**MARKETING AND PUBLIC INFORMATION PLAN**

**COMPONENTS**

Execution of the public information strategy is the responsibility of the staff, with the assistance of the Board and other volunteers.

A public information/public relations specialist will be retained to help execute the public information program.

The strategy consists of the following components and activities, listed in recommended priority order:

* Recruitment of Public Information Volunteers
* Recruitment of Endorsers
* A fact sheet/frequently asked question
* Press and newsletter releases
* Newspaper human interest feature stories
* Letters to the editor
* Speakers Bureau
* Radio interviews
* Annual report

**PUBLIC INFORMATION VOLUNTEERS**

The Public Information Volunteers will assist and advise staff in planning and executing the public information program.

Volunteers will include representation from:

* Board
* Stakeholders and partners
* Staff
* Media
* Current or retired public relations professionals
* Business community

**PROFESSIONAL SERVICES**

A public information/public relations specialist will be retained to assist the Public Information Volunteers in planning and executing the public information program.

Ideally, the individual or firm selected will reside in the area.

It is estimated that a 3-month relationship will be required to plan and initiate the program.

$1,850 has been budgeted for these services.

**ENDORSERS**

A broad range of respected and influential individuals will be recruited to endorse programs and activities.

Minimally, these individuals will be asked to lend their name and visible support to the public information effort. Some may be asked to become more tangibly involved as the fundraising campaign unfolds.

Endorsers will include:

* Partners
* Public officials
* Business leaders
* Professionals; physicians, attorneys
* Recognized community volunteers and civic leaders
* Service club representatives
* Families being served

**FACT SHEET/FREQUENTLY ASKED QUESTIONS**

A fact sheet that can be updated as needed will be prepared.

The fact sheet will be used in conjunction with other information and marketing materials.

The fact sheet will include:

* Program and agency statistics
* Historical information
* Program participation figures
* Client demographic and sociographic information
* Budget and financial data
* Future plans

**PRESS AND NEWSLETTER RELEASES**

* As newsworthy items surface, press releases will be prepared and provided to the media.
* Releases will also be sent to churches and corporations for inclusion in newsletters and church bulletins.
* Special attention will be made to offering targeted stories and releases linking church members and corporate employees to program activities.

**HUMAN INTEREST STORIES**

* The organization will seek placement of a human interest feature story in local newspapers at least monthly.
* Articles will include stories about:
* How the organization serves individuals and families
* Programs and activities
* Client profiles and human interest stories
* Outreach services; statewide focus
* Staff, Board and Volunteer profiles
* Articles will also be placed in shopping newspapers, company newsletters, church bulletins and newsletters of area organizations.

**LETTERS TO THE EDITOR**

* A "letters to the editor" campaign will be conducted through local newspapers.
* Board, Volunteers and Endorsers will be asked to write opinion letters as specific issues emerge that require public awareness.
* Public Information Volunteers will assist in the letter writing campaign by suggesting subjects and participants.

**SPEAKERS BUREAU**

Several Public Information Volunteers, staff, Board members and Endorsers will be recruited to speak about plans before community groups including:

* Service clubs
* Social clubs
* Corporate boards
* Employee groups
* Church congregations, councils and s
* Business organizations; Chamber of Commerce
* City, town and county board and committee meetings

Visual materials and handouts will be prepared, tailored for specific groups where appropriate.

**RADIO INTERVIEWS**

FW will seek opportunities to participate on statewide and local radio interview programs. Interviews will feature clients, Volunteers, Endorsers, Board members and staff.

Public Information Volunteers will also develop a process to monitor call-in programs to determine when calls should be made.

**ANNUAL REPORT**

An annual report will be published beginning in 2015 (2014 report.)

**TIMETABLE**

August, 20 Recruit Public Information Volunteers

Begin recruitment of Endorsers

Design, print fact sheet, update marketing materials

September First newspaper human interest story placed

October First letters to editor effort

First Speakers Bureau presentation

November First radio interview

February, 20 Publish 20 annual report