

Welcome to



# Effective Public Relations Campaigns

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[www.teamtri.com](http://www.teamtri.com)

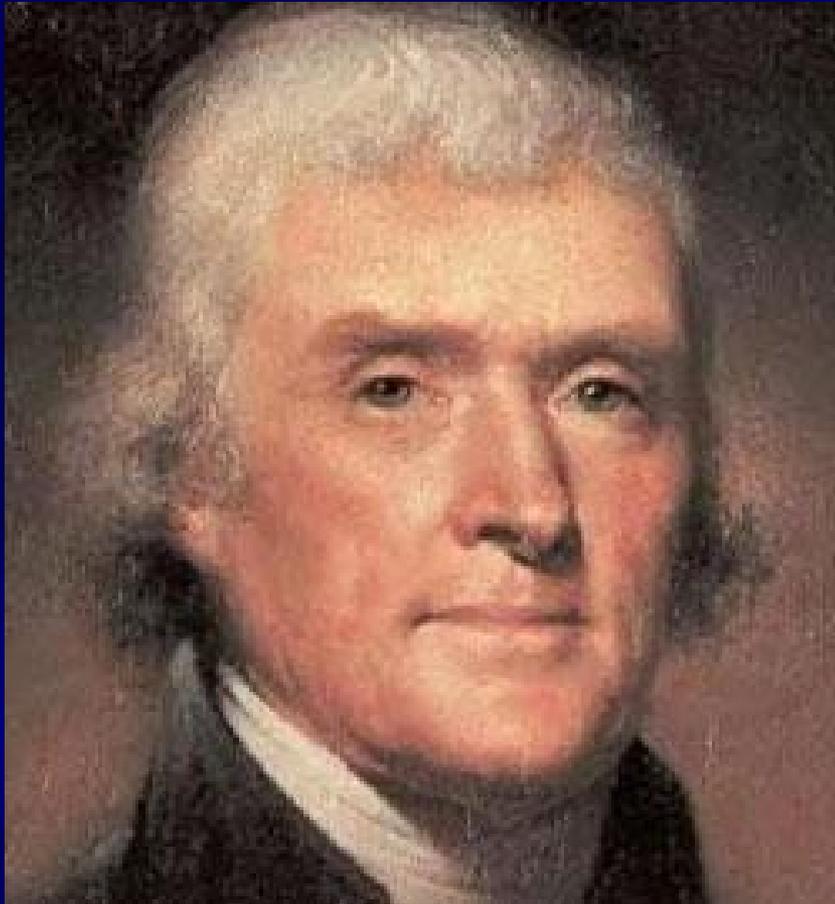
Can you...



Name This  
TV or Movie  
Tune?

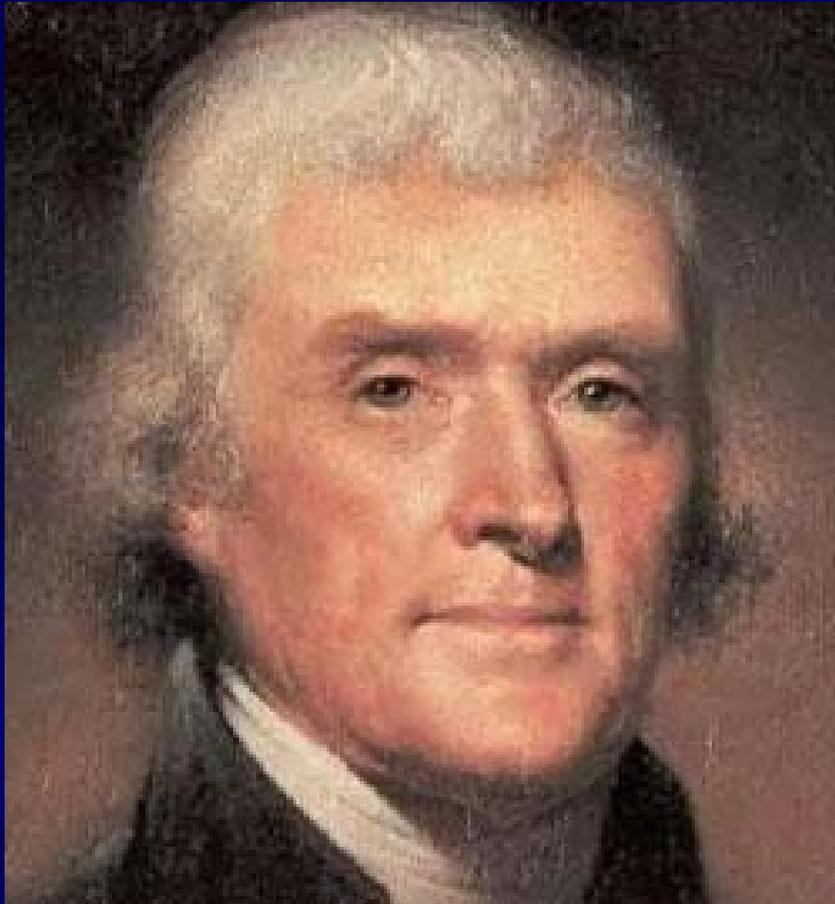


# Jefferson + Public Relations



- First to use the term “**Public Relations**”
- Address to Congress in 1807

# Jefferson + Public Relations



**“Don't talk about  
what you have  
done or what you  
are going to do.”**

*Thomas Jefferson*

# What is Public Relations?



- Image Building
- Two Way Communication Between Public and the Organization
- Build Rapport with Constituents
- Establishes Credibility
- Promotes Favorable Opinion
- Educate Need or Perspective
- Create, Maintain, and Protect the Brand
- Increase Good Will

# Goals of Public Relations



- Establish Bank of Good Will
- Build Top of Mind Awareness
- Launch New Initiative
- Change Perception
- Grow Volunteer/Membership Base
- Increase Contributions



Effective

PR

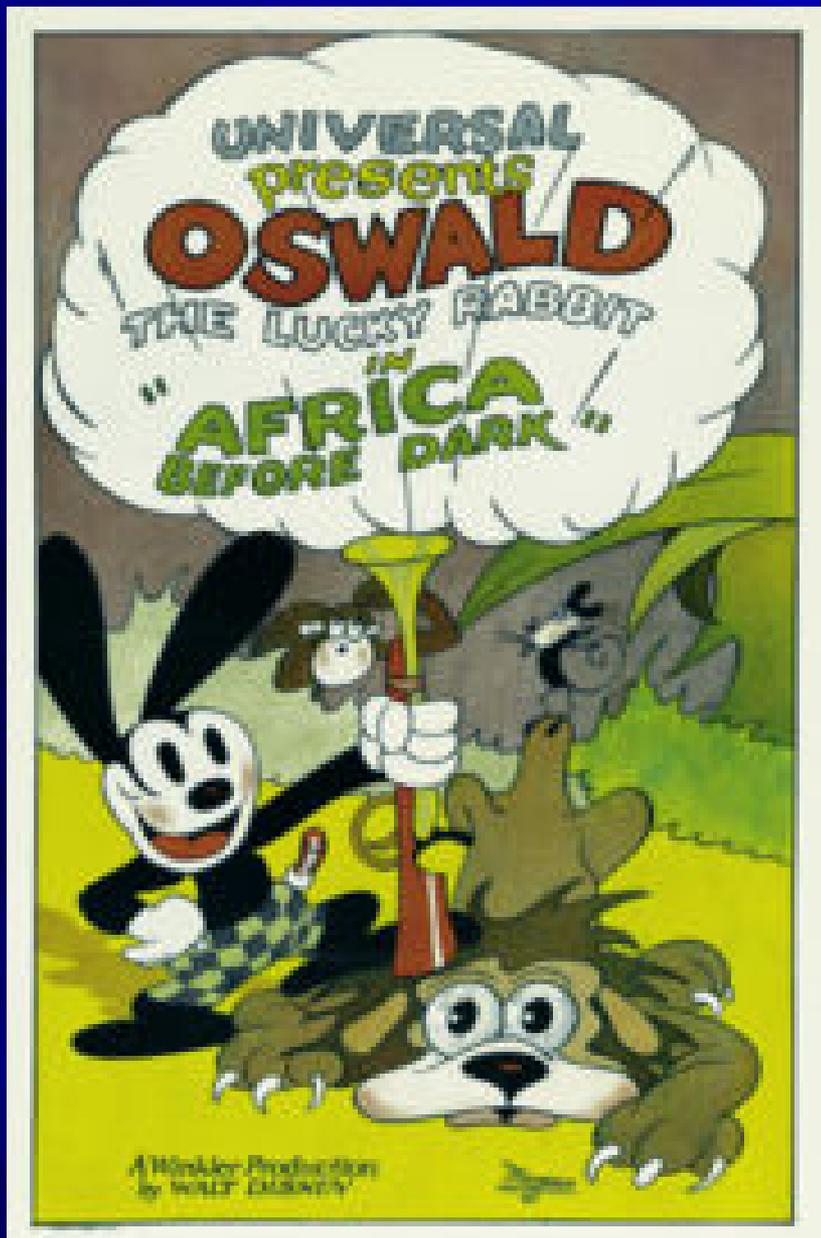
Campaigns

# Case Studies: Good Will



The Two Way Street  
Disney Evaluated Impact  
of Positive and Negative  
Experience at their  
Theme Park

**PROTECT THE BRAND**

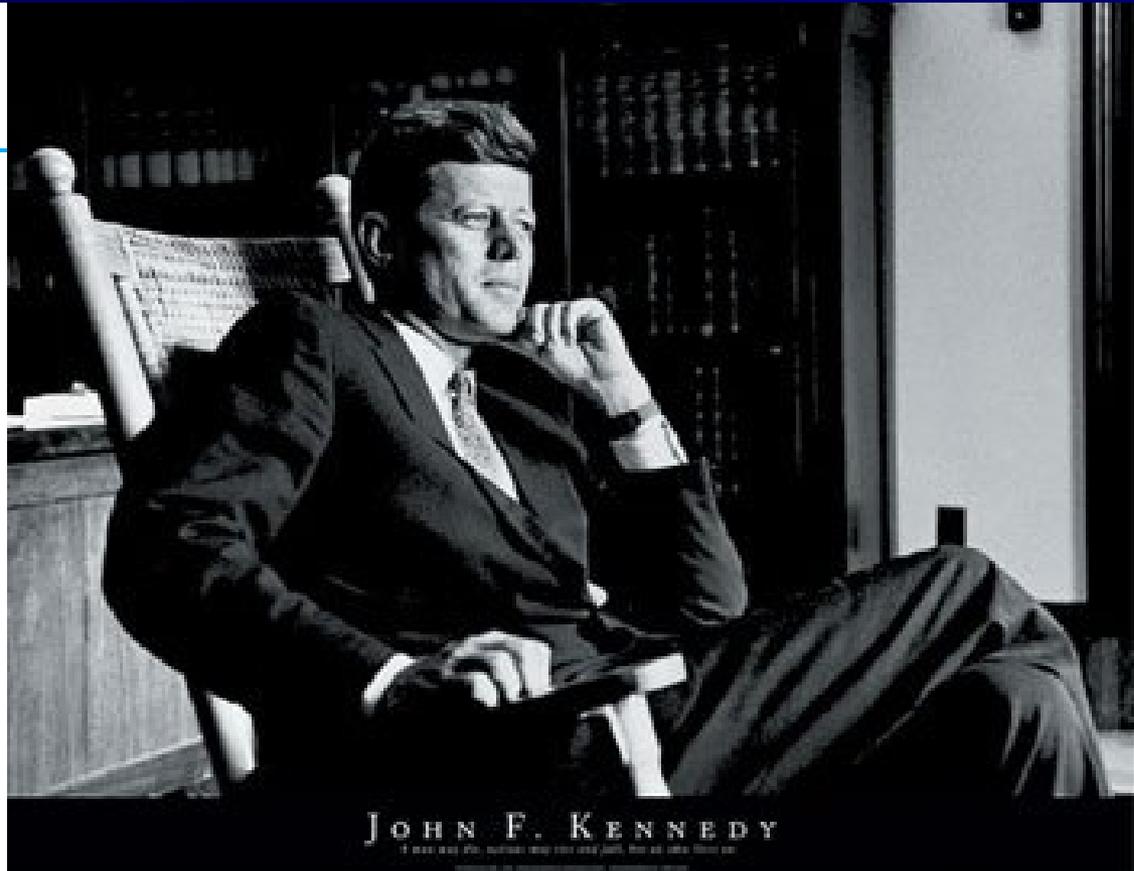


**PROTECT  
THE  
BRAND**

# Case Studies: Good Will



LOGO



# Case Studies: Good Will



# Case Studies: Top of Mind



National  
Foundation for  
Infantile Paralysis

Case Studies: Top of Mind



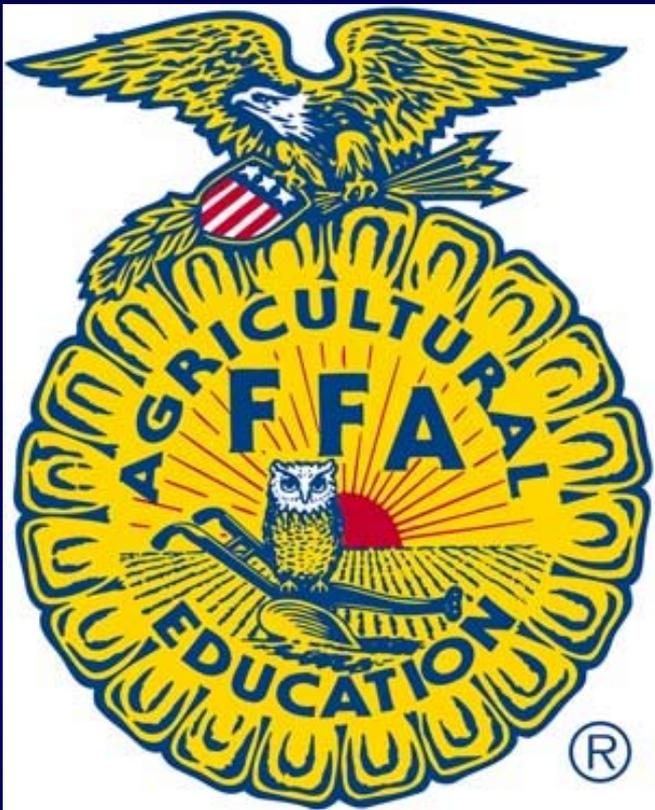
March  
*of* Dimes  
*Saving babies, together*

# Case Studies: New Initiative



- Found Cure to Polio – Now What?
- Birth Defects & Infant Mortality
- Premature Babies

# Case Studies: Change Perception



- FFA
- Future Farmers of America
- Less People Engaged in “Traditional” Farming
- Increase in field of agricultural related fields
- National FFA Organization

# Case Studies: Change Perception



- **FHA**
- Future Homemakers of America
- Federal Highway Administration
- Federal Housing Administration

# Case Studies: Grow Base



- **FHA**
- Future Homemakers of America
- Not Appealing to Boys
- Homemaker Term Dated



So, what does  
this mean for  
your PR?

# PR JOURNEY



# Commitment: Board



- Board of Directors create policy
- Public Relations is a major strategic policy
- Need Board Commitment to be Effective
  - Scope
  - Resources (Human, Financial, etc.)
  - Determining Major Goals of PR Campaign
  - Approval Points
- Make sure you have a Board member with PR experience

# Commitment: Board



- Public Relations takes time.
- The Payoff is not immediate.
- The PR Journey may have interesting discoveries that challenge your nonprofit.
- If the Board is committed from the beginning, then they'll be better champions and stay committed to the journey.

# Commitment: Volunteers



- PR is **EVERYONE's** job.
- Do not surprise volunteers with a new campaign.
- Foreshadow change that is to come.
- Engage key volunteers and long standing volunteers in the process.
- Get folks excited about the vision, the process, the eventual results, and their key role in delivery.

# Commitment: Staff



- PR is **EVERONE's** job.
- Explain to staff the process, what it will require and the journey we will all take together.
- Foreshadow the inevitable changes ahead.
- Enlist their help in understanding the opinions and perspectives of constituents, volunteers, and influencers.

# PR JOURNEY





Tap it Out!

# Clarity: Close the Gap



- The effect of good public relations is to lessen the gap between how an organization sees itself and how others outside the organization perceive it.
- How do you see yourself? **(MISSION)**
- How does the “public” see you? **(PERCEPTION)**
- Brainstorm Ways to Bridge the Reality Gap

# Clarity: Checklist



- Mission Review
- Board, Volunteer, Constituent Evaluation
- Staff Evaluation
- Analyze
- Determine Influence Factors
- Understand Target Audiences (e.g. Polio Survivors vs. New Mom's)

# Clarity: Facts



- Get Your Facts
- Back Them Up
- Know your competitors and substitutes
- Be Clear on Your Position, Perspective, Message

# PR JOURNEY





Why people  
don't like **change** even  
when it's good for  
them

Change:

Come to Your Senses!



- If you can **see** it, **feel** it, **hear** it, **smell** it, and **taste** it...it's part of your public relations.

*(Pssssssss. This could mean a lot of change)*

Change:

## Traditional PR Tools



- **Press Releases**

- Do them, get pictures, post to your website

- **Media Relations**

- Meet them, involve them, track them, host them

- **Press Conferences**

- Be press friendly (position, mornings, shot)

- **Special Events**

- Hold one

Change:

## Nontraditional PR



- Smiles & Hospitality
- Lapel Pins
- Uniform
- Voice Mail
- Website
- Colors
- Email Footers
- Awards & Honors
- Network
- Staff Happiness
- Boards & Volunteers
- Newsletters
- Podiums
- Partners
- Décor (Bathroom & Signs)
- Pictures

# PR JOURNEY





The root word  
of communication is  
"commune"  
to bring together



On the  
Count of 3!

Can you...



Name This  
TV or Movie  
Tune?

Commune:  
OTIS the Elevator



- Opening
- Target
- Initiate
- Simple

# Commune: Collateral



- Get a pro
- If you cannot afford a pro, partner with the colleges and high schools
- Be consistent
- Print your message on the front and back of material
- Website address is a must

# Commune: Media



- Meet with Them and Be accessible (24/7)
- Make regular announcements
- If possible: Get questions and respond in writing
- Prepare your “quotable” – stay on message
- When interviewed, Pause and Think
- Send and Email and then Follow Up
- Thank Them
- No Bribes... Good News is the Bribe!

# Commune: Media



- Use Term “Media Representative” (less “spin” to reporters)
- Know the Angle (connect your news to community and readers)
- Be Interesting (Pretend You’re at a Mic)
- Add “Public Relations” as a top to every project plan, initiative, and activity
- Be where your mission is happening
- Dress Your Space

# Commune: People



- **Happy Staff** (Love the job? Love the mission!)
- **Heard this?** It's not what you know it's who you know
- **PR Reality:** It's not who YOU know, it's who knows YOU!
- **Manage the Gap** (people will make it up)
- **Identify Your BEST Spokesperson**
- **Train Your Spokespeople** (everyone)
- **Submit to Communication Training**



People see in  
pictures not words...  
make sure your  
message is in the  
shot!



JASON KAMRAS  
2005 TEACHER OF THE YEAR

HELPING AMERICA'S YOUTH

# HELPING AMERICA'S YOUTH

HOUSE - HELPING AMERICA'S YOUTH - THE WHITE HOUSE - HELPING AMERICA'S YOUTH - THE WHITE HOUSE - HELPING AMERICA'S YOUTH







# PR JOURNEY



# Create Value: Crisis



- Anticipate Crisis (natural, accident, financial, untimely)
- Communicate Accurate Information Quickly To Reduce Uncertainty
- Get on the Scene
- Stay on Message
- Do not guess or make it up

# Create Value: Mission



- Deliver on Your Mission
- Watch measurables and metrics
- Continue the journey!

Tell someone near  
you **one thing you**  
**gained** that you  
are going to do  
when you get back  
to your organization.



# PR JOURNEY







Public Relations

is

EVERYONE's

JOB!

# Ryan Underwood



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