

REDEEMING LOVE



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Redeeming Love Public Relations Plan

California Baptist University

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Company Overview

Redeeming Love is a faith-based non-profit organization located in Orange County, CA. Founded in 2013, by Charlene Heydorn, Redeeming Love serves as a place of, “restoration for survivors of sex trafficking and commercial sexual exploitation” (Our Mission and Story 2018). The main objective of the organization is to walk alongside survivors of domestic sexual abuse during their physical, mental, or spiritual healing. Redeeming Love accomplishes this by providing physical resources such as counseling and housing to survivors.

Due to the lack of housing available in Orange County, Redeeming Love is working to raise funds to open a home for survivors. They have a specific program where donors can give monthly to help provide the needs of the shelter. The donors are given the name of guardians, people who give “ongoing monthly care and support...to ensure restoration...” (Guardian 2018). Guardians are defenders, protectors, and keepers of the most vulnerable because their donations it allows for the safety of the survivors. Redeeming love 12-18 month program were survivors of sex trafficking receive transitional housing and wrap-around care to provide a safe space to recover.

Redeeming Love also provides learning tools and success stories on their website. In their learning tools, they give instruction to viewers on the impact behind their mission and the purpose of creating safe homes. The organization also updates the Orange County community with details behind recent rescue missions. These stories help encourage donors and readers to

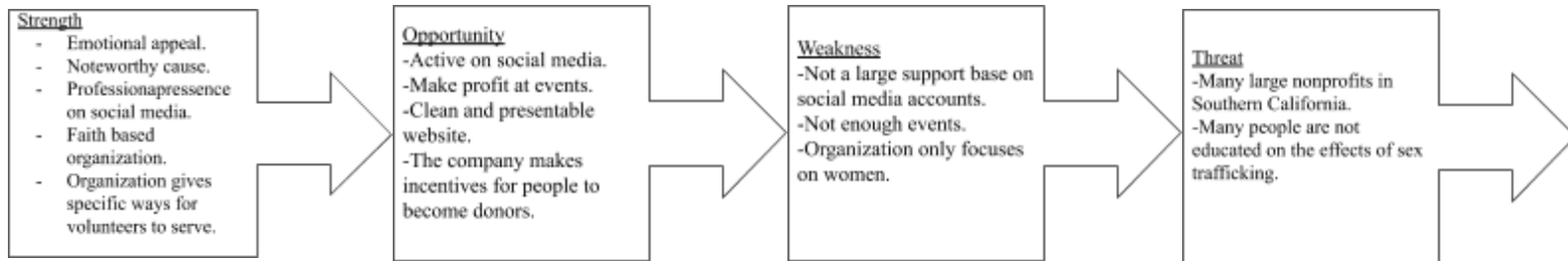
continue supporting the organization's goal. The organization is also active on both Instagram and Facebook which also provides followers with information on upcoming events. The organization's social media platforms also allow access for people to get involved within the organization or just donate.

These great qualities are a result of the passion and efforts that the members of Redeeming Love have invested in the organization. The organization relies on events and donations to keep the organization up and running. With more awareness, the organization can multitude their goals and successes.

Situational Analysis

Redeeming Love is a fairly new organization that has a lot of growing to do. Since 2016, the organization has hosted a bbq and cornhole tournament, last year the organization raised \$20,000 to help fund a residential program within the Southern California area. This is the only big event the organization puts on during the year to raise money, but more successful events could be had throughout a single a year so that more funds can be raised to reach bigger goals. The organization is active on both Instagram Facebook but since followers are currently limited on both platforms traction needs to be made in order for the organization to gain a bigger following. Redeeming Love's website and social media pages are professional looking and aesthetically pleasing. However, in order for awareness to be spread through these channels of communication, there needs to be a specified audience the organization has so that they can better benefit from these platforms. Further, the larger issues would be that there are many large non-profits within Southern California which could make the spread of awareness more difficult.

A basic Google search of “Redeeming Love” lists the organization, not as the top search but rather the sixth search. It is only if you search “Redeeming Love organization” is when the organization is listed as the top search. Redeeming love is a faith-based organization and is closely connected with the church's within Southern California, campaign incentives for church participants to go to events would allow for a bigger following within the organization. Once more awareness is spread about Redeeming Love and what the organization represents, local churches can confidently host representatives from Redeeming Love at events to further expose the organization. This is vitally important because the survival of the organization depends on donors who come to their events.



Problem/Opportunity Statement

Our plan will address the lack of awareness that the organization Redeeming Love currently has.

We will do this by creating an event, not just to raise money. More importantly, an event designed to bring not only awareness but to also reach the financial goals of the organization.

Publics

Primary:

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1. Members of the Redeeming Love organization such as board members, survivors, and guardians. This group is the foundation of the organization.

Secondary:

1. Donors who are involved with the organization and or donors with previous ties with the organization.

Marginal:

1. Social media followers who are interested in the organization but are not donating or volunteering.

PR Plan Public

Donors will be our specific audience of choice for this plan because our main objective is to host a gala with the expectation of raising money. A potential donor audience would be middle aged individuals (30s and 40s) with a steady stream of income.

Goals and Objectives

Goals

Increase overall brand awareness of Redeeming Love.

Objectives

Boost social media engagement by 10% or more on each platform, Facebook and Instagram.

Increase donations for Redeeming Love by 10% by hosting a gala.

Tactics

The steps we will take to meet the objectives of this campaign will include a combination of face-to-face, print, and social media platforms. Many of our tactics will revolve around a gala in which Redeeming Love will host members of the organization in addition to potential donors to recognize the efforts of Redeeming Love and all that they do. In addition, a press release about the gala event, a graphic for the gala, and social media posts will be used in order to meet the goals.

1. News Release: Press for Redeeming Love

First, we will be sure to include a captivating headline and convey our value upfront. The purpose of this is to capture the attention of a reporter/influencer who may share our event. Next, the news release will give a (very) brief rundown of our organization. This will help pre-existing and prospective publics better understand the need for our event. The release will inform our public of our initial purpose: the fundraising gala. It will specify the event location and for whom the event is intended. Our gala will specifically be used to raise donor support. In order to better accommodate the needs of our trafficking survivors, we need greater financial support to cover such funds. We will offer

details and insight about the function of said event to strengthen our narrative and fully draw readers in with the announcement.

2. Online media (such as social media, email, website etc.)

Redeeming Love will encourage their current followers to share content on their own personal accounts to increase brand awareness and social media engagement. Social media effectiveness will be measured through new followers, number of post likes, number of post shares, and website traffic directed by social media. For this campaign, we will also form a series of social media posts and email blasts. The focus of these is to raise awareness about human trafficking and will direct our audience to the Redeeming Love website so they can learn more about how to get involved. The posts will also inform people about the Redeeming Love gala. We hope from these posts we can engage our current supporters and donors as well as get more people involved with Redeeming Love.

3. We will be hosting a gala as stated above. At this event, we will have a silent auction as well as a catered dinner. We will have musical performances at the event. Not only will they perform but their services could be up for auction. The performers can be dispersed in segments of the auction in order to keep the event entertaining. Personal testimonies of those helped by Redeeming Love can be given during the event to encourage those attending to donate. The goal is to make the event as nice as possible to make the event worth the price of a ticket and to draw as many people as possible. A promo video or presentation will be given

at the beginning of the event to make sure that any people unfamiliar with Redeeming Love have a clear idea of what the organization does.

Timeline

Week 1

- Meet with Redeeming Love clients and review the plan for the next 10 weeks.

Week 2

- Monitor Redeeming Love social media accounts. Use RL Facebook and Instagram accounts to like and follow other organizations with similar goals of Redeeming Love.

Week 3

- Create a Twitter account for Redeeming Love. Link together these accounts with Facebook and the official website.
- Create a flyer for the Spring Gala event.
- Pull contacts from donor directory to start a database of community partners.

Week 4

- Post the flyer graphic on social media platforms with an enticing caption. (Instagram, Twitter)

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- Create a giveaway for free tickets to the spring gala. Set rules in place so that followers have to share or tag people in the giveaway in order to be entered to win the tickets. This not only provides awareness for the event but for RL as well.
 - Post a link to the Spring Gala tickets site on both Instagram and Facebook.

Week 5

- Post the flyer graphic about the Spring Gala on the website, and social media platforms.
- Send out emails and texts to donors and organization members about the gala.

Week 6

- Post the flyer graphic about the Spring Gala on the website and social media platforms.
- Create the press release about the Spring Gala.
- Have RL organization members mail a flyer to local churches and donors inviting them to attend the Spring Gala, with links to the tickets and social media.

Week 7

- Send the press release about Spring Gala.
- Post the flyer graphic about the Tree Planting Ceremony on the website and social media platforms.

Week 8

- Host another giveaway for free tickets to the Gala on Instagram.

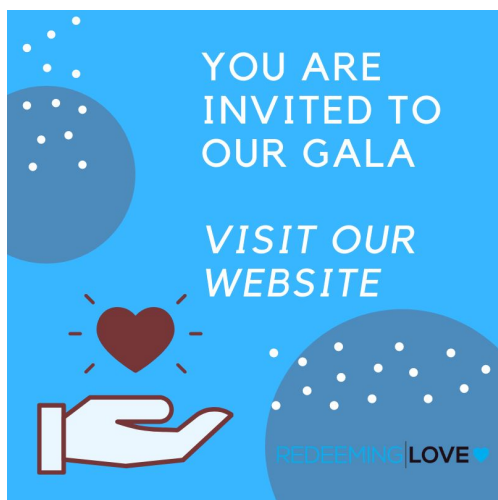
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- Send out emails and texts to donors and organization members about the Spring Gala.
 - Post the flyer graphic about the Spring Gala on the website and the social media platforms.
 - Do a Facebook and Instagram Live video of the event with snips of the speakers and performances at the Spring Gala.

Evaluation

We will determine the success of our campaign by looking through the following windows of analysis:

- Track the number of donations received from donors from previous events in comparison to the Spring Gala.
- Track number of those attendees from previous events in comparison to the Spring Gala.
- Use analytics (Google, Facebook Insights, etc.) to see the increase in online presence and overall brand awareness for Redeeming Love.

Examples



News Release

FOR IMMEDIATE RELEASE:

December 1, 2018

Contact:

Group 4

PR Coordinator

951-xxx-xxx

group4@beverlyhillscs.gov

Spring Gala, Event Raises Human Trafficking Awareness, Headlines Redeeming Love

Nonprofit organization uses event to raise support for trafficking survivors

BEVERLY HILLS, Calif. - Redeeming Love, Southern California nonprofit that works with victims of human trafficking, will host a gala at the Beverly Hilton on April 20, 2019. The gala will be organized to spread awareness about the presence of human trafficking in local communities, and how people can take action to help recover victims.

The gala will begin at 5 p.m. and feature entertainment and dinner. The proceeds from ticket sales and a silent auction will provide Redeeming Love with funds to expand their safe housing project. The funds will help provide additional beds, clothing, and personal care items for the survivors of the safe homes and will help Redeeming Love organize multiple awareness events.

Redeeming Love was founded in 2013 and is dedicated to providing a safe and nurturing home for young women seeking rehabilitation from domestic sex trafficking. By providing healthy aftercare essentials, Redeeming Love can better facilitate the needs of survivors after trauma. Redeeming love seeks to expand the openings in safe homes to better accommodate a greater number of survivors.

If you would like to make any donations, purchase a pre-paid ticket to the gala, or would like to learn more about our safe homes please visit our website at <https://www.redeemingloveca.com>

References

Redeeming Love. (n.d.). Retrieved from <https://www.redeemingloveca.com/>