

## NRCA Public/Community Relations Plan 2017-18 (July 1, 2017 – June 30, 2018)

### PR Objectives for 2017-18:

- 1) Improve and Increase Community Awareness of NRCA
- 2) Create awareness of NRCA brand
- 3) Promote NRCA Programs

<i>TASK</i>	<i>TIMEFRAME FOR COMPLETION</i>	<i>PROPOSED COSTS (in addition to staff time)</i>
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### Printed Materials:

2016-17 Annual Report: 300 printed, e-mail to constant contact list, website	<i>Winter 2018</i>	<i>\$1768</i>
2016-17 Annual Report presentations to local governments by staff & Board	<i>Winter 2018</i>	
Revise and print brochures as needed	<i>Ongoing</i>	<i>\$1,600</i>
Newspaper articles: 90/year	<i>Ongoing</i>	
Maintain Fatherhood kiosks, including NRCA materials	<i>Ongoing</i>	
Review and update telephone book listings	<i>Ongoing</i>	
Appreciation holiday cards to all volunteers and community partners, approximately 900 cards	<i>December 2017</i>	<i>\$750</i>
Improve donor retention through updated thank you letters, cards, certificates, videos to donors based upon level of gift	<i>Spring 2018</i>	
Press Releases highlighting a special NRCA program initiative	<i>Ongoing</i>	

### Online:

Update 211 referral call center for all programs	<i>Fall 2017 Spring 2018</i>	
Maintain/update website design development as needed	<i>Ongoing</i>	<i>\$1,000</i>
Improve website donation page to make more donor friendly	<i>Fall 2017</i>	
Regular social media posts <i>Goal: at least 2 posts per week</i>	<i>Ongoing</i>	
Press Releases shared by email with Board, Advisory Council members and staff; post on website and social media	<i>Ongoing</i>	
Utilize at least one social media vehicle per program. Increase Number of Likes for each page	<i>Ongoing</i>	
E-Newsletters to constant contact list, increasing distribution list	<i>Monthly</i>	<i>\$294 Constant</i>

*continued*

		<i>Contact annual fee (501 - 2500 Contacts)</i>
Promote Give Big Day via Community Foundation of NRV	<i>April 2018</i>	
Promote #Giving Tuesday Tuesday after Thanksgiving	<i>November 2017</i>	

**Recognition:**

Volunteer appreciation events: Head Start Parent Volunteers and VITA Volunteers	<i>Spring 2018</i>	<i>\$1,500</i>
Community recognition awards: George Ducker Memorial Scholarship & Philip Sadler Memorial NRCA Volunteer of the Year	<i>Spring 2018</i>	<i>\$500 scholarship; \$80 for plaques</i>
Volunteer recognition nominations: NRV Leading Lights Awards	<i>Spring 2018</i>	
Recognize partners with mailing annual certificates	<i>Spring 2018</i>	<i>\$50</i>

**PR Strategies:**

Presentations: 50/year	<i>Ongoing</i>	
Train staff on making presentations and talking points	<i>Winter 2018</i>	
Implement Storytelling (client, volunteer, leadership stories) into PR Strategies	<i>Ongoing</i>	<i>Animoto Video software \$100/yr</i>
Maintain updated photo and infographic portfolio for each program for PR use	<i>Ongoing</i>	<i>Canva graphic software: free</i>
Educate partners to have better knowledge of NRCA programs and services, along with contact details for better referrals.	<i>Fall 2017</i>	<i>Cost of printing letters and postage</i>
Share information with clients about education and training opportunities.	<i>Winter 2018</i>	