGED

Speckled & Drake

The First People of Seattle

I've been playing here on and off since the '60s.

Holiday Art Market  
Daysbreak Star Indian Cultural Center  
Native American Art, Crafts & Food  
Saturday & Sunday

**@vanishingseattle**

uofwa Message

2,107 posts 197K followers 235 following

University of Washington  
College & university  
Do you dare to Be Boundless? At the UW, you can. Share your view of the UW with #YouW.  
[www.washington.edu/president/2022/11/18/native-american-heritage-month-2...](https://www.washington.edu/president/2022/11/18/native-american-heritage-month-2...)

Followed by whuihuiyaa, max.fala, joannayang\_999 + 158 more

Need2Know Dawg Talk PRIDE #UWPHOT... EVENTS RESEARCH #DAWGAM

POSTS GUIDES REELS TAGGED

"After last weekend's violence in the U District, we moved with urgency to work with the City of Seattle and our great U District Partnership allies to provide tangible measures we believe will make a difference."  
—Interim Vice President for Campus Community Safety Sally Clark

"As UW President Ana Mari Cauce said on Sunday, no one should have to fear for their safety as they go about their daily lives, and we know that people need to feel safe in order to thrive. The UW is committed to doing what it takes with our neighborhood and citywide partners to prevent violence and maintain a secure environment for our community."  
—Interim Vice President for Campus Community Safety Sally Clark

**@uofwa**



## **BUILD UP COMMUNITY THROUGH IN-PERSON EVENTS**

Provide in-person meetup opportunities for followers to get connected to each other.

# LET'S DONATE AND GET OUR OFFICIAL MERCHANDISE

#VANISHINGSEATTLE

**DONATE**

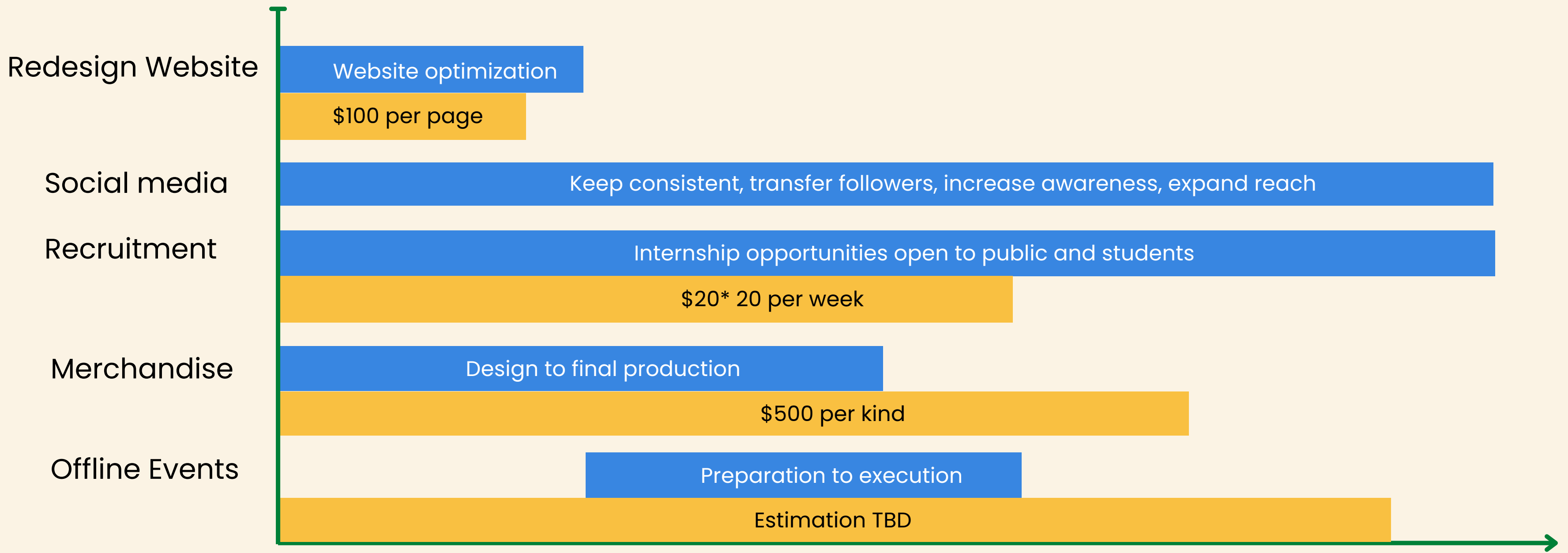


## MAKE MERCHANDISE

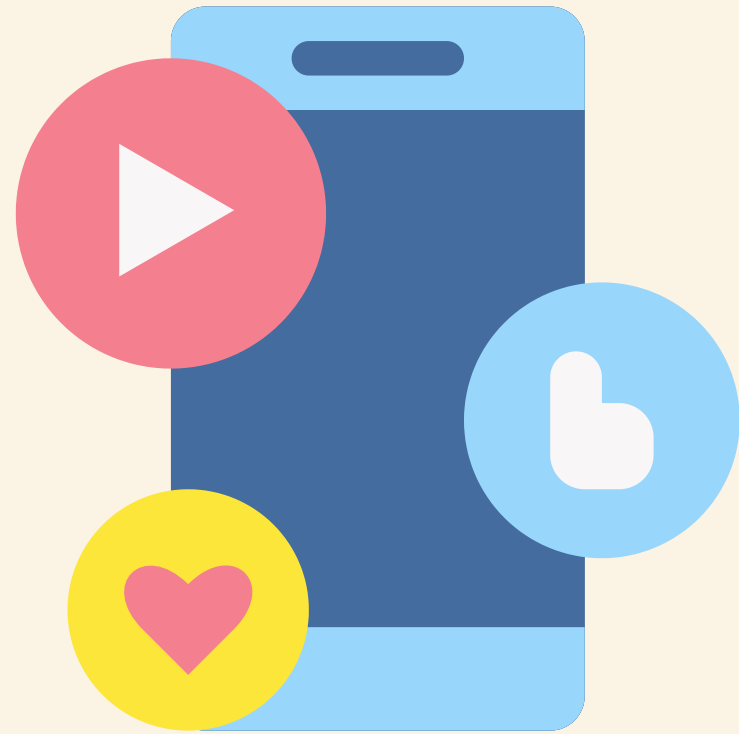
Vanishingseattle × Prairie Underground



# TIMELINE & BUDGET

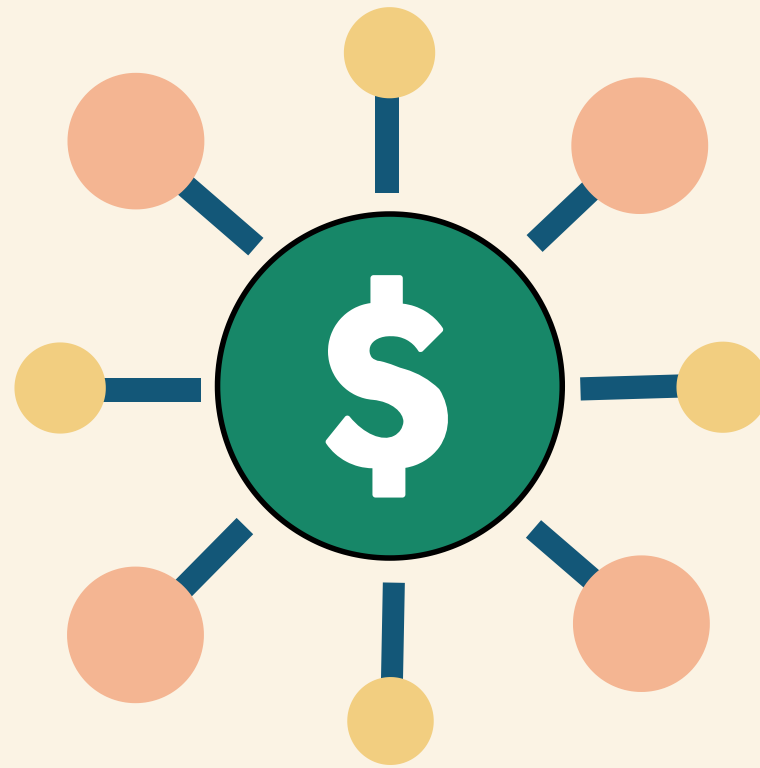


# MEASUREMENTS



## Social Media Activities

Engagement:  
comments, likes,  
reposts; followers  
increment in young  
target audience



## Fundraising Events

Online & Offline

Attendance, page  
views, fundraising  
amounts



## Website Flow

Click rate,  
donation via  
website

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# THANK YOU

## **Contacts**

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