



Parkview Legacy Foundation



Public Relations Campaign

Spring 2020 – PRL 402

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Campaign Idea

DGSW Communications is a Public Relations firm that will be aiding Damien O'Farrell, CEO of the Parkview Legacy Foundation (PLF), in the creation of a campaign that will raise awareness of the PLF among industry peers in order to create strategic partnerships that will fund its future projects. The campaign will inform other like-minded organizations in the Inland Empire area of what PLF is about and where the organization is going in the future. The campaign will be based on relationship building. The campaign will search for and target other organizations with similar goals related to PLF's four core mission areas – housing stability, social mobility, whole health accessibility, and integrated solutions – and will connect people and organizations that share parts of its vision.

Company Overview

Parkview Legacy Foundation's History

Parkview Legacy Foundation was founded in July 2019 following the sale of the Parkview Community Hospital Medical Center, a nonprofit hospital, to AHMC, a for-profit hospital group. PLF was created to use the proceeds from the sale of the hospital to benefit the community in four distinct areas: housing stability, social mobility, whole health accessibility, and integrated solutions. Damien O'Farrell joined PLF as the CEO after leaving his most recent position as CEO of Path of Life Ministries for 5 years (About Us, 2019).

Parkview Legacy Foundation's Mission

Parkview Legacy Foundation's mission statement is "to advance equitable probability of wellness through social determinants of health." In other words, its main purpose is to promote social wellness throughout the Inland Empire by focusing its mission on four areas that improve wellness at a systemic level – housing stability, social mobility, whole health accessibility, and integrated solutions. In addition, the foundation wishes to partner with local nonprofits to better the community together.

Parkview Legacy Foundation's Vision

Parkview Legacy Foundation's vision is to support wellness in its four focus areas and be a partner and grant-giving foundation for other nonprofits in the community. The foundation hopes to join together with other nonprofits for training, advocacy, and education efforts, and it is eager to help with fundraising in order to create a community in which every individual has the tools they need to achieve holistic wellness. Another major goal is to be a thought leader in

the nonprofit community and promote communication between nonprofits that promote equitable wellness around the U.S., making sure they are working together.

Parkview Legacy Foundation's Values

Parkview Legacy Foundation believes that each individual is equally important and valuable to their community. Specifically, each person holds their own specific set of skills, expertise, knowledge, and the connections that can contribute to and be leveraged to create solutions that go further than they could alone. The foundation believes partnerships with like-minded individuals and organizations are a necessary requirement to bring about change at the systemic level. Lastly, they value an in-depth level of communication and partnerships with other organizations to ensure that players are learning from others and coming together using their strengths to advance the wellbeing of every person in the community.

Situation Analysis

Parkview Legacy Foundation (PLF) was recently reestablished as a separate organization from the existing Parkview Community Hospital Medical Center. It is still working on distinguishing its identity within the community from a fundraising organization for the hospital to being a new nonprofit organization aiming to better the health of the community on a fundamental level with new initiatives, a grant giving organization, and a rising thought leader in the area of community wellness.

The profits from the sale of Parkview Community Hospital Medical Center to AHMC have been set aside for PLF. However, the foundation will not receive this financial support for several years because of legal withholdings on the money. PLF currently lacks sufficient funding to support its goals and is still often incorrectly associated with Parkview Community Hospital, which is now a for-profit hospital separate from the foundation. The organization needs to be established as a separate company. It will need to begin raising its own funds to work on new goals that relate to systemic health issues rather than healthcare in hospitals.

PLF has built its own website that follows a particular language tailored to attract potential partners. With its language, messaging, and brand awareness, the foundation hopes to establish new relationships and partners with like-minded organizations. Since the re-establishment, the organization has been run by only one individual, CEO Damien O'Farrell. However, he is looking to hire an intern to help with the organization and expects to be able to hire an employee at the end of this fiscal year.

Problem, Challenge or Opportunity Statement

Parkview Legacy Foundation (PLF) is currently facing one main problem: a lack of brand awareness. Since it was founded in July 2019, many people are unaware of the foundation's separation from the Parkview Community Hospital Medical Center. The reborn organization is trying to raise awareness for its new goals and be recognized as an important nonprofit in the community. We have the opportunity to build relationships with like-minded individuals and organizations that will eventually turn into partnerships of a financial nature.

Audiences

Primary Audiences

- Existing and potential partnerships to strengthen credibility and reliability.
- Should be able to turn to them for funding and voluntary assistance when needed.
- Potential partners include organizations who share like-minded visions in the Riverside and surrounding areas.

Secondary Audiences

- Like-minded organizations from across the United States who share PLF's vision but do not serve the Riverside County area.
 - The Robert Wood Johnson Foundation
 - The James Irvine Foundation
 - The California Endowment
 - The Annie E. Casey Foundation

Marginal Audiences

- Individuals or families who have the financial means to make philanthropic donations to the foundation or assist us in raising awareness.
 - Doctors
 - Influencers

Ultimately, PLF is looking to network and make connections, and if there are individuals who would be interested in partnering with them financially or otherwise, they would be more than happy to develop those relationships. The majority of their partnerships, however, will come from already established organizations rather than individuals.

Target Public for Campaign

Nonprofits and for profits with a similar or complementary mission to that of PLF. Some for-profit organizations have corporate social responsibility (CSR) programs that allow them to support and donate to causes. PLF strongly believes that we are more effective if we work together and values a holistic approach to wellness that can involve a variety of different organizations and individuals with diverse interests. PLF strives to unite these organizations in order to enlarge their impact in the Riverside County community and beyond.

Goals and Objectives

- Goal 1: Increase awareness about Parkview Legacy Foundation among potential partners.
 - Objective 1a: Increase followers in the 30-70 year old age range on Facebook by 10 percent.
 - Objective 1b: Post 20 Facebook posts and increase shares by 10 percent.
 - Objective 1c: Send 100 LinkedIn messages to CEOs of like-minded organizations about Parkview Legacy Foundations.

- Goal 2: Increase engagement among existing partners.
 - Objective 2a: Increase number of funders within existing partnerships by 10 percent.
 - Objective 2b: Increase open rates on emails by 10 percent.

Strategies and Tactics

To increase awareness of Parkview Legacy Foundation and increase engagement among current and potential organizational partners, we will use a variety of strategies to make implementation simple and efficient. We will be sending emails to partners, posting on Facebook and LinkedIn, and crafting messages tailored to potential partners. To save time and money in the implementation stage, we recommend using Hootsuite's Publisher tool to schedule all social media posts and keep up with the content calendar. If you use Hootsuite for all social media posts and platforms, you will be able to monitor when posts go live on each platform. In Hootsuite, also use the Streams tab to monitor mentions and post history on each social media platform. Monitor direct messages and comments using the Inbox tab on Hootsuite. In addition, we recommend using Canva (free) to create simple but visually appealing graphics for social media posts and visuals for emails.

I. Tactics for Goal 1

- A. Create a LinkedIn business page for PLF.
- B. Send direct messages on LinkedIn to CEOs or appropriate contacts of potential partnering organizations.
- C. Create posts for PLF's Facebook about the foundation, its mission, current projects, and needs in the community. Facebook posts for this campaign can also be posted to LinkedIn to increase awareness and reach a professional audience on that platform.
- D. Post 2-3 posts a week to share on the appropriate social media platforms.

- E. Actively engage with potential partners and individuals in the industry through social media platforms Facebook and LinkedIn. Specifically like, share and comment on the content of organizations that we would like to partner with.
- II. Tactics for Goal 2
- A. Send engaging emails to current and potential partners detailing PLF's new mission.
 - B. Send virtual brochures to current and potential partners with detailed information regarding the recent change to PLF's ownership and mission.
 - C. Like, share and comment on the content of PLF's existing partners.

Implementation Timeline: 12 weeks (May – July)

- **Week 1: Preparation**
 - Facebook
 - Go through current Facebook page and add any missing “About” information and clean up existing information or photos if necessary.
 - Social media campaign launches next week. Create visuals using Canva for next week’s social media posts (*refer to Appendix E for sample social media posts*).
 - Connect the Facebook page to PLF’s Hootsuite account (if that is not already done).
 - Upload and schedule content into Hootsuite for week 2 (*refer to Appendix E and D for content and post calendar*).
 - LinkedIn
 - Create PLF LinkedIn business page and fill out organization information.
 - Connect the LinkedIn business page to PLF’s Hootsuite account.
 - Determine list of 10 potential partners to reach out to via LinkedIn direct messages for Week 2.
 - Use Hootsuite to schedule Facebook content to also post on LinkedIn for next week.
 - Email
 - Determine list of 10 candidates to send emails starting Week 2.
- **Week 2: Social media campaign launches this week**
 - Facebook
 - Create visuals using Canva for next week’s social media posts (*refer to Appendix E for sample social media posts*).
 - Upload and schedule content into Hootsuite for next week.
 - Review and engage in social media posts throughout the week.
 - LinkedIn
 - Send message template to the list of 10 candidates determined in the week prior (*refer to Appendix F for LinkedIn message template*).
 - Engage with any responses throughout the week.
 - Determine list of 10 potential partners to reach out to via LinkedIn direct messages for next week.
 - Use Hootsuite to schedule Facebook content to also post on LinkedIn for next week.
 - Email
 - Send out emails to the list of 10 candidates determined in the week prior (*refer to Appendix C for email template*).
 - Respond to any incoming emails throughout the week.
 - Determine list of next 10 candidates to send emails for next week.
- **Week 3: Second Week of Social Media Campaign**
 - Facebook
 - Create visuals using Canva for next week’s social media posts (*refer to Appendix E for sample social media posts*).
 - Upload and schedule content into Hootsuite for next week.

- Review and engage in social media posts throughout the week.
 - LinkedIn
 - Send message template to the list of 10 candidates determined in the week prior (*refer to Appendix F for LinkedIn message template*).
 - Engage in any responses throughout the week.
 - Determine list of next 10 candidates to send messages for next week.
 - Use Hootsuite to schedule Facebook content to also post on LinkedIn for next week.
 - Email
 - Send out emails to the list of 10 candidates determined in the week prior (*refer to Appendix C for email template*).
 - Respond to any incoming emails throughout the week.
 - Determine list of next 10 candidates to send emails for next week.
- **Week 4: Third Week of Social Media Campaign**
 - Facebook
 - Create visuals using Canva for next week's social media posts (*refer to Appendix E for sample social media posts*).
 - Upload and schedule content into Hootsuite for next week.
 - Review and engage in social media posts throughout the week.
 - LinkedIn
 - Send message template to the list of 10 candidates determined in the week prior (*refer to Appendix F for LinkedIn message template*).
 - Engage in any responses throughout the week.
 - Determine list of next 10 candidates to send messages for next week.
 - Use Hootsuite to schedule Facebook content to also post on LinkedIn for next week.
 - Email
 - Send out emails to the list of 10 candidates determined in the week prior (*refer to Appendix C for email template*).
 - Respond to any incoming emails throughout the week.
 - Determine list of next 10 candidates to send emails for next week.
- **Week 5: Fourth Week of Social Media Campaign**
 - Facebook
 - Create visuals using Canva for next week's social media posts (*refer to Appendix E for sample social media posts*).
 - Upload and schedule content into Hootsuite for next week.
 - Review and engage in social media posts throughout the week.
 - LinkedIn
 - Send message template to the list of 10 candidates determined in the week prior (*refer to Appendix F for LinkedIn message template*).
 - Engage in any responses throughout the week.
 - Determine list of next 10 candidates to send messages for next week.
 - Use Hootsuite to schedule Facebook content to also post on LinkedIn for next week.
 - Email

- Send out emails to the list of 10 candidates determined in the week prior (*refer to Appendix C for email template*).
 - Respond to any incoming emails throughout the week.
 - Determine list of next 10 candidates to send emails for next week.
 - **Week 6: Fifth Week of Social Media Campaign**
 - Facebook
 - Create visuals using Canva for next week's social media posts (*refer to Appendix E for sample social media posts*).
 - Upload and schedule content into Hootsuite for next week.
 - Review and engage in social media posts throughout the week.
 - LinkedIn
 - Send message template to the list of 10 candidates determined in the week prior (*refer to Appendix F for LinkedIn message template*).
 - Engage in any responses throughout the week.
 - Determine list of next 10 candidates to send messages for next week.
 - Use Hootsuite to schedule Facebook content to also post on LinkedIn for next week.
 - Email
 - Send out emails to the list of 10 candidates determined in the week prior (*refer to Appendix C for email template*).
 - Respond to any incoming emails throughout the week.
 - Determine list of next 10 candidates to send emails for next week.
 - **Week 7: Sixth Week of Social Media Campaign**
 - Facebook
 - Create visuals using Canva for next week's social media posts (*refer to Appendix E for sample social media posts*).
 - Upload and schedule content into Hootsuite for next week.
 - Review and engage in social media posts throughout the week.
 - LinkedIn
 - Send message template to the list of 10 candidates determined in the week prior (*refer to Appendix F for LinkedIn message template*).
 - Engage in any responses throughout the week.
 - Determine list of next 10 candidates to send messages for next week.
 - Use Hootsuite to schedule Facebook content to also post on LinkedIn for next week.
 - Email
 - Send out emails to the list of 10 candidates determined in the week prior (*refer to Appendix C for email template*).
 - Respond to any incoming emails throughout the week.
 - Determine list of next 10 candidates to send emails for next week.
 - **Week 8: Seventh Week of Social Media Campaign**
 - Facebook
 - Create visuals using Canva for next week's social media posts (*refer to Appendix E for sample social media posts*).
 - Upload and schedule content into Hootsuite for next week.

- Review and engage in social media posts throughout the week.
 - LinkedIn
 - Send message template to the list of 10 candidates determined in the week prior (*refer to Appendix F for LinkedIn message template*).
 - Engage in any responses throughout the week.
 - Determine list of next 10 candidates to send messages for next week.
 - Use Hootsuite to schedule Facebook content to also post on LinkedIn for next week.
 - Email
 - Send out emails to the list of 10 candidates determined in the week prior (*refer to Appendix C for email template*).
 - Respond to any incoming emails throughout the week.
 - Determine list of next 10 candidates to send emails for next week.
- **Week 9: Eighth Week of Social Media Campaign**
 - Facebook
 - Create visuals using Canva for next week's social media posts (*refer to Appendix E for sample social media posts*).
 - Upload and schedule content into Hootsuite for next week.
 - Review and engage in social media posts throughout the week.
 - LinkedIn
 - Send message template to the list of 10 candidates determined in the week prior (*refer to Appendix F for LinkedIn message template*).
 - Engage in any responses throughout the week.
 - Determine list of next 10 candidates to send messages for next week.
 - Use Hootsuite to schedule Facebook content to also post on LinkedIn for next week.
 - Email
 - Send out emails to the list of 10 candidates determined in the week prior (*refer to Appendix C for email template*).
 - Respond to any incoming emails throughout the week.
 - Determine list of next 10 candidates to send emails for next week.
- **Week 10: Ninth Week of Social Media Campaign**
 - Facebook
 - Create visuals using Canva for next week's social media posts (*refer to Appendix E for sample social media posts*).
 - Upload and schedule content into Hootsuite for next week.
 - Review and engage in social media posts throughout the week.
 - LinkedIn
 - Send message template to the list of 10 candidates determined in the week prior (*refer to Appendix F for LinkedIn message template*).
 - Engage in any responses throughout the week.
 - Determine list of next 10 candidates to send messages for next week.
 - Use Hootsuite to schedule Facebook content to also post on LinkedIn for next week.
 - Email

- Send out emails to the list of 10 candidates determined in the week prior (*refer to Appendix C for email template*).
- Respond to any incoming emails throughout the week.
- Determine list of next 10 candidates to send emails for next week.
- **Week 11: Final Week of Social Media Campaign**
 - Facebook
 - Review and engage in social media posts throughout the week.
 - LinkedIn
 - Send message template to the list of 10 candidates determined in the week prior (*refer to Appendix F for LinkedIn message template*).
 - Engage in any responses throughout the week.
 - Use Hootsuite to schedule Facebook content to also post on LinkedIn for next week.
 - Email
 - Send out emails to the list of 10 candidates determined in the week prior (*refer to Appendix C for email template*).
 - Respond to any incoming emails throughout the week.
- **Week 12:**
 - Evaluate open email rate from weeks 2-11.
 - Review analytics on Facebook and LinkedIn to determine success of increase in follower count on Facebook and an increase in average post engagement.
 - Evaluate the success of our campaign by checking if we have reached our goal of increasing our partnership base by the end of July 2020.

Evaluation Methods

To measure the success of this plan, the final week will consist of analyzing the statistics on Facebook, LinkedIn and the open rates of our email campaign based on our objectives. This will evaluate if our goals of increasing awareness of Parkview Legacy Foundation among potential partners and increasing engagement among existing partners were successfully met.

Our first evaluative measure will be to measure social media awareness by evaluating an **increase in follower count by 10%** utilizing built-in analytics. We will note the statistics on Facebook and LinkedIn in the beginning and then track the analytics throughout the campaign to evaluate the percentage increase. Using the analytics tool, we will also evaluate the **increase in post shares by 10%**. *(Refer to objective 1a and 1b.)*

Our second evaluative measure will be to evaluate whether there is an **increase in awareness** of the foundation among potential partners. This is determined by the number of direct messages that were successfully sent to candidates on LinkedIn. *(Refer to objective 1c).*

Our third evaluative measure will be to evaluate whether we reached our objective of **increasing the number of funders within existing partnerships by 10%**. Parkview Legacy Foundation considers any active conversation and continued engagement with a like-minded organization to be a partnership. An increase in funders will be determined by evaluating financial contributions by individuals and organizations. *(Refer to objective 2a).*

Our last evaluative measure will be to measure the **number of open rates** on emails sent throughout the campaign. By evaluating the open rates, we can determine whether email is an effective platform for a future communication system. *(Refer to objective 2b).*

Appendix A: SWOT Analysis

SWOT Analysis

<p>Strengths:</p> <ul style="list-style-type: none"> ● Contains a clear vision of where it wants to go. ● A well-developed website with vocabulary that appeals to potential partners. ● Has a mission many other nonprofits will want to be part of. ● Desires collaboration with already established organizations. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> ● The foundation will not receive financial support from the hospital's sale for several years. ● A lack of employees. ● An overall misunderstanding of PLF's new identity separate from the hospital. ● Has to prove itself as a legitimate organization, despite a lack of resources and history.
<p>Opportunities:</p> <ul style="list-style-type: none"> ● An opportunity to create new relationships and partner with like-minded organizations. ● There is a wide variety of like-minded organizations throughout the U.S. that are potential partners. ● Unite partners and present PLF as a thought leader in the community. 	<p>Threats:</p> <ul style="list-style-type: none"> ● Community lacks knowledge of the organization. ● Foundation needs to be established as an individual institution separate from the hospital. ● People who supported the foundation in the past might not support its new initiatives. ● Has to prove itself as a thought leading organization before it can fully fill that role in the community.

Appendix B: Infographic



**PARKVIEW LEGACY
FOUNDATION**

Established in July 2019

OUR MOTIVATION

We believe every person is infinitely important and valuable to their community.



OUR MISSION



What can we create to increase the probability of wellness in our region for all people?

OUR METHODOLOGY

Our mission is ambitious. We need integrated partnerships in our community to make it happen.



**SYSTEMIC PROBLEMS
REQUIRE SYSTEMIC
SOLUTIONS.**



We envision a whole, healthy, integrated community bound to provide opportunity for all.

We are better together: diversity is necessary, equity is essential

Learn more at parkviewlegacy.org

Appendix C: Email Template

MAY 2020



WHO WE ARE

Parkview Legacy Foundation was founded In July 2019 following the Sale of the Parkview Community Hospital Medical Center, a nonprofit hospital, to AHMC, a for-profit hospital group. The PLF was created to use the proceeds from the sale of the hospital to benefit the community in four distinct areas: housing stability, social mobility, whole health accessibility, and integrated solutions.

WHAT WE VALUE

- 1 Housing stability
- 2 Social mobility
- 3 Whole health accessibility
- 4 Integrated solutions

Parkview Legacy Foundation believes that each individual is equally important and valuable to their community. Specifically, each person holds their own specific set of skills, expertise, knowledge, and the connections that can contribute to and be leveraged to create solutions that go further than they could alone. The foundation believes partnerships with like-minded individuals and organizations are a necessary requirement to bring about change at the systemic level.

Click here [To learn more about Parkview Legacy Foundation](#)



VOLUNTEER SPOTLIGHT: KAREN GRAHAM

Parkview Legacy Foundation wishes to thank [Karen Graham](#) for her outstanding contribution of time, dedication, and expertise to the health and wellbeing of the Inland Empire.

Appendix C: Email Template (Continued)

WE NEED YOUR HELP

We have the opportunity to build relationships with like-minded individuals and organizations in order to improve the holistic health of the Inland Empire on a systemic and individual level.

Parkview Legacy Foundation is seeking partners who share our vision and would like to further develop it. PLF strongly believes that we are more effective if we work together and values a holistic approach to wellness that can involve a variety of different organizations and individuals with diverse interests. PLF strives to unite these organizations in order to enlarge their impact in the Riverside County community and beyond.

HELP US REACH THE
INLAND EMPIRE

*Become a financial
partner*



COVID-19 UPDATE

The current COVID-19 crisis has created unanticipated shifts for all of us. Parkview Legacy Foundation remains as committed as ever in partnering with others throughout our region to address our immediate needs while making sure that we are ready for the journey ahead. We will make it through this together!

If you or someone you know has a current personal need for resources to help:

- Dial 211 or visit www.connectriverside.org

If your organization, or an organization you're connected with, needs resources or if you want to find ways to help:

- Here are 3 sites with extensive and growing links to resources to support nonprofits, individual, and business needs:
 - IE COVID-19 Response: [Coordinated Platform for Updates on Resources, Needs, and Opportunities](#)
 - The City of Riverside's [Information Regarding COVID-19 Coronavirus](#)
 - COVID-19 [Resources for Inland Empire Nonprofits](#)

If what you need is not available through one of these options, please let us know so that we can help fill the gap!

CONTACT US

EMAIL

Damien@parkviewlegacy.org

WEB

Parkviewlegacyfoundation.org/contact/

Engage with us!

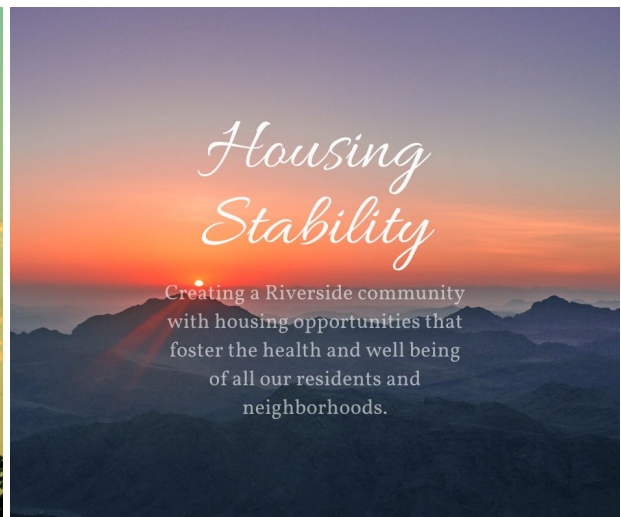
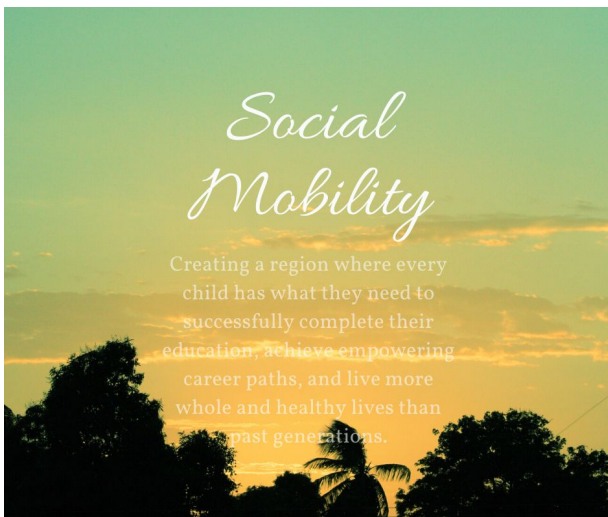
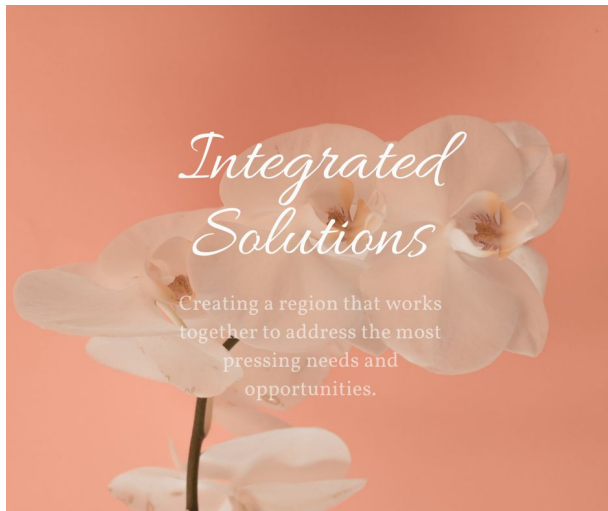


Appendix D: 1 Month Example Social Media Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1						
Facebook	Go through page info and make edits		Schedule content with Hootsuite		Create graphics for next week	
LinkedIn	Create and fill out LinkedIn Profile		Determine 10 candidates for next week			
Week 2						
Facebook	Schedule content with Hootsuite	Scheduled post -Engage with responses	Engage with responses	Scheduled post -Engage with responses	Create graphics for next week	Scheduled Post -Engage with responses
LinkedIn	Schedule Facebook content to go on LinkedIn with Hootsuite	Send message template to the list of 10 candidates	Engage with responses	Engage with responses	Determine 10 candidates for next week	
Week 3						
Facebook	Schedule content with Hootsuite	Scheduled post -Engage with responses		Scheduled post -Engage with responses	Create graphics for next week	Scheduled post -Engage with responses
LinkedIn	Schedule Facebook content to go on LinkedIn with Hootsuite	Send message template to the list of 10 candidates	Engage with responses	Engage with responses	Determine 10 candidates for next week	
Week 4						
Facebook	Schedule content with Hootsuite	Scheduled post -Engage with responses		Scheduled Post -Engage with responses	Create graphics for next week	Scheduled post -Engage with responses
LinkedIn	Schedule Facebook content to go on LinkedIn with Hootsuite	Send message template to the list of 10 candidates	Engage with responses	Engage with responses	Determine 10 candidates for next week	

Appendix E: Social Media Post Examples

Posts to explain the PLF's core values:



Sample Caption: One big part of Parkview Legacy Foundation's mission is Integrated Solutions. What do we mean by that? We want to create solutions for each of our goals that work together to address problems at a systemic level. We partner with like-minded organizations in the community to ensure that Riverside receives the best and most efficient care possible.

Appendix E: Social Media Post Examples (Continued)

Quotes about PLF and its partnerships:



Sample Caption: We could not fully support the Riverside community without the help of our partners and other nonprofit organizations seeking to better the lives of each individual in the area. We are so thankful for this community and our proactive partners!

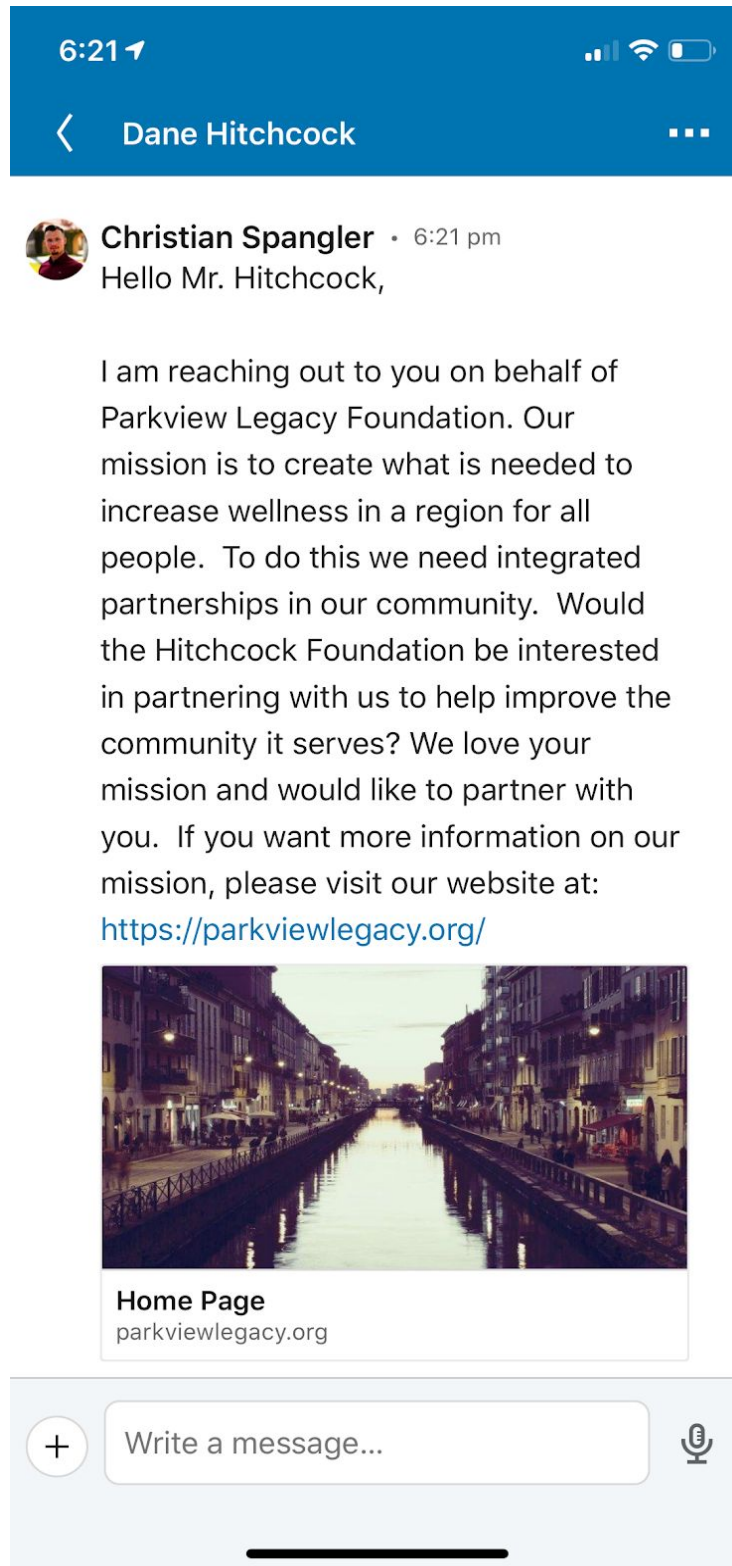
Appendix E: Social Media Post Examples (Continued)

Partnership Spotlight posts – Why Parkview Legacy Foundation?:



Sample Caption: Riverside United has partnered with Parkview Legacy Foundation since day one. Janice Berkley, CEO of Riverside United, says she supports PLF because she knows it addresses many core problems in the community that could lead to a better future for all. (You can also paste an extended quote in the caption for viewers to read more about “Why Parkview Legacy Foundation?”)

Appendix F: Template for Direct Messages on LinkedIn



References

About Us. (2019). Retrieved February 9, 2020, from <https://parkviewlegacy.org/about/>.