PR FOR NONPROFITS

CHOOSING THE BEST PRESS FOR YOU

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GAMBEL COMMUNICATIONS

TODAY, WE'LL DISCUSS…

- What is PR?
- Positioning
- Research
- Planning
- Implementation
- Evaluation
- Questions?

WHAT IS PUBLIC RELATIONS?

At its simplest level, PR is any communication between an organization and its community.

PR is how we communicate who we are, what we do and how we benefit the community.

Successful PR conveys the right message to the desired audience at the proper time using the best language/medium.

PR provides publicity, which is any information from an outside source and the media that is considered "newsworthy."

70% of consumers prefer to get to know a company via articles over ads

81% of small businesses & 92% of NGOs use social media

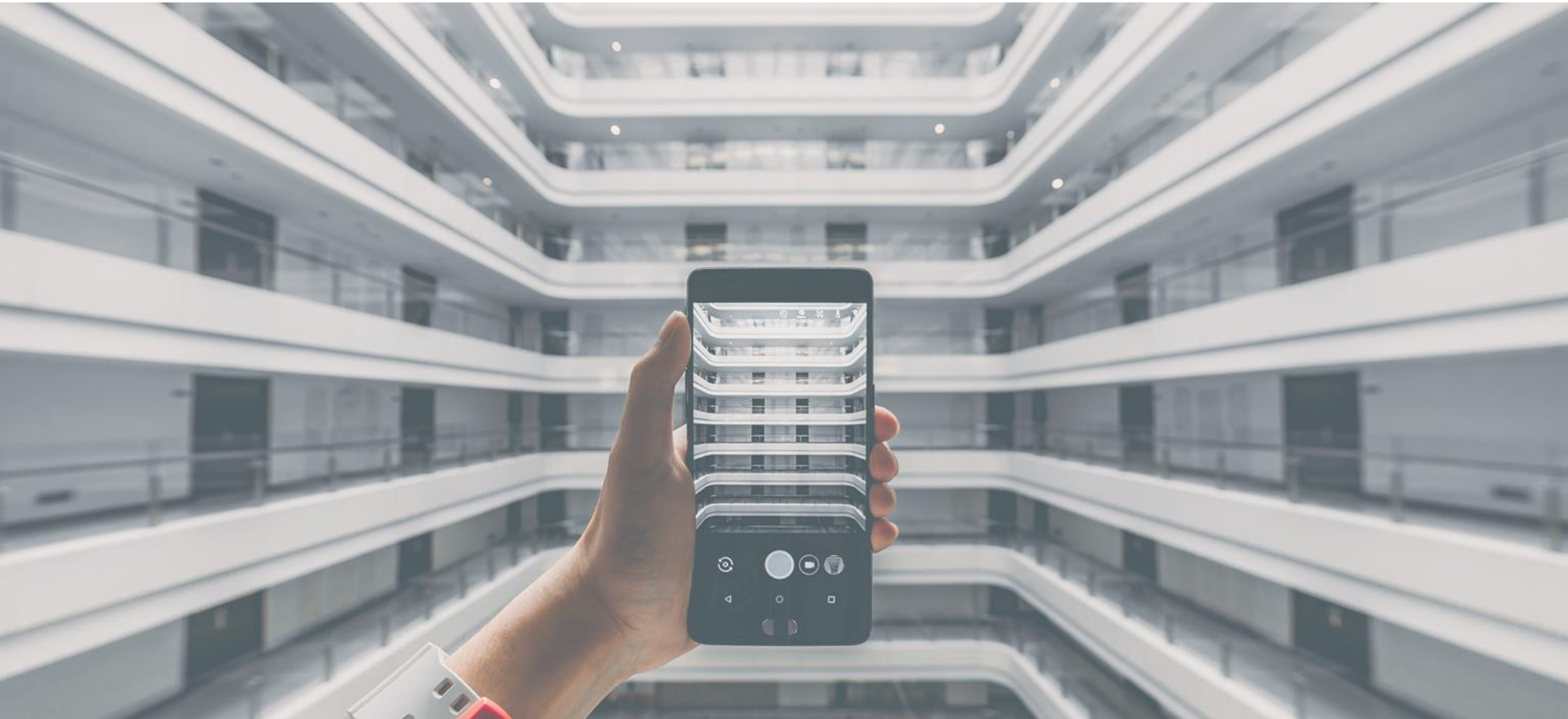
Online giving grew 12% in 2018

56% of consumers believe print is the most trustworthy source

67% of donors volunteer locally and 56% regularly attend fundraisers

Most importantly, PR gives organizations credibility and new platforms from which to tell their stories to existing and potential donors and advocates.

LET’S DIG INTO SOME STRATEGY …



PR IS A PROCESS

POSITIONING

DEFINE YOUR BRAND

Keep your vision and mission statements in mind. Remember, PR is one of many platforms to tell your story, so keep it consistent with your other marketing efforts.

Look at your organization through a PR lens.

What's "newsworthy?"

How can you appeal to your target audience?

Use editorial pieces, social media, or events.

charity: water WHY WATER? OUR WORK ABOUT US THIRST BOOK DONATE GET INVOLVED SIGN IN

Buy the Book

NEW YORK TIMES BESTSELLER

Thirst: A Story of Redemption, Compassion, and a Mission to Bring Clean Water to the World

I Have the Book

Enter your email and the code found in the back of your book to enter the immersive digital experience and hear from Scott Harrison and charity: water.

Email (optional)

charity: water
16 hrs ·

Water should never be work. And thanks to supporters like you, finding clean water is as easy as turning on the tap for students in Nepal.

136 1 Comment 9 Shares

Like Comment Share

Catholic Charities
Archdiocese of New Orleans

WDSU: Last You Are Not Alone: Opioid Abuse Forum event

February 27, 2019

Aired February 24, 2019 Dr. Mark Taliancich, Clinical Director of Catholic Charities Archdiocese of New Orleans' Counseling Solutions, spoke about the final event in the You Are Not Alone: Opioid Abuse series with Kevin Gardere from Bridge House Grace House. … **Continue reading →**

*Tags: **counseling solutions**, **opioid abuse**.*

WWL Great Day Louisiana: Opioid Abuse Awareness Event

February 26, 2019

Aired February 26, 2019 Catholic Charities Archdiocese of New Orleans' Counseling Solutions presents a community education series that aims to provide the community with resources to combat opioid abuse. Kevin Gardere with Bridge House Grace House talks about his own … **Continue reading →**

*Tags: **counseling solutions**, **opioid abuse**.*

RESEARCH

AUSTRALIA
ENCE
PASS BOX
PROTOTYPE IN MELB. USES ULTRA-SOUND REPORTS ON CYCLIST SAFETY TO AUTHORITIES
do others depot
LOCATION
BAAS DOCKLESS SHARE BIKES
ALL APP-RUN FIND-UNLOCK-RIDE LETS YOU PICK UP ANY BIKE THAT IS AVAILABLE & LEAVE IT THERE (VARIETY OF BIKES)
Bikeshare has never been this easy.
Choose
2. Unlock
SMRTGRIPS
RETRO FITS INTO HANDLEBARS. HAS GPS. GIVES RIDER HAPTIC FEEDBACK FOR NAV, LETS LOCATE BIKE VIA APP
LIFE
LIGHT
PRICING
$3 seems like a good deal.
SAFETY
NAVIG-ATION
HANGZHOU
60,000 BIKES FOUND EVERY 100 METRES.
30% OF LOCALS INCORPORATED THE BIKES IN TRANSPORT
DENSITY
BLAZE LASERLIGHT
NOW ON 250 CITIBIKES IN NEW YORK AS A TRIAL
BLUBELL
SIMPLE LIGHT NAVIGATION THAT TAPS INTO MOST CYCLE FRIENDLY ROUTES
MELBOURNE
ECO HELMET
FOLDABLE LIGHT COLLAPSABLE

DO YOUR RESEARCH

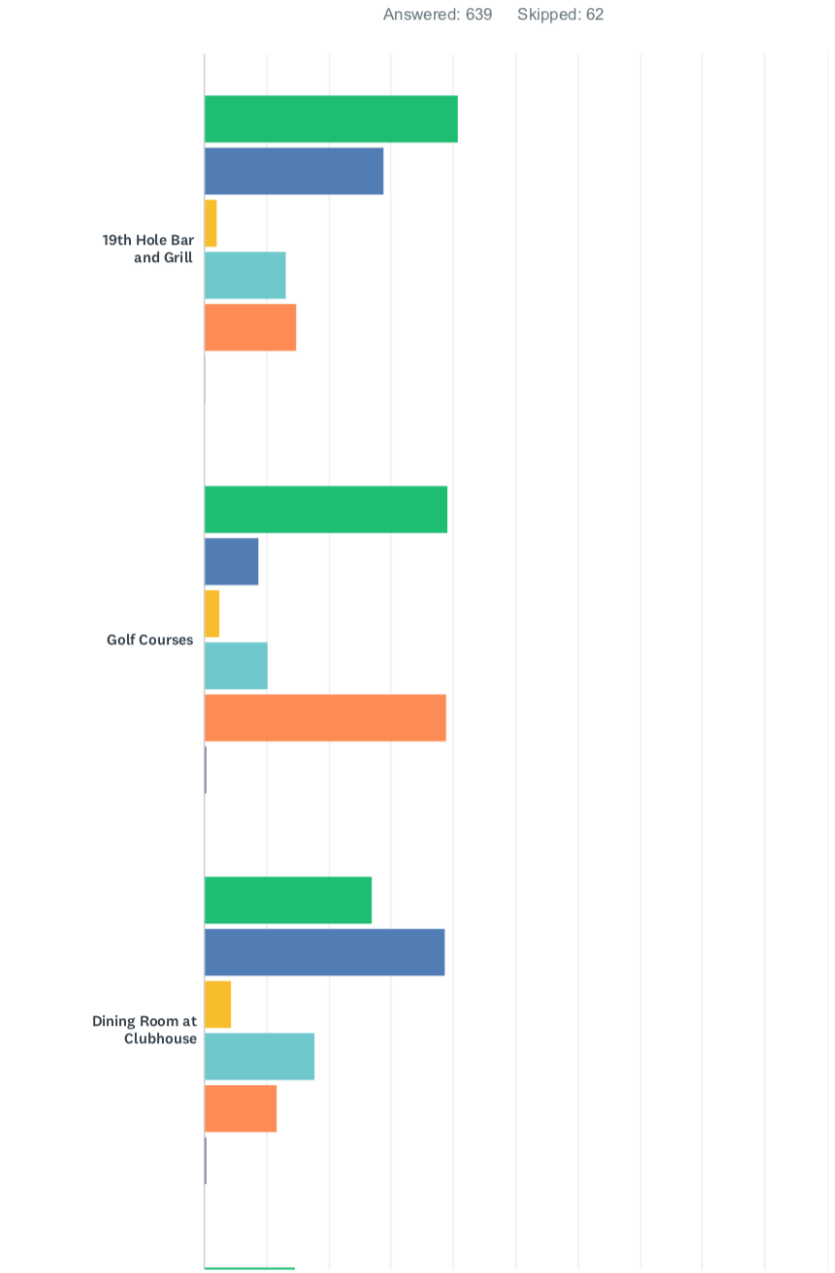
Research makes communication two-way by collecting information from the public; rather than only disseminating information to our audiences.

Research allows us to engage in dialogues with our target audiences, understanding their beliefs and values, making our PR strategic because we communicate with the right people in the right way.

Both formal and informal research with stakeholders is required to define the problem and opportunity. Research tells you the “who,” “what,” and “why” of your organization’s specific situation.

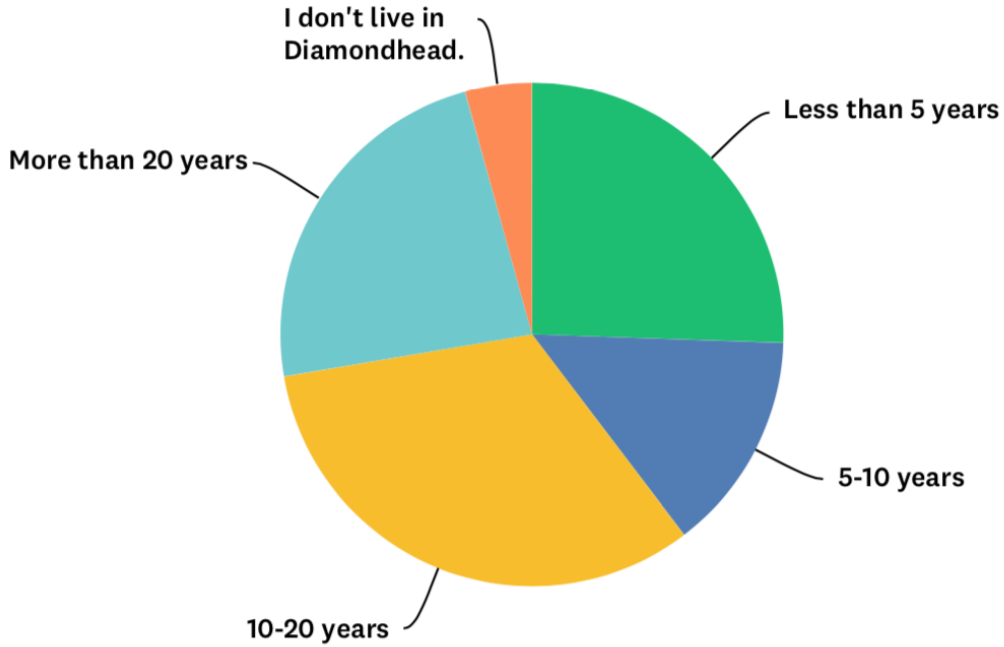
Research allows us to show results, measure impact, and refocus our efforts based on real information.

Q12 Please let us know how often you use the following POA amenities:



Q1 How long have you lived in Diamondhead?

Answered: 701 Skipped: 0



CITY OF NEW ORLEANS

New Orleans
Tourism Marketing Corp.

YLC
WEDNESDAY
AT THE SQUARE®

LOUISIANA
SEAFOOD FESTIVAL
PRESENTED BY
Louisiana HoSpitality Foundation

HOGS
FOR THE CAUSE

PLANNING

PR REQUIRES A LAYERED APPROACH

Communications Strategy

Public Relations

PR is part of a layered approach to achieve your communications goals.

Membership

Advocate engagement

Donor retention

Brand awareness

On a more superficial level, how are you sending these messages to media?

Maintain a consistent look and point of view.

Keep company messaging consistent from pitch to pitch.

What do you want the public to know and how do you to tell them?

St. Jude Children's Research Hospital®

St. Jude Fitness for a Cure,

Boston

JAZZ
HALF MARATHON & 5K
NEW ORLEANS

Jazz Half Marathon New Orleans
June 30 at 8:00 AM ·

Want to run with your bestie? ✨ Sign up for our two-person relay to split the #JazzHalf and enjoy the post race party together! ✨ A huge thanks to our besties Varsity Sports Brooks Running 🎊

Jazz Half Marathon New Orleans
June 25 at 9:10 AM ·

The wait is over! This year, our #JazzHalf and #Jazz5K medals will feature a Jazz Piano! 🎹

IMPLEMENTATION

PR TACTICS

Enhance programs & maximize development efforts through:

- Media Relations
- Community Relations
- Donor Relations
- Social Media
- Advertising/Digital Marketing
- Crisis/Issue Management

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Don’t forget to use compelling visuals!

WE USE PR FOR …

- Announcements
- Events
- Issue management/advocacy
- Crisis
- Partnerships
- Brand awareness

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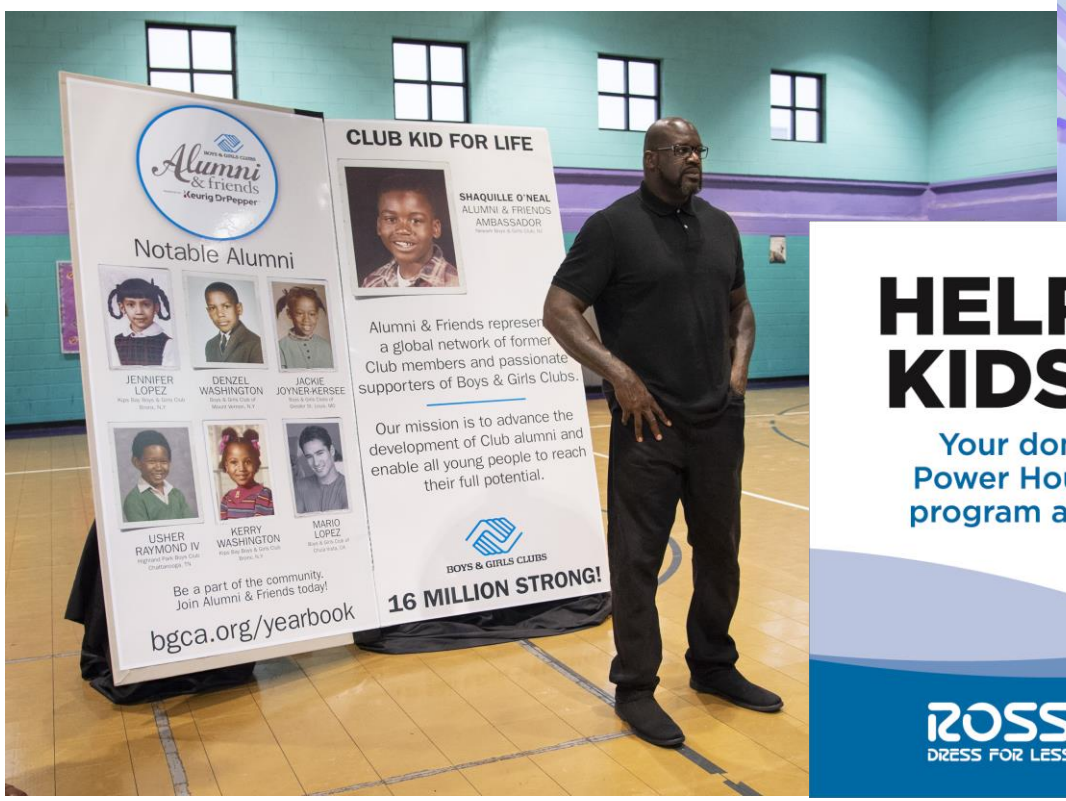
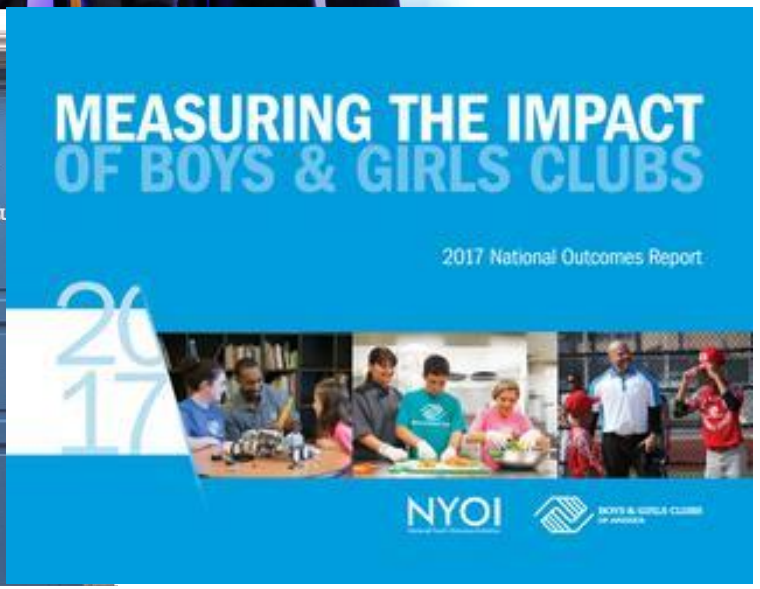
Each goal requires different tactics.

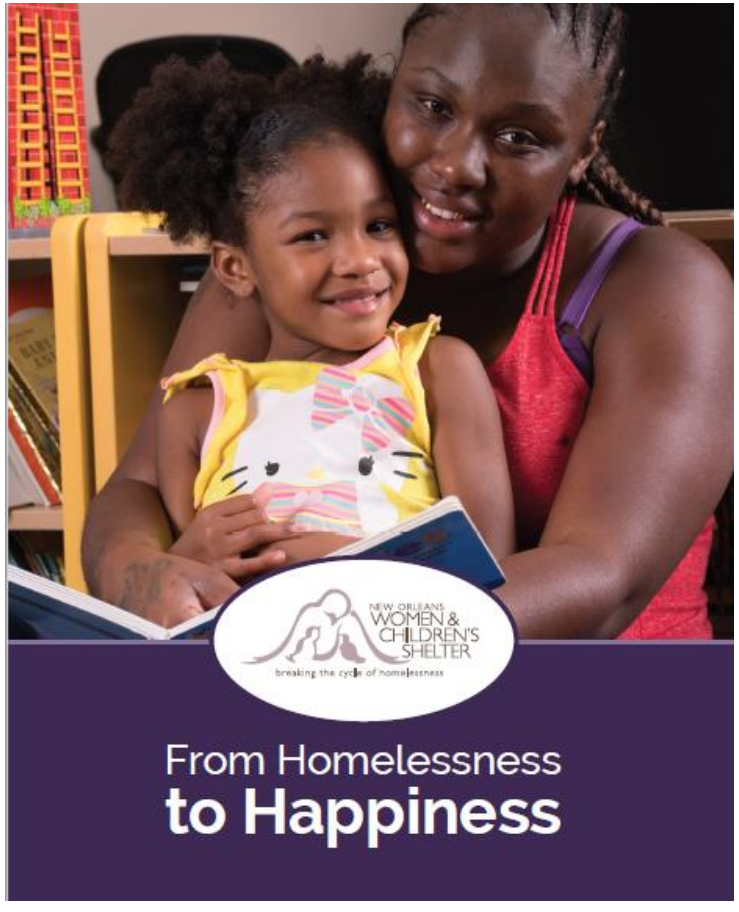
BOYS & GIRLS CLUBS OF AMERICA





NEW ORLEANS WOMEN & CHILDREN'S SHELTER

breaking the cycle of homelessness



EVALUATION

MEASURE YOUR RESULTS

What were your fundraising goals?

What were your PR goals?

How did you deliver your message?

How did you maintain relationships?

How did you track your progress?

Who managed your PR efforts?

How much time was spent?

Measuring the answers to these questions can be done through:

- dollars raised
- tickets sold
- media coverage
- online analytics

MOVING FORWARD

Plan over time or by campaign.

Identify your goals and objectives:

What strategies do I already have in place?

Which strategies can I enhance?

What do I need in order make new strategies a reality?

When should I use internal vs. external resources?

Meltwater
Outside Insight

Google Analytics

Google
Alerts

CISION®

GIVE NOLA DAY

GREATER NEW ORLEANS FOUNDATION

MR LEGS

#iGIVECATHOLIC

on #GIVINGTUESDAY

iGiveCatholic.org

QUESTIONS?

QUESTIONS?

TIME FOR AN ACTIVITY…

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